

Context:

Middleman promoting services such as logo design and branding.

I am also on the copywriting campus.

1. How are you going to find prospects?

Social media:

- Instagram
- Facebook
- Linkedin
- Youtube

Search for their business on other social media (instagram, facebook, youtube).

Qualify them by checking if they have an audience, between 5 and 500k,

-Check their products or services that offer income.

Then collect all of the data that I could get of their business in a Google doc on a spreadsheet.

I contact them by e-mail.

List 5 things you need to know about your prospect to know if they could be a good client:

Do they have a website?

Do they have an audience?

Do they have a product or a service that sells?

Do they have an email list/newsletter?

Are they interested in what I am offering?

Are they interested in increasing their income?

Record yourself doing a 30-second introduction on a phone call with the prospect.