

59 WAYS TO FIND NEW CUSTOMERS

2. Post flyers in apartments
3. Leave catalogs at auto repair shops
4. Wear a name badge or button
5. Approach bake sales and car washes with fundraiser information
6. Let your bank know what you do, give a catalog to the teller
7. Trade your products or services
8. Hang a flyer inside a bathroom stall door
9. Bring catalogs to the beauty salon
10. Use bumper stickers
11. Let everyone you ever worked with know what you do
12. Make a goal to give out a certain number of cards each day
13. Hand out a business card with all transactions and ask for one in return
14. Put your card in the fish bowl for a free lunch drawing
15. Get a restaurant to sponsor your drawing
16. Magnetize your business cards
17. Use your card as a bookmark in library books, leave them in
18. Instead of tear flyers, use your business cards at the bottom
19. Leave a flyer on bulletin boards
20. Put a sign on your car window
21. Join a club or network group
22. Offer your product for corporate gift giving

23. Leave a lead box in businesses you go to a lot
24. Go door to door
25. Fast Food – Where the Moms are
26. Always have flyers and catalogs with you
27. Former business associates
28. Former customers
29. Home owners associations
30. College newspapers and bulletin boards
31. Send a catalog to a coworker who has moved
32. Send a catalog to other reps or swap shows
33. Teacher's lounge at school
34. Employee lunchroom
35. Hold an open house
36. Have a booth at the school fair
37. Alumni newsletter or newspaper
38. Leave with receptionists
39. Send a flyer with bill payments
40. Call past hostesses
41. Neighbors
42. Offer a 10% coupon
43. Ask your friends
44. Put something in the church bulletin
45. PTA meetings

46. Hold a fundraiser
47. Join the Welcome Wagon
48. Craft Sales
49. School Fundraisers
50. Do random mailings
51. Hold a Hostess Appreciation Night
52. Offer your services to Realtors
53. Offer a Bridal Registry
54. Promote a Bridal Show
55. Always use your products everywhere
56. Give products as gifts or donations
57. Call everyone who said yes or maybe
58. Ask everyone at your parties, no matter what they said
59. Contact past guests and hostesses when their favorite item is on special
60. Set up a table at a career fair

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