



## **10 Ways to Share Your VOICE with Prospective Clients**

Never forget that as an authority in your industry, it is your job to stay TOP OF MIND with prospective clients, so when they are ready to make a purchase they won't have any question about purchasing from you. Here are 10 ways to share your voice:

1. **Newsletters** (keep your audience informed of where you are and what new and exciting things are happening with your brand through a CRM such as Infusionsoft, Constant Contact, Aweber, or Mailchimp)
2. **Social Media Posts** (don't attempt to be on every social media site... simply find where your audience 'hangs out' and remain most active there)
3. **Videos** (share your voice through videos that are fun and informative, keep them to a max of 2-3 minutes)
4. **Challenges/Contests** (keep prospects engaged through periodic challenges or contests that position you to share a core message and receive a heightened level of engagement)
5. **Teleconferences or Webinars** (there's no better way to share your voice than to educate and inform prospective clients through informative teleconferences or webinars)



6. **LIVE Events** (share your voice at live events such as a networking brunch, seminar, workshop, or conference)
7. **Blogging** (blogging is a great way to share your voice and connect with prospective clients who have similar interests)
8. **Mailing A Card** (do the unexpected! who would think snail mail could be such a powerful way for you to share your voice... but, nowadays, considering no one does it anymore, it causes your voice to stand out)
9. **Offering A Holiday Special** (we all love coupons and specials, so why not offer prospective clients a special holiday code or birthday coupon where they get to enjoy hearing your voice as part of an exclusive discovery session or digital offer)
10. **Write Expert Articles** (share your voice in writing by submitting contributing articles for specialty magazines and papers in your industry, then share those articles with your prospective clients as a reminder that you're an authority in your field)