

7 Cheap & Easy Ways To Get Prospects

By Mike Burstein

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Here are some quick techniques you can put into place on your web site or in your advertising to gather new prospects. There is practically no cost for most of these strategies yet they have proven to be extremely effective in any number of different venues. Use one, two or all of these strategies for a quick shot in the arm.

1. Offer a free report or article that's sent by email from your autoresponder.
2. Give people a contact web form or autoresponder email address to send in their questions.
3. Have a media kit, price list, pictures, catalog, FAQ, etc. that are all available by email from your autoresponder.
4. Make a sample of your product available from your autoresponder. (i.e. If you're selling an eBook have a chapter available for free.)
5. Deliver a free informational eCourse by email through your autoresponder.
6. Create an outline of your site for visitors in a hurry to have the information emailed to them by autoresponder.
7. Run a free drawing and have visitors email their entry to your autoresponder.

The key to all of these strategies is the autoresponder. Don't fail to utilize this tool no matter what type of business you own.

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Mike Burstein has been helping the SOHO and Small Business community grow & prosper for over 20 years by solving start up problems, creating best practices, automating their offices, getting free publicity and dramatically increasing traffic and sales.

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