

BONUS TIP:

Open Your Eyes!

Take the blinders off your eyes and ears. Take a closer look at the businesses you pass by each day driving to work and around your home that you just take for granted. Take another look at the businesses that you do business with but have never thought to ask about advertising with you. Make notes from the signs you see on cars and trucks. I got a big moving business account that nobody else in my market ever prospected just from calling the number I saw painted on the side of the truck.