

It not always about online!

Coach
for
Growth

Business Type: Photographer



ENTREPRENEURS CIRCLE
CERTIFIED COACH



This SME owner wanted to work with schools and they are notoriously hard to get hold of. Taking inspiration from the EC vault he used the “direct and lumpy mail” approach and parceled up some goodies and made sure they landed on the head teachers desk.

He included a sales letter, chocolate bar and examples of wall art that they could use. He only sent out 20 initially to control his marketing spend and has already bagged 3 new customers.

Get your foot in the door using a medium that resonates with your ideal customer.

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