

## Draw Prospect Attention by Projecting Your Best Self

You are working hard to grow your business. You know you have a good product and service. But it is not selling itself as you had expected.

You may know your product well, but do your prospects? Do they even know about you?

Its time you get some attention. **Yes. You!**



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Attention-seeking is what advertising is all about. You have a product or service to sell.

And your prospect is looking for you.

What are you doing to help them find you? Consider these:

**How is your website?** Was it an up and done project? When was the last time you visited in yourself? Does it showcase your current products and services? What about the pros on your team? Your professional services team is also a product you offer and should be showcased as well.

**Advertise yourself too**-What makes you different from your competitors? Yes, you are good at identifying the features and benefits of your products and services, but **can you sell yourself and your team?** Why should your prospects choose you and your team and not your competitors?

**Do you network in your local community?** You can't assume that local citizens know about you, even if you live in a relatively small community. Most people nowadays, even you, shop online before making a purchase.

Consider this. *Forbes Insights*, affiliated with Forbes Media, concluded May 25, 2016 that networking face-to-face is worth the effort. Retailers (47%) reported their consumers have started researching online before making a purchase, but make the purchase at the brick and mortar store.

**How are your relationships?** Do you return calls and e-mails right away when your prospect makes that first contact? How long is long enough to follow up with a prospect who does not buy right away? There is no right or wrong answer-or is there?

**Produce quality work**-Everything has come full circle. Your prospects found you on your website. You have promoted your company. You were diligent in your follow-up and relationship-building until the prospect decided to buy. Your prospect, now your customer, refers others.

What a testimony to **You** and your good work!