



Building Your Prospecting Plan

Successful prospecting requires building familiarity with you and your brand. Effective prospecting is the key ingredient to a healthy pipeline. One channel is not enough. Where and how can you put your prospecting messages to work?

In Person: Networking, Cold Calling, Speaking

Phone: This is the gold mine of prospecting. How many calls per week will you make?

Prospects:

Old Contacts:

Previous Clients:

Referral Sources:

Email:

Social Networking: LinkedIn, Facebook, Instagram messaging

Texting:

Other:

