

SYNERGY CLASSROOM COMMUNITY INVOLVEMENT WRITE A LETTER... SAY HELLO

Getting involved with the community is easier than you think. Write a letter, say hello, it's that easy. Find your location on a local map and draw a circle around it with a radius of 3 to 4 miles. Rural areas can be a tad more. Heavily populated urban areas a tad less. Locate all the clubs, organizations, community sports teams, local charities, firehouses, police precincts, and military organizations via whatever sources are available. The internet is most helpful.

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Develop a list. Get the mailing addresses and where possible an email address. Try hard to find the name of a decision maker and write a letter to introduce yourself. Prepare a bio, a paragraph about your business, your associates, and yourself. With the introduction don't list your services or products, and don't make a sales pitch. Just say hello and sort of welcome yourself to their organization and to the neighborhood. The amount of business you'll attract will surprise you.



Start this introduction process with your current customer base and invite them to share their organization profile with you. They want to know more about you just as you want to know more about them.

So, say hello, make a new friend and get more involved in your community and turn personal acquaintances into business opportunities.

Note: This does take work, but the results and rewards are worth every second of time you invest.

Our Classroom topics are a hub of go-to-market questions we have found through our experiences where both operators and manufacturers seeking solutions.
