

1. Ask your Kean friends and other colleagues which businesses they patronize in the KU neighborhood. Keep a list and use it when you choose an account to call on.
2. Drive or walk the trading area on each side of the school and make a list of the businesses who might benefit from a *Tower* ad.
3. Ask your parents, relatives, and friends for leads or contacts. Note: client must be able to benefit from the ad.
4. Read papers by students from previous semester ("Tales of an Advertising Salesperson").
5. Think of a product or service you use; come up with a creative concept that would convince you or your colleagues. Use this concept when you approach a potential client (through referral).
6. Use the "I'm a student and I need some help" approach.
7. Take rate cards and business cards everywhere you go in the area and leave them.
8. Choose a specific business that could benefit from a *Tower* ad and network until you find someone who knows the owner or ad manager. Use your contact's name when approaching the business.
9. Choose a customer who has advertised before.
10. Spend an hour or two each week and go into businesses. Go in person.
11. Work on a holiday ad. February 14 for Valentine's Day, March 17 for St. Pat's, Spring Break activities, Easter, and summer employment are examples (obtain *Tower* deadlines).
12. Work the phone for 30" twice a week and build a list of people to ask for when you go into a business.
13. Target a specific business who would benefit from a *Tower* ad and collect competitor ads. Use these to devise a strategy for the potential advertiser.