

+ PROTECTING



+ No results.



+

Crickets...



+ "Send me a link..."

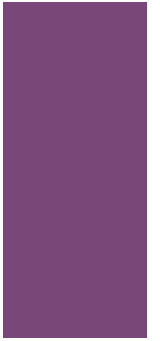


Is anyone out there?



Frank Fournier
© 2006

+ A narrow funnel



+ High ROI



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A knob you can turn



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Scale!



+ KEY PRINCIPLES



+ 1. Laser focus

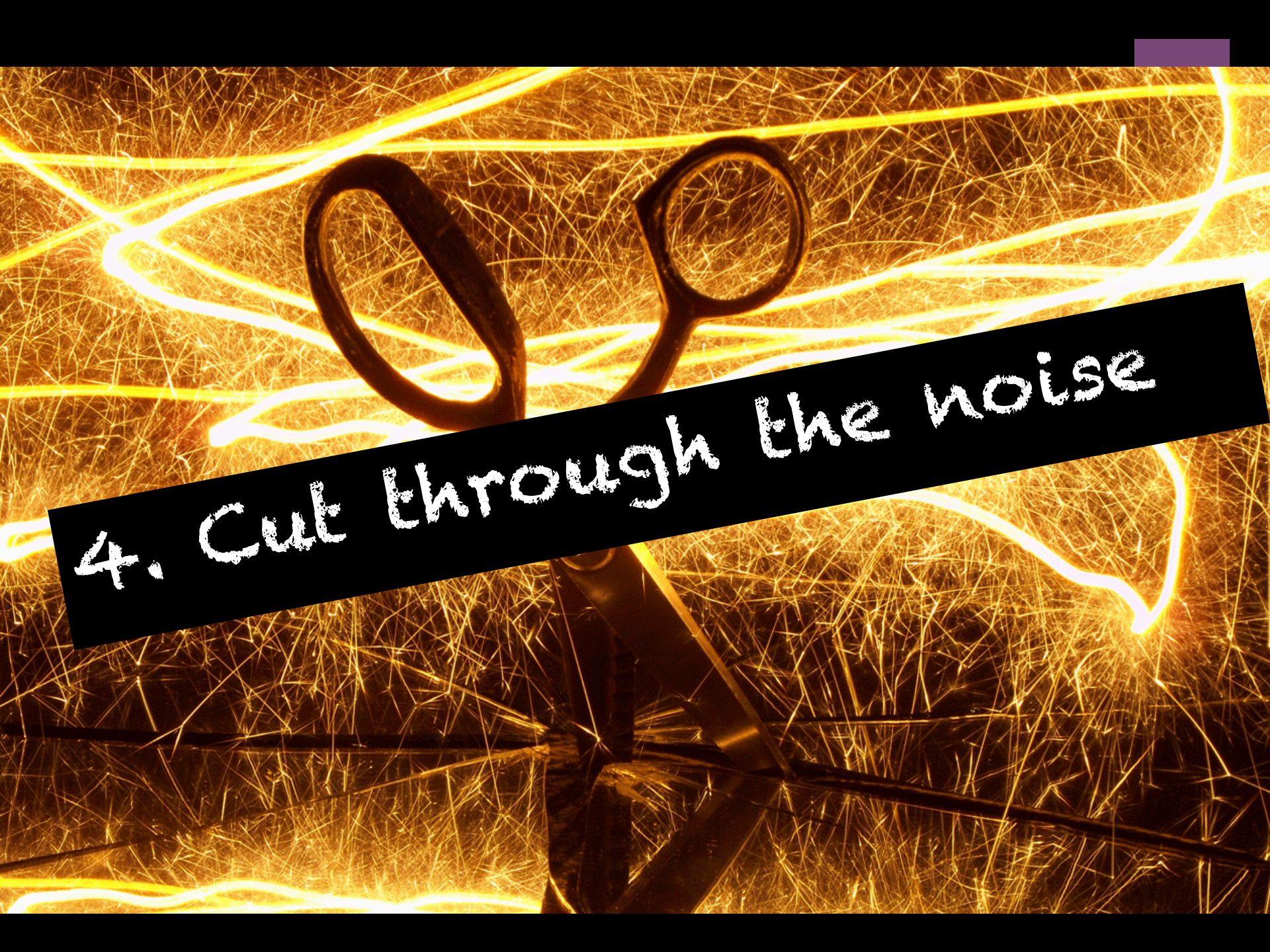


2. Know your Buyer Persona



+ 3. Conferences





4. Cut through the noise

+ S. Don't sell, Add VALUE



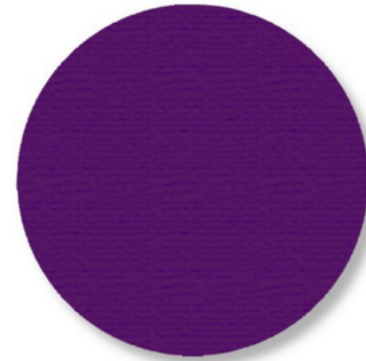
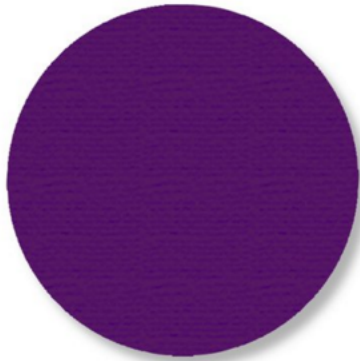
+ 6. Give yourself permission





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1. Find three (3)
industry conferences



2. Research the speakers



+ 3, 10 calls a day



+ 4. Stick to it



+

5. Measure your results

