

## Networking instructions

This is the gift certificate we either send out to, email or drop off (by the dozens/hundreds) to people we network with.

It's usually accompanied with a handwritten note we'll put together after speaking with them. You can try sending it out cold to the top 100 businesses in your town (visit your chamber of commerce for that info) with a cover letter, but a call (or personal visit) works better.

Since giving out a \$20 gift (NOT a coupon) gets people in the door and they almost always leave money with us during their visit, we want as many of these out as possible. To accomplish this we'll network with other businesses that has many employees (or guests/clients, i.e. health clubs) and offer a free \$20 gift certificate to any and all of their guests. They can be used in a welcome package, as prizes for all who enter a contest, in trade for bartered services for ourselves, as trade for them including us in their advertising (i.e. they would advertise "stop by and get a free gift certificate to the Russian day spa on us") or simply as a "thank you" or note of appreciation to the receiver.

Notice at the top left of the gc is a code (AFB for air force base) for us to track it. We'll change this for each new referrer. The headline "\$20 Gift Certificate" is up top. We offer a few details via our services offered, but wanted it to appear as what it is, a gift certificate, so left much of that out. Urgency is created via the expiration date and since there's no money exchanging hands (yet) we don't have a second offer or guarantee.

NOTE: There are a few restrictions. Mainly that it can't be combined with other offers (i.e. our \$20 for joining our email list) or on Saturdays (our money day).

Contact a few organizations (the secretary at the school, human resources at the hospitals, manager of a gym, etc), speak with them about this free gift from you and send it over to them!

"Who loves ya?"

-Christopher