

Put on a different pair of shoes, that I don't wear normally, and went to 3 local businesses that I thought I could help.

The shoes were different to remember that is not the normal me

Prepared a little presentation in my head.

Prepared a list with all the things I could do, to test if it would bring more clients for them.

Also, prepared a couple of sentences to explain the reasons for this in-person outreach.

Rehearsed the conversation many times, and it felt like a normal conversation.

Went to the first business, a stand desk in a shopping center hallway.

A beauty treatments business.

The girls there said they didn't need any form of marketing.

Told them that it was free and that I was curious to see if my mini-project would bring more clients for them.

However, they didn't even want my phone number for future reference.

Went there with my 3-year-old daughter.

Saw me talking with the ladies there, and started to express, in her way, how much she wanted to go away from there.

At one point, the conversation with the ladies stopped.

Put all my attention to explain, again, to my daughter.

Then started again the conversation with the ladies.

Tried to make it as professional as possible.

Thinking now, how else could that situation be handled so it would still feel like a professional conversation?

The second business, a flower shop.

The first sentence that the owner lady said, was that they don't have any money for this.

Told her the rest of the story.

She appreciated the fact that it was free and agreed with me doing whatever I thought would be helpful.

Then, send her so that she can check.

All the conversation was a powerful emotional experience.

Could not remember my phone number and all the ideas previously prepared.

Calibrated the focus to handle the daughter-s feelings, before going to talk to the flower shop lady.

This time, she was not that that scared and the conversation went without big interruptions.

She sat in the prom and just watched.

Went to the third business, in another shopping center, a stand in the hallway, that performs a form of beauty enhancements, pretty much like the first business.

There was 1 lady there, who seemed to be very busy.

Not sure if she understood all that I said.

In a hurry, took my phone number and said is going to contact me.

Proud of the courage, because in those exact moments, it felt scary, not normal, impossible.

I even physically took a few steps back to rethink my ideas.

Saw the shoes that I don't usually wear. Reminded me that this is not my usual self, and need to walk there and talk.

In the moments where I forgot the sentences already prepared, needed to talk from the heart. Noticed that it sounded ok and normal and maybe better.

Would love to take real action to help the flower shop get lots and lots of clients.

I will make a realistic, detailed analysis to see if my schedule will allow me to complete a project with them.