

## Problem

- Fear walking into a random business to talk to owner for outreach.

## Free-flow word association

- If I were a business owner how would someone have to conduct themselves for me to accept them as a marketer?
  - Free offer of work
  - Confident
  - Clear plan
  - Are able to answer simple marketing questions
  - Well spoken
  - Professional attire
  - Polite

## Dreamer

- Approach as a beginner freelance marketer looking for work
- Ask staff directly to talk to owner
- Dress proper (suit)
- Offer all potential marketing services
- Act like I know everything about marketing and can definitely produce results
- Make a plan to follow to build confidence

## Realist

- Approaching as a student seeking out experience is a more realistic way to introduce oneself and would be more warm for an in-person outreach especially when inexperienced
- Can introduce yourself to staff members first and give a brief description of what you want BEFORE asking for a conversation with business owner
- Dress appropriate to the business you are entering, a suit will likely be overkill and off- putting to many businesses.
- Do a quick bit of research on the particular business you will be outreaching to first and come up with max of 3 marketing services you think will benefit them
- Explain that as a student you may not have all the knowledge, but you have access to experienced people and marketing material to assist you with this project
- Create a detailed plan for each outreach to reduce unknowns and build confidence in oneself to perform the outreach

## Critics

- Business owners may not be available in-store at the time
- Business may already have someone handling marketing
- May not have time to work with a student

- May simply not be interested in marketing
- If a plan is too detailed it may not be malleable enough to apply in-person, keep it brief

#### Solution

- Plan well for this outreach, find some decent business casual attire to wear, set out a good few hours and just go for it. Have a brief guideline plan for each business to outreach to with just 1-3 marketing ideas ready to throw at them if they ask for examples. Having just a brief plan without getting too overwhelmed with making it perfect as this is a new experience and unlikely to play out exactly as I could plan it.