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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*

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### 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*

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### 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*

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### 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.



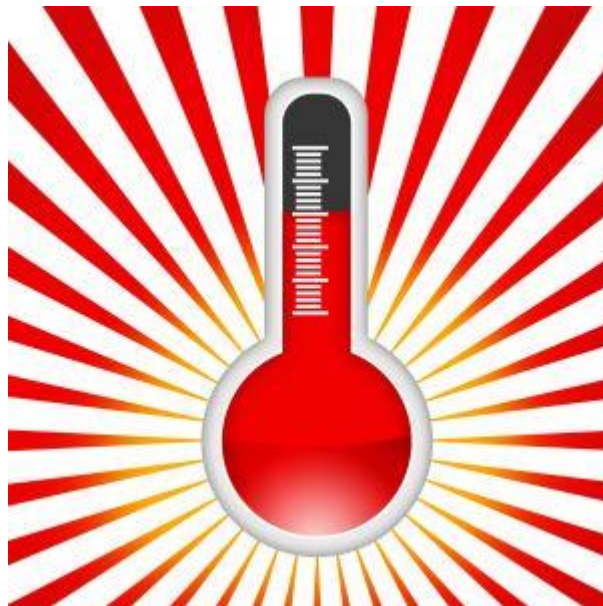
# Chapter 4:

## *Follow Up With Warm Market*

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### Synopsis

After making the initial foray into introducing the potential prospect from the warm market target pool to the possibility of becoming part of the business, the individual should also set aside some time to spend in the follow up process to the initial contact. Planting the seed and just leaving it to grow without the proper period follow up may not entail the desired results.



## **Follow Up**

Overestimating the initial introduction to the business as being sufficient enough to getting the prospect excited and participative is definitely something that should not be condoned.

This may even be seen as a rather poor business judgment on the part of the introducer. The exercise of following up on the initial introduction will give the individual an idea of how the first contact was viewed and whether the time is right to push further for a firmer commitment to the business.

The interval would also have given the prospect an ideal amount of time to mull over the business idea and be ready with questions of their own, thus if there is no follow up sessions forthcoming the interested party may seek other alternatives.

The follow up contact should also be done in a friendly yet professional style, which may include staying focused on the business topic rather than discussing a variety of other topics that would waste valuable time.

As the initial contact may have lacked the opportunity to get into an in-depth detailed discussion about the business, the follow up session would be the perfect time to indulge a little more into this area.

Providing relevant material that are highly convincing in nature would also be something worth considering at this follow up point.

Asking for referrals could also be included in the follow up contact with the warm market target audience. This would give the impression of being very serious and focused about the intention to make a success of the business.





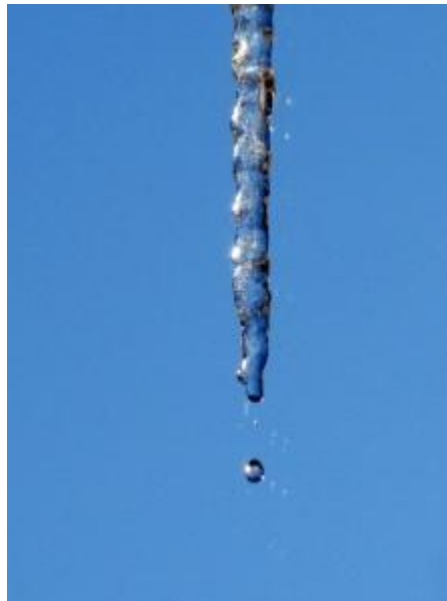
# Chapter 5:

## *Cold Market Basics*

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### Synopsis

The term cold market is usually used when referring to prospects that are not known to the individual intending to introduce the business plan to. These people are usually not known to the individual who may have acquired their contact through a variety of indirect ways such as through third parties, mutual acquaintances, internet platforms, casual meetings or introductions and many other types of chance interactions.



## **The Other Side**

When using the referral style for approaching the potential cold market targets it always better to include the name of the person who facilitated the contact.

Periodically using the person's name in the conversation especially if the said person is highly respected and admired by the prospect would encourage the prospect to keep the conversation going as opposed to finding ways to cut the conversation short.

To be able to reach the cold market effectively one should also consider building an influential presence within the platform or area of the business being marketed.

If there is a respected level of influence and recognition the cold market target will be more willing to spend time in the presence of someone of such notable influence.

The cold market target would also be more willing to participate and even commit to the business being discussed if the presentation is designed to show the influential person's impressive achievements to date.

Making use of the many tools available on the internet for marketing and advertising purposes and also for creating a presence will make the quest of gaining the attention of the cold market audience easier and approachable.

Provide valuable material that is worth the time and effort taken by the cold market audience to peruse. Respecting them and their time will go a long way in gaining their trust which would be good to have when the initial approach is initiated.



# Chapter 6:

## *Decide Who Your Cold Market Is*

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### Synopsis

Once an individual is serious about embarking on the building of a business with the intention of enjoying good revenue, the said individual should come up with a focused plan on how to get this underway. Simply jumping in without a proper plan and some knowledge would not only be foolish but may also cause eventual failure.



## **What Is The Market**

The following are some points to consider when deciding who to target from the cold market group:

Never make the mistake of disregarding a potential prospect or making pre conceived judgments. Cultivating the habit of looking at anyone and everyone as a potential candidate for the business expansion exercise will allow the individual to tap into almost every avenue that presents itself.

This is not only liberating but with trial and error experiences the actual initiating stage of the contact for the purpose of talking about the business will eventually be fine tuned and attention grabbing.

Creating a list of all the known contacts and then deciding who would be more likely to be helpful in providing further contacts to the individual would be another way to decide who the cold market targets are.

Using the internet to design material that would encourage cold market target audience to initiate contact should be optimized.

The cold market resources available are infinite and getting even a small percentage interested in the postings would be a good

achievement that would be very beneficial to the business expansion endeavor.

Using social settings to gauge prospective cold market prospects is quite a popular way to introduce a business. An adventurous and outgoing individual would have no problem taking about the merits of his or her business in such a setting thus inviting interested parties to be engaged in a conversation about the business.



# Chapter 7:

## *How To Turn Cold Market Into Warm Market*

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### Synopsis

Changing your market can easily be done if the following recommendations are given due consideration.



## **Change It**

Developing a winning attitude will always entice others into one's company. People are generally drawn to positive and winning personalities.

This is a very useful tool to refine simply because almost anything said or done by these personalities is accepted as fortified and solid.

There is little room for doubt thus creating the intended interest to set the tone for the business introduction.

Mastering the art of persuasion is also another way to turn a cold market prospect into a warm one. Recognizing the fine line between persuasive and pushy personality traits is important and fine tuning the positive of the two will definitely yield extremely successful results.

Persuasive personality traits have been known to get others to do even the most bizarre things without hesitation.

When deciding to use the internet to assist in these types of conversions, the direct mail prospecting may be something to consider.



If the content of the mail is well designed to showcase the merit of the business in the most attention grabbing way, it would be hard for the target audience to put off the opportunity being presented.

Fine tuning the various tactics for convincing skeptical and reluctant prospects will help in the quest to tap into the cold market platform.

If done well this can often yield surprisingly good results. This may entail being able to be verbally assertive and convincing without being overbearing.

Having all the relevant counter arguments well rehearsed will also be an added advantage. Knowing how to turn items within the conversation to one's advantage will further help the quest in introducing the business to the cold market prospect.

# Wrapping Up

If done correctly and efficiently taking care of and converting market prospects into probable committed people is not very difficult. All it takes is a little patience and knowledge. We have given you a great start on the knowledge here.

