

Business Outreach Tool Kit

Business cards

- Create professional grade business cards. Make sure your name & contact information are large enough to read.
- Collect business cards from others as much, or more, than you give. Why? When you're creating your mailing or invitation list, you'll want to include them. Take time to jot a note on the back to remember your connection.

Letterhead/Stationery

- Sending correspondence on letterhead can substantially increase your professional image and status. If you don't send a lot of correspondence, have your designer create a jpeg or pdf letterhead file that you can copy onto NICE paper.

Thank You Cards---

One of the MOST underutilized elements of good business!!

- This personalized touch is so rare and yet so valuable.
- I recommend the old fashioned snail mail thank you notes. They are true gems amongst the junk mail.
- Choose cards that have colored envelopes.

Website

- In this age of internet shopping, create a way for people to find you on the web. Hire a designer. People think they will take the time to create a do-it-yourself site, but they seldom do. When they do, they often miss ways to increase their visibility. My suggestion, hire someone who does it professionally and understands how the web works.
- Add information & resources in addition to advertising your work.

Email address (consistent & long term)

- Buy, and use, your domain name so you are in control of your address. When a server consolidates or no longer services your needs, you don't have to keep switching your email address. Plus, your contacts will have your contact information....long term.

Customer management system. It might be

- Whatever system you use, it should include contact information and provide a "do-able" system to remember dates of contact, follow up dates, and notes on interaction.

Portfolio or demo CD

- Consider ways to create a portfolio on-the-go; a purse sized minifolio, digital camera or MP3 recording can be quite handy.

Don't forget to stay current with technology to share your work with clientele and potential customers. (ezine, tubetv, podcasting , cd baby, etc)

The Core Source

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