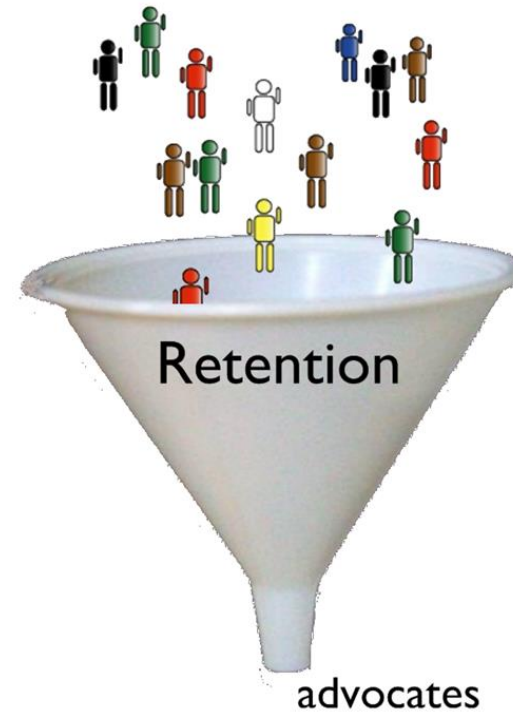


# Have a Variety of Offerings to Meet Them Where They Are

## Don't Know You

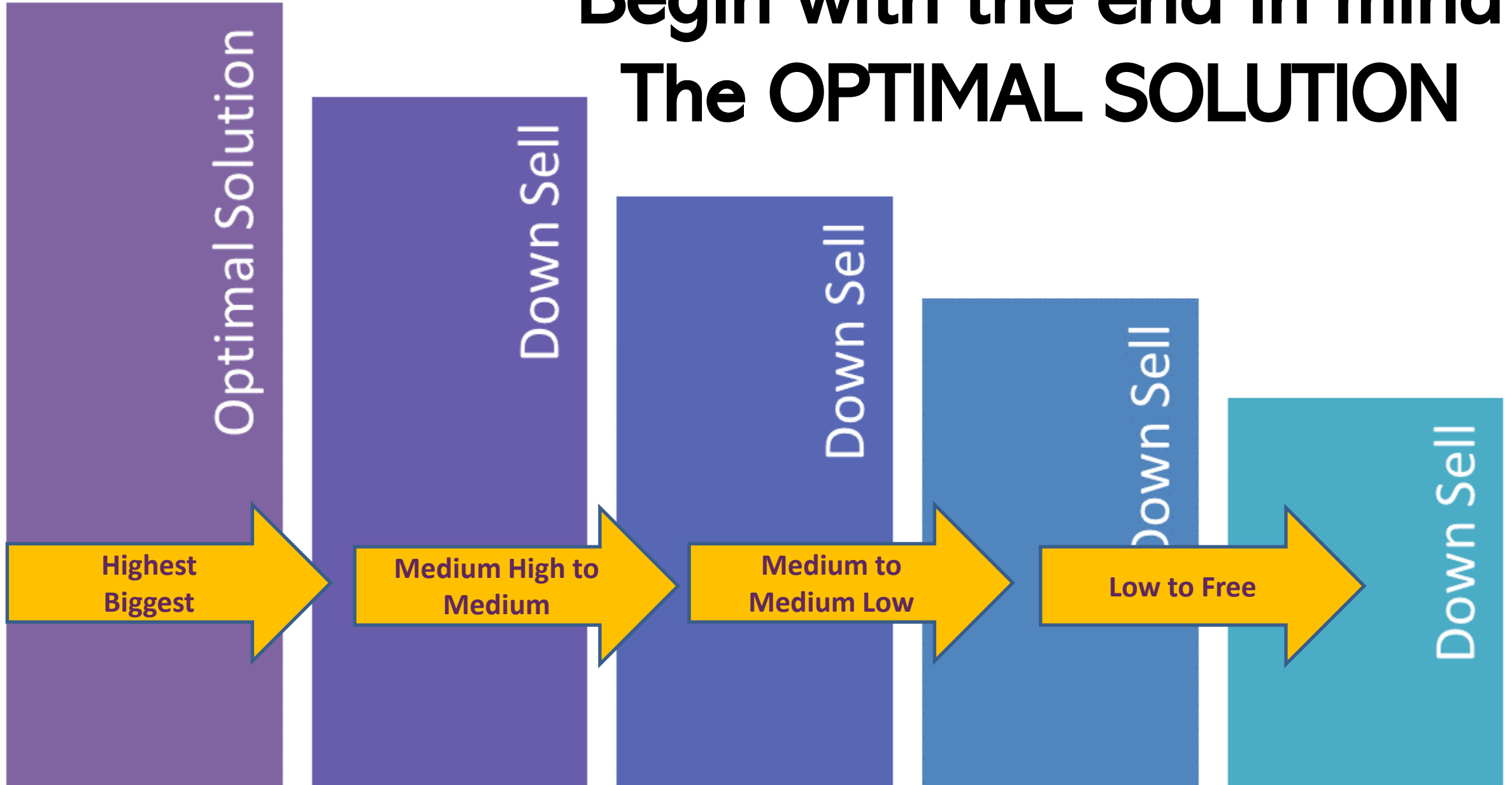


**Get to Know You**  
**Free or Low Price**

**Know & Like You**  
**Medium to High**

**Love You**  
**High End - Repeat**

# Begin with the end in mind The OPTIMAL SOLUTION



Online – Social Media

Sample or taste (Free)

Networking/Trade Shows

Less parts (Low)

Networking Follow Ups

Some but not all (Medium)

