Enlightened MARKETING

36 Ways to Use Your Self-Intro and Attract Clients!



Enlightened Marketing offers effective marketing techniques that help you increase sales and attract perfect clients *without* selling out on your values.

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You already know your self-intro or "elevator pitch" can be used during networking. But you're missing out on opportunities to spread your message if you don't also include it in these 36 other places.

To discover how to craft a Jaw-Dropping Self-Intro that fits all these media and gets your audience to say, "OMG, I need your card!" check out our free webinar at JawDroppingMarketing.com.

- ❑ Networking (obviously!)
- ❑ Email signature
- ❑ Newsletter or ezine
- ❑ Tagline
- ❑ JVs or Referral Partners
- ❑ Presentations
- ❑ Advertisements
- ❑ Speeches
- ❑ Outgoing voice mail greeting
- ❑ Voice mails you leave
- ❑ Brochures or collateral
- ❑ Worksheets and handouts
- ❑ Articles
- ❑ Client gifts (physical)
- ❑ Website freebie
- ❑ Direct mail
- ❑ Website Home page
- ❑ About Us page
- ❑ Call to Action on Contact Us page
- ❑ Office or display space signage
- ❑ Coupons or tickets
- ❑ Press releases
- ❑ Surveys
- ❑ Packaging of your products
- ❑ Name tags
- ❑ Receipts and Invoices
- ❑ Other stationery and business forms
- ❑ Envelopes or external packaging
- ❑ Thank you notes
- ❑ Business card
- ❑ Proposals
- ❑ Your vehicle
- ❑ Shopping cart or point of purchase
- ❑ Social media profiles
- ❑ Speaker's intro (bio)
- ❑ All these for your Team Members!

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