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Foreword

There are numerous ways to make your business a success. Many new business owners are encouraged to begin marketing to the people they know. All the same, if you want to be prosperous, then you are going to need to reach beyond that. Today we are going to talk about warm and cold marketing in regard to a marketing strategy for growing your small business over the long term. Get everything you need to know here.



Network Marketing Temperatures

The Secrets Behind Warm And Cold Marketing

Chapter 1:

Warm Marketing Basics

Synopsis

Warm marketing is usually the first area applied when it comes to going through the motions of embarking on a new business venture.

The warm marketing style is termed as such mainly because the first target audience or target customer base is usually identified from an already existing pool of friends, family, acquaintances and those who are generally already in some sort of connective relationship with the presenter.



The Basics

The term warm marketing is meant to imply that the actual process of making the sales pitch or business should in theory be easier as the anticipated receptiveness of the receiving party is generally favored to be warm.

In theory this is mainly why first time business start up endeavors turn to those who they are more familiar with to promote the said item.

However as mentioned before this is mostly a thought process that is supposed to work in theory. Unfortunately there are many other complimenting tools an individual needs to be equipped before such a consideration can become a reality.

These tools are there to ensure the actual exercise of trying to sell a product, service or introduce a business to someone who is considered familiar and more receptive easier and possible.

Most people who already have some experience in this style of target marketing will take the step to notify everyone they know of the venture they are currently occupied in. this is one way of notifying everyone of the opportunity that is available to any others who are interested without actually having a make a sales pitch on the spot.

Promoting the venture in the form of explaining enthusiastically what is taking up most of the individual's time, is meant to create a sense of

interest and curiosity in the said venture. This is especially effective if the notification is done in a well designed and exciting way.



Chapter 2:

Decide Who Your Warm Market Is

Synopsis

Starting out targeting the warm market available to the individual usually creates benefits in many areas. These benefits would play a very important role in turning to other potential prospects outside the warm market target group if the initial exercise has successful results.



Figure It Out

Below are some ways on how to effectively identify and pursue warm market targets:

Creating a list of people known to the individual is perhaps the most obvious exercise to start with. Though in some cases this can prove to be a challenge especially if the individual has limited amount of contact to start with.

However nevertheless this list should be able to provide the circumstances for the ideal starting point. Ideally people to include should be categorized as family, friends, co-workers, people that cross paths with the individual often.

Then the list can be expanded to included people who might benefit from the use of the product.

Once the list has been drawn up the next consideration which should be introduced is to identify the individual who would most likely find the product or service being promoted useful to them.

If the person on the list can be convinced of the merits of the product or service being offered then there is a good chance to successfully either acquire the individual as a customer or to go

further to get the said individual to join the business venture as a recruit.

Identifying people who may be interested in supplementing their current income is also another group to target. When it is possible to establish some level of success that is evident, those being targeted will be impressed enough to enquire after the venture.

This warm market approach could be quite fruitful as the new recruit would want to emulate the success of the individual who has seemingly gained monetary freedom through the said business.



Chapter 3:

Introduce Your Business To Your Warm Market

Synopsis

Tapping into the warm market available is easy enough a concept to understand and accept. However being able to successfully sell to the warm market customer can be both nerve wrecking and dismal in its earnings if not done in a professional and confident manner.



Show Them

Most people are already weary of being approached or targeted as potential candidates for business venture partnerships thus approaching them directly and immediately stating the intention for the meet may not work in the individual's favor.

How the presentation is made is instrumental in getting the endeavor started on the right footing. Appearance is everything some would say and tapping into this thought process may be one way to go.

Appearing confident and successful will definitely perk the intended target's interest. Once there is some level of curiosity established, then making the actual introduction to the business becomes a little easier.

This is mainly because the recipient is already sufficiently open to the idea of exploring the idea of the business.

Sometimes taking the trouble to spend time with a customer who has been very loyal can turn in surprising results when the said customer is introduced to the idea of becoming part of the business for themselves.

The initial part of having to convince him or her on the merits of the product or service would not be necessary thus leaving only the

presentation of the business plan which should ideally be done in an exciting and dynamic way.

Not taking the trouble to venture into seeing these customers as potential business partners would be quite a waste of warm market resources.

Casually introducing the topic of the potential business opportunity into the general conversation is also another way of getting the attention of the warm market target audience without giving the impression of trying to make the receiving party commit to the business.

This casual start would also encourage the other party to ask questions that would enable to individual to further capitalize on the situation.



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