

# **Wizards of OZ**

## **20 Ways To Get An Appointment**

1. Buy Internet Leads
2. Company Leads
3. Cold Calling
4. 3 Foot Rule: Talk to anyone within 3 feet about what you do
5. Large Groups: Real Estate office, Sales Groups, anyone with a 1099
6. Convention groups, Home shows, Chamber of Commerce, Franchise Shows, etc.
7. Drop Boxes
8. Leave business cards or leave behind pieces EVERYWHERE! Restaurants, newsstands, Restrooms, Dr. Offices, bulletin boards, etc.
9. Tri folds (in holders) leave in restaurants, dry cleaners, car shops, car washes, etc.
10. Referrals: (50% of lead source for top producers) ask, ask, ask, who do you know?
11. Posters/brochures/ signs: leave in business establishments.
12. Get business cards off bulletin boards, send out postcards, brochures
13. Get lists: Free from the Chamber of Commerce, state government and towns.
14. Join clubs: Chamber of commerce, Lions, networking clubs
15. Pole Signs
16. Flyers
17. Car signs: with 800 #'s
18. Walk and Talk
19. Networking: Friends and Relatives – send letter letting them know your in the business of providing health care to small business and watch your phone ring.
20. Leads from clients who already have our coverage