

Agoge Final Challenge - In-person Outreach

For the walk-in outreach...

- Business #1 was a printing company my mother works for; that was all I knew about it. I analyzed the business and determined that it needed a better social media presence, as its goal is to reach \$45 million in revenue in five years but only had a couple hundred followers on their largest platform. After our meeting, the owner didn't want to meet again because he needs to use all his time to take care of his cancer-stricken mother.
- Business #2 was my commercial gym. My former personal trainer got promoted to Assistant General Manager (AGM) and moved to a new location nearby. However, even though he technically cannot train me anymore, he still offered to train me under-the-table somewhere else. Even though I initially refused, I took a few hours to figure out exactly how he can monetize this opportunity and eventually run his own online coaching business. So, I pitched this idea to him, and he refused, not because it was personal, but because I haven't done something like this before (I'm only on Level 2 of the campus and only have one client).
- Business #3 was an Italian Sport's Bar next-door to where I used to work. I pitched to them about their social media and how, just like Business #1, they're missing out on some online attention, where they can leverage their nostalgia and location in one of the most popular beaches in the USA to attract a lot of people (tourists and sports fans). Just like the previous two, credibility was the main objection, as I never did this before.

Overall, with just a few minutes of research, I could figure out exactly what each prospect needed. However, because I don't have my first client's testimonial yet, credibility was the main grounds of rejection. But because that was the main reason why, I can easily expand to those prospects soon once I gain credibility.