



DAY 5

PROMOTE YOUR BUSINESS

EASILY PROMOTE YOUR BUSINESS TO BECOME A LOCAL LEGEND

Today you will share your talent with the world. Today you will run your errands all over town and start handing your flyers out. But before you leave the house make sure that you have your flyers in a folder so they don't get scrunched and they are always in your bag... even after today. You're going to network and market yourself on such an easy breezy level you wont even realise it.

PRE-WRITTEN SCRIPTS TO TAKE YOU FROM "HEY THERE" TO "HERE'S MY FLYER"

"Hey [_____] . I love how you do my hair. I've been coming to you for years. And I admire how you told me why you love your job so much. You really are helping people in your community. You know I love my job as a [_____] as well. And I love helping people in my local community too! I'd love to help you [_____]. Would you be interested?"

"Hey [_____] . I love this grocery store. I've been coming here for years. And I admire how you manage it so well. Surely there are ups and down but all in all it's a fine place you've got here. You really are helping people in your community. You know I love my job as a [_____] as well. And I love helping people in my local community too! I'd love to help you [_____]. Would you be interested?"

By now, they would be insane not to say no. Of course they are going say yes. So you whip out your flyer with the benefit on the front and your power position on the back. Hand over your flyer and don't say anything. Give them the time to read the front, flip it over, and read the back. Then when they look up, say with a smile on your face and warmth in your heart

"I'd love to voice your voicemail message/OR/ take your employee's pictures/OR/design your logo. We can talk about the details later either at my next appointment or via email. I just wanted you to know that I believe in your business and I want to see you thrive."

Then watch the smile on their face and the warmth in their heart grow so big that they give you the biggest hug. Leave the location and know you've done your part, for now, to become a local legend.

A few days later, if they haven't emailed you back yet, email them to get the ball rolling. Think of a price for your services and quote them that price. Worst case scenario they don't have the money. Then you can barter your services for free stuff!

Oh and I nearly forgot THE BEST PART OF BECOMING A LOCAL LEGEND. Every three months you have the opportunity to offer something new. The end of the year is always a good time to refresh a voicemail message, do an employee group photo shoot, or create a fun flyer with a happy holidays theme. The spring is always a good time to breathe some new life into a recorded announcement, photograph an employee team building retreat, or do some new business cards for your local tribes. the summer is a wonderful time to re-record the hair salons opening hours since julie will be taking fridays off to go to the beach, the grocery store is having a huge july 4th blow out sale and needs new photos for their social media, and you've booked the dream job of any local graphic designer - putting together a 500 page catalog for the local bike store. or in the fall - theres tons of back to school offers for julie hair salon, the grocery store, the local schools and universities, the churches, the yoga studios, the real estate agents, the event organisers.

By becoming a local legend you create a microcosm of dream clients that have your location as the common denominator. You become the go to expert that they keep coming back to and they refer to on a daily basis. All because you offered up the simplest of offers, something most people don't do because they think either "who would need that" or "that's too below me". But because you understand how this whole thing works, you know that it has nothing to do with you, and it has everything to do with helping people in your community.

AND THAT'S HOW YOU BECOME A LOCAL LEGEND.

DAY 5 CHALLENGE:

1. Run your errands.
2. Hand out your flyers.
3. And that's it!

Now take a selfie of you running errands and becoming a local legend and share it in our Facebook group. Remember to use the hashtag #locallegend5 for me to find your work and qualify it for the grand prize at the end of the challenge.