

In person outreach analysis:

1. The first business I pitched to was a coffee shop in which I realized could have better potential with their website and social media presence. I also believed that they would attract more customers if they were more visible. So during my pitch I included having a sign out front saying "Need to be Refreshed" to attract potential passers by. The rest of the services I was offering which is web design and social media marketing were pitched in a rather standard manner, as I would say I have developed strategies to help increase follower counts.

Result: they will contact me with their answer, they sounded like they liked it though

2. The second business I reached out to was owned by a family member of mine, in which case I simply did the same thing with website and social media revisions, promising them higher follower counts and clients. This is a higher ticket client in the construction niche, so I suggested direct email and maybe direct mail.

Result: they said they were very interested and wanted me to send my promised free value.

3. The last business I reached out to in person was a veterinary clinic, which in hindsight was a poor choice of a prospect for me. I offered the web services, without the social media, instead of this I tried to present the redesign as trying to show on their website that they had credibility in the space. I kind of got the passive aggressive "we want you to leave" vibe before I could finish my pitch, so I wrapped it up promptly and left

Result: undoubtable no