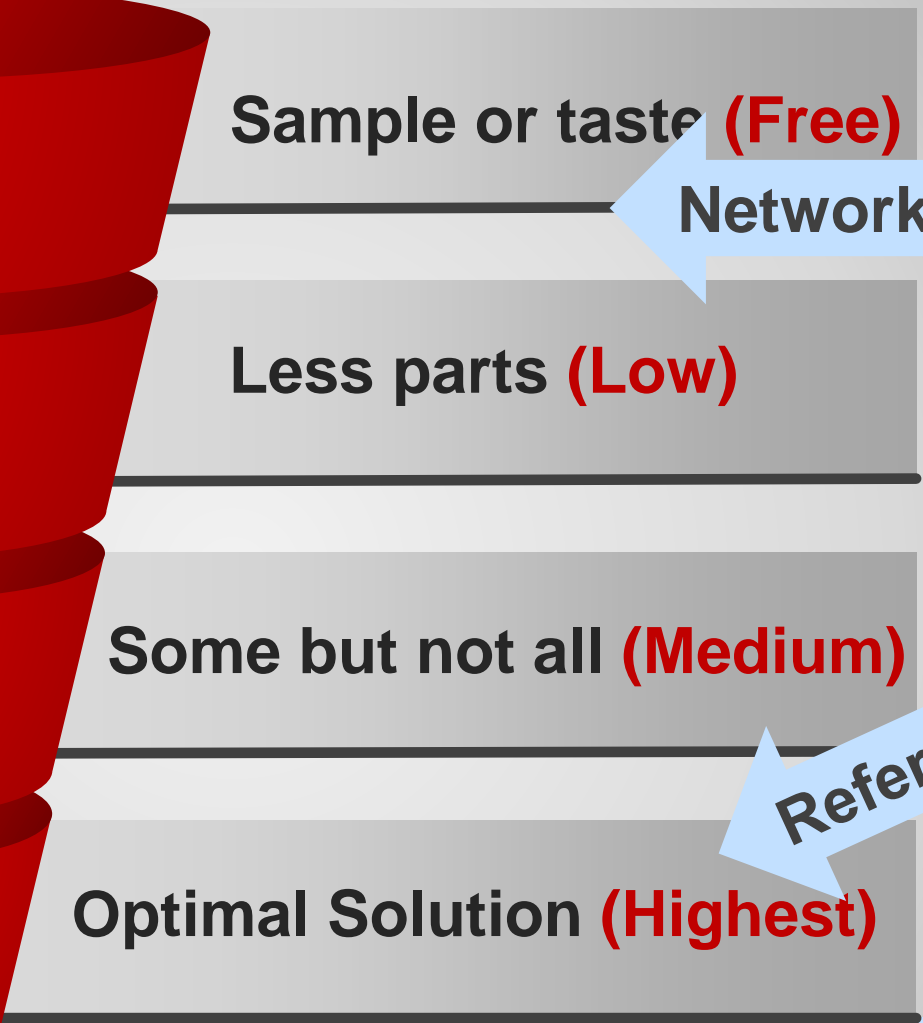
Referrals from Advocates

Optimal Solution (Highest)

