# Prospecting possibilities

multi-channel marketing

Successful FranNetters view their business as a multi-channel marketing business. No single channel is sufficient to create success. While not every successful member of FranNet uses all the same channels, virtually all the successful FranNetters use lots of them.

Prospecting Channels break down into two components:

1. Those that you have to pay for
2. Those that you do not

Some make the mistake of not giving sufficient emphasis to the channels that cost money. However, since these channels are often among the most productive, they are well worth doing for most members. Below is a prospecting plan that covers many, though certainly not all of the prospecting opportunities that you should (time permitting) seek to take advantage of.

PROSPECTING CHANNELS THAT COST MONEY

PUBLIC SEMINAR

The seminar is your hub around which you can focus your networking. Invite other professionals, as well as people who sign up on their own.

Seminar promotions come in many forms, such as banner ads, boosting social posts, partnering with other organizations to promote to their databases etc. Seminars typically occur once or twice during the week to give attendees a choice of dates. Always consider what’s best for your market and the demand you’re seeing.

**Be sure to send announcements and inclusions by email, social media and conversations with community:**

* SBA, SBDC’s and SCORE
* Email to all Outplacement Counselors
* Complete Resource list (Colleges, PCMA’s, IACMP’s, Franchise Professionals)
* Online Calendar listings

ADVERTISING

* Internet & Promote on Social Media
  + Local event sites such as Eventbrite and Eventful can be very popular. Check out the entrepreneur sites, the job sites, and the general interest sites as well.
  + Post your events on your social media business pages and put some dollars behind them
* Newsletter
* Business journal ads and calendar listings
* Local publication business calendars
* Specialty papers (like military news)
* Lunches with professionals
* Networking lunches
* Radio/podcasts
* Public relations
* Meet the Zor or Employee to Entrepreneur (E2E) events (done periodically in addition to regular seminar)
* Co-sponsor seminars with banks, law firms, lenders, SBA etc.

PROSPECTING CHANNELS THAT DON’T COST MONEY:

Many FranNetters produce a large part of their prospects from channels that do not have any significant cost associated with them. These channels can be very productive and are quite numerous. It is important for you to prioritize these channels and do the ones that work best for you in your market

REFERRALS FROM CLIENTS

Often overlooked, this is an obvious channel. An intro from someone who has participated in your service can be a great one. Many people looking for a business know others who are doing the same. Be sure to ask your business associates for referrals of individuals who might be interested in business ownership.

OUTPLACEMENT FIRMS

* Doing Seminars at their offices
* Taking Counselors to lunch
* Leaving M&M Bags or a tangible reminder with your card attached
* Posting your Seminar and Appointment information on their bulletin board
* Send an introductory or invitation email to the active client list or have the outplacement firm send on your behalf
* Never give up on getting into firms; focus on building relationships with the staff at the outplacement firms.

IACMP (INT’L ASSOCIATION OF CAREER MANAGEMENT PROFESSIONALS)

* Join the IACMP Group
* Serve on Committees, including membership
* Network with HR Professionals
* Build relationships with members
* Invite members to seminars

Do Seminars and be Active in…

* SBDC’s (Small Business Development Centers)
* Join PCMA (Professional Coaches and Mentors Assoc)
* SCORE
* Chambers of Commerce
  + Join major Chamber in your area
  + Join at least 2 smaller chambers in your area
* SBA
  + If you can do seminars with them, then you can probably get PSA’s (Public Service Announcements) aired, since SBA is a nonprofit organization.
* Local Agencies, including the Office of Small Business in your city
* Evening MBA programs

Check Online Services for layoffs. USE GOOGLE ALERTS

Check Local Newspapers (Newspaper’s Websites), USE GOOGLE ALERTS

Do seminars for local companies that have laid off, or invite the laid off people to your seminar

Look for other Outplacement type networking sources

* 40 Plus
* Alumni Associations

Attend Job Fairs – sponsor a booth

attend Trade Shows – if appropriate sponsor a booth

Use Networking Groups

* BNI (Business Network Int’l)
* ExecuNet
* BENG
* FENG
* MENG

Work with Ethnic Federations and Groups. Host appropriate seminars targeting these audiences

Volunteer to do Radio or Podcast Shows

They often are looking for guests.

* Reach out to hosts with a hook to get their interest
* Become a resource and local expert

Become a resource to the Newspapers, etc. in your community

Contact Industry and Related Professionals (Find them and reach out via linkedin)

* Franchise Attorneys
* Certified Financial Planners (CFP’s)
* Accountants
* Bankers
* Immigration attorneys

Do Military TAP Programs if available (Transition Assistance Programs …Military Outplacement)

* military officers who are lieutenant rank and higher are good prospects. Those who have transitioned into corporate world as well as those near retirement are good prospects

Build your database of all contacts. Reach Out to them periodically

Do Seminars with other Interested Parties like Bookstores