

Persuasive - how to get noticed by the right people and create efficient connections and interest

Prepared - have relevant resources in scale, allowing the Freshwater Institute to deliver meaningful value and nurture opportunity once it arises

Persuasive

Visibility - Methods to be seen by prospects of greatest opportunity for new business:

- i. Social media
- ii. Google searches
- iii. Paid advertising
- iv. Events - sponsorship
- v. Events - coordination
- vi. Referral sources
- vii. Professional networking
- viii. Publications
- ix. Email marketing

Clarity - Speaking in terms the prospect understands and values:

- i. Understanding problems and goals of prospects
- ii. Appropriate voice for audience
- iii. Skimmable materials
- iv. Logical path for how to proceed

Responsiveness - Ability to respond promptly when interests arise:

- i. Phone
- ii. Email
- iii. In Person
- iv. Referral sources
- v. Online chat
- vi. Social media

Inquiry - Making it easy and obvious for prospects to engage (including both action and understanding):

- i. Action
 - 1. Contact info prominently displayed
 - 2. Lead generation tools
 - 3. Low risk first step
- ii. Understanding
 - 1. Message simplified
 - 2. Consistency in message
 - 3. Focused and consistent outbound efforts

Prepared

Value - making it fast and easy to deliver info to prospect:

- i. Well organized content
- ii. Content that is easily and quickly accessible to both you and your prospects
- iii. Content can be accessed by novice user of technology

Relevance - Converting experience into answers:

- i. Organizing resources per audience
- ii. Speaking to most common needs
- iii. Proactively providing additional information

Inspiration - Enabling the prospect to see success in what you're offering:

- I. Industry/solution-focused content
- II. Testimonials
- III. Case studies
- IV. References