Referrals from Advocates

S E R V E R

Prepared to Serve & Receive

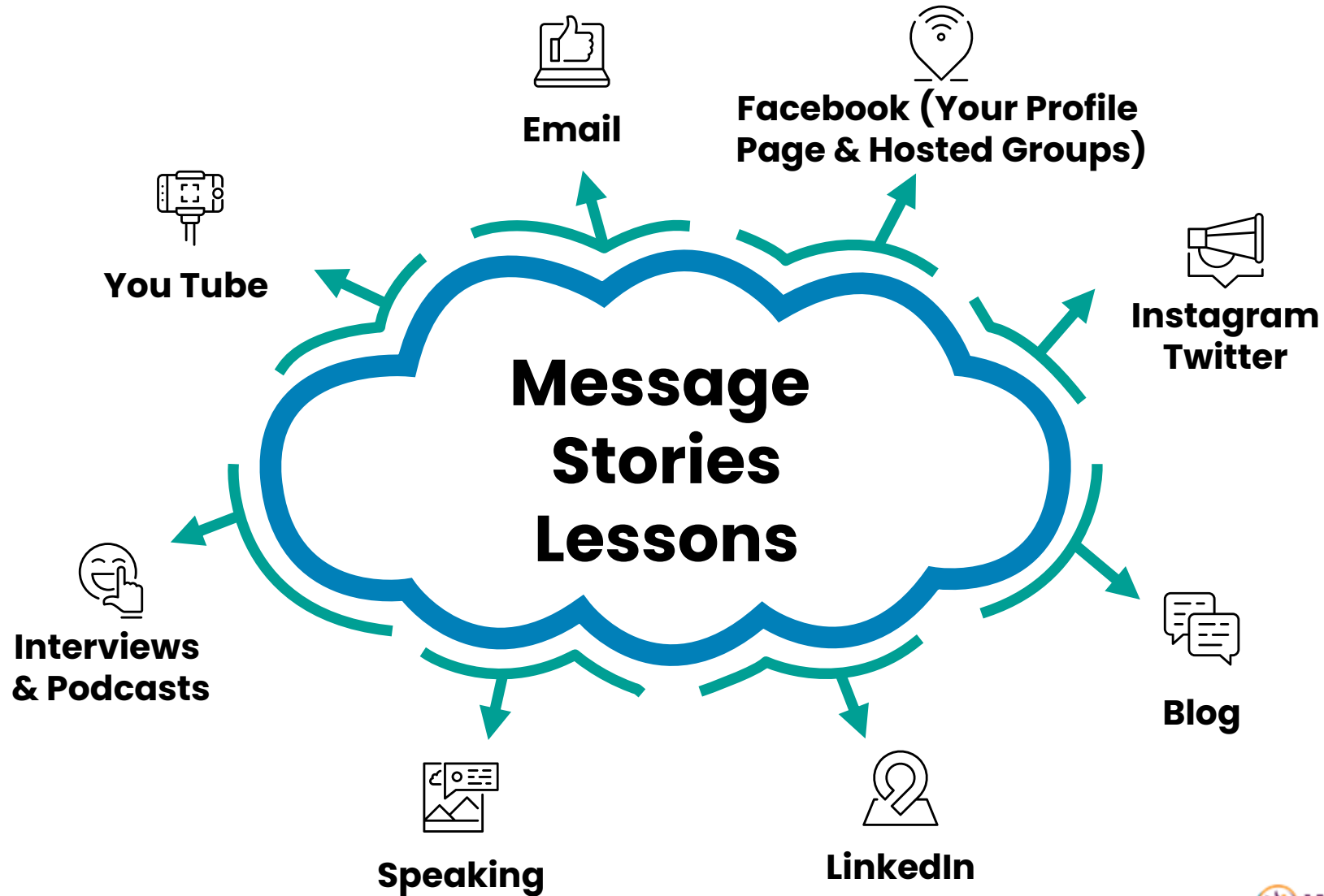


# List Building

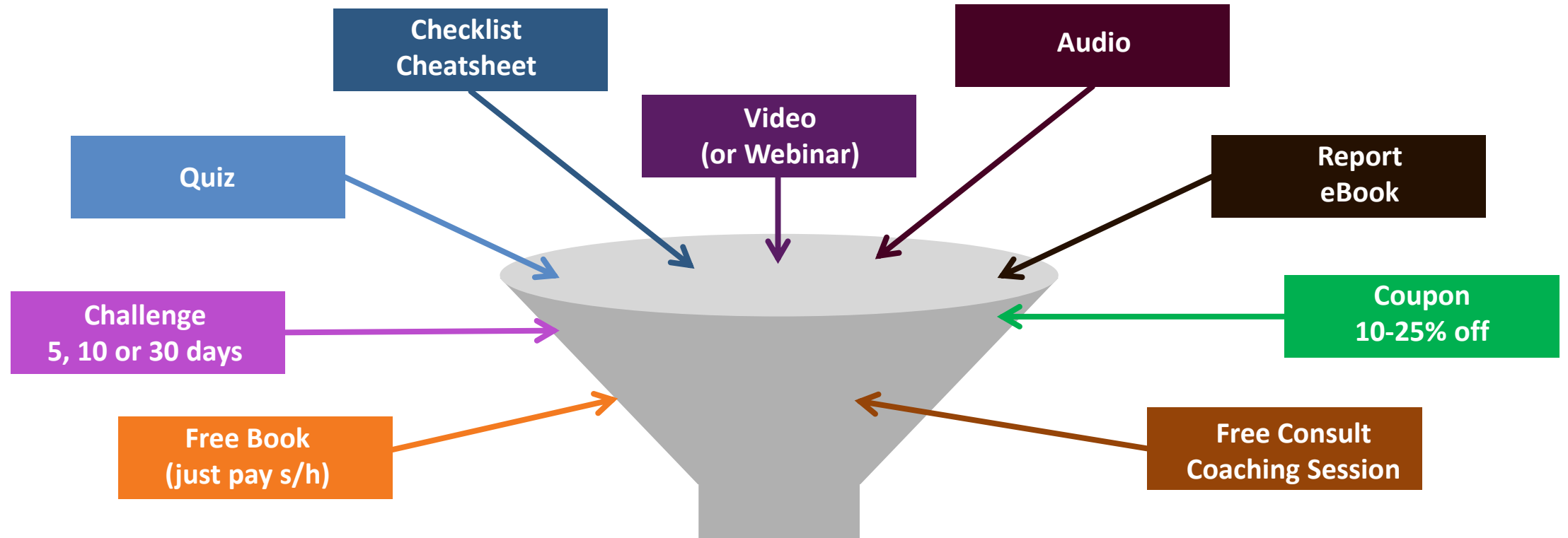


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Your Message & Story at the Heart of It All



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