



INBOUND MARKETING





ENGAGE _

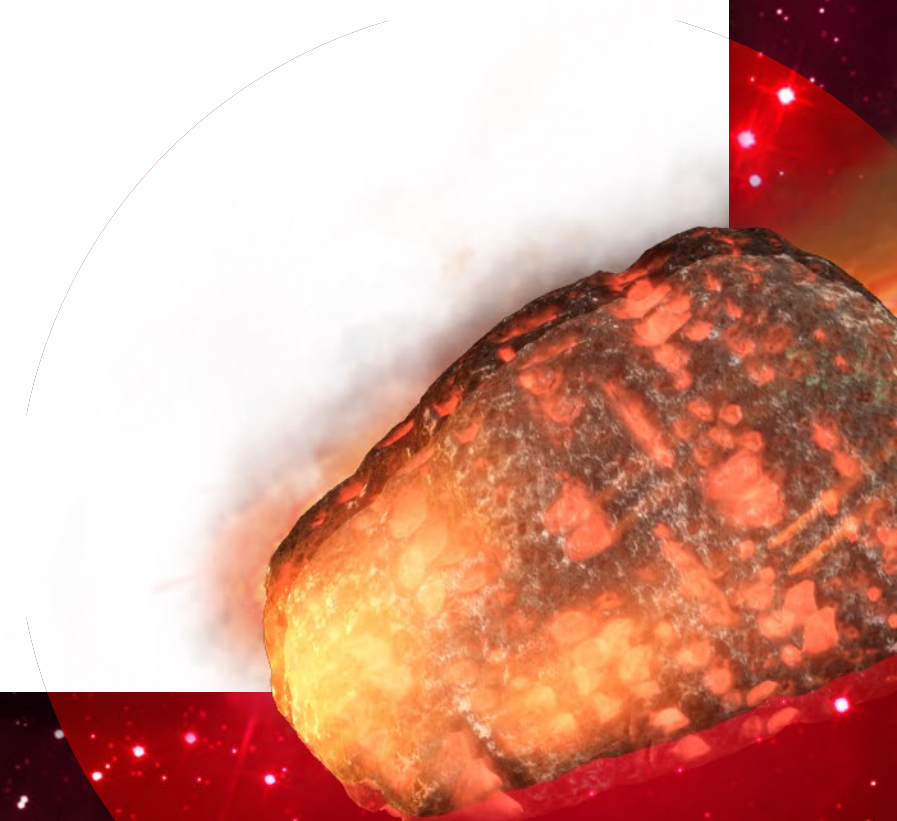
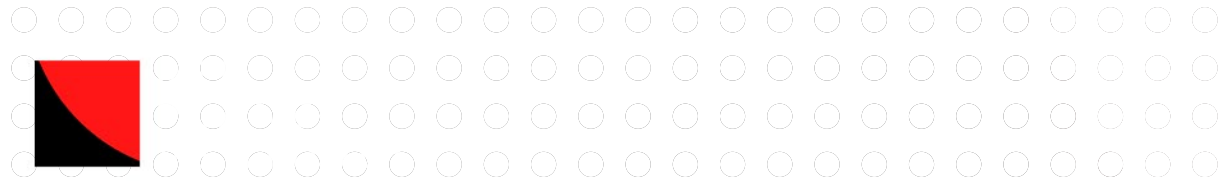
Find a group of credible, aspirational experts who will interact with you.


Engage on their content consistently, build relationships and a reputation.



EDUCATE _

Create educational content in the 1st person voice. People engage on passion and uniqueness.





OPEN YOUR DOOR _

1

Block 1-2 mornings
to take inbound
meetings only

2

Use a calendar booking
tool and add a link to
your LinkedIn Profile

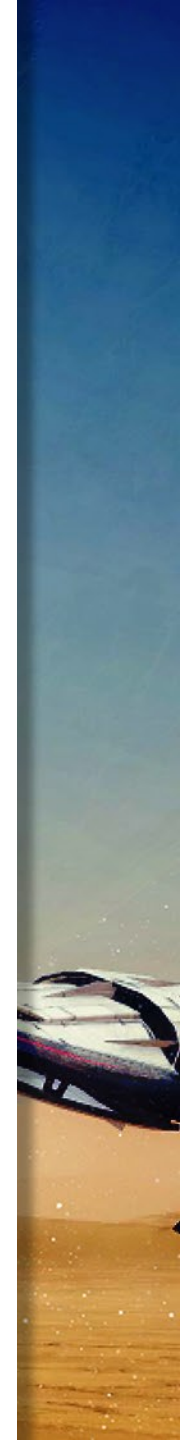
3

Help people without
expectation of getting
anything in return



FOLLOW UP _

Take detailed notes during screening calls and follow up with a summary of the problem and a few ideas that could help solve it.



PITCH _

Once a conversation has started and trust has built up, assign a value to your work and ask to go to next steps.

Transparent relationships deliver 10x the value of uncertain ones.



Find out how to create
your own custom

INBOUND MARKETING STRATEGY

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