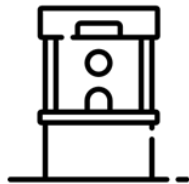
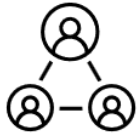
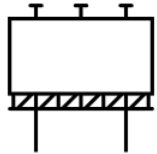


Our 5 Lead Sources



Brainstorm Your 5 Awareness Channels

Where does my target audience go?	Where does your target audience go during the day? At night? Online? On weekends? What do they read and watch?	
Where are they already looking for me?	When your target audience is seeking your services/products, what actions do they take? Where do they look?	
What are my strengths?	What do you bring to the table? Are you good at connecting with people one-on-one? Are you a strong writer? A social media maven?	
How can I capture their attention?	What will make them take notice? Where are they most likely to notice?	
What can I afford?	What's your budget? How far can you make it go?	

