

# *What's Your Fav Way To Do This?*

FAVORITE

y

Yesterday Bill and I had a "work from the beach" day scheduled and I have to say, it was outstanding! Blue skies, fall sunlight, and I was re-reading one of my fav books on brand clarity, *The Clarity Project* by Liam Thompson. (You can find it on Amazon using my affiliate link here: <https://amzn.to/3nwziz9>.)

While we were in the pool a guy overheard us talking about all the farmer's markets here, most of which have been closed for months due to covid. But several of the larger ones have opened back up now that fall is here. We were wondering aloud if the markets would be crowded or not. Anyway, the guy was looking toward us and obviously eavesdropping. Finally he said, "Oh, are there many farmer's markets here, then?"

Come to find out he and his partner live in Atlanta, where Bill and I have many friends from college and grad school days. But finally, after many years of waiting and saving, they are down here house hunting and will be a new Florida household in the coming months. They've been visiting the beaches here for years and finally their dream of moving here is coming true.



## WHAT'S YOUR FAV WAY TO DO THIS?

---



After we left him floating around in the pool and went back to our lounge chairs I started thinking about how this stranger had been able to make a connection with us and get information about the neighborhoods and the local farmer's markets. His way was to sort of smile at us and eavesdrop, and finally insert himself into the conversation by asking an open-ended question. And that led me to think about how we, as the leaders of our businesses, have to figure out how to build our business relationships.

What's your favorite way to make a connection that might benefit your business? There are dozens of ways to connect.

- Be a speaker either live or virtual
- Connect with others using social media (maybe Facebook Live?)
- Connection through your emails to your subscribers, as I am doing now
- Pay for advertising either locally or on the Internet

I'm betting you could add other ways to this list. But my question is, how do you most like to do this? Because, as the leader and owner of your business it's your job to do this consistently. So you may as well have a business model that includes your favorite way(s) so that you can do it strategically but easily - you won't dread it because it's your fav way to do it.

In the end your particular outreach efforts will lead to some type of sales conversation. If you are selling a higher end service or product you'll probably need to engage in a one-on-one sales conversation. And even if you don't have to do that, you still have to do sales more impersonally.

I wrote my ebook **How to Have a Sales Conversation** so that business owners like you would know when to make offers and when not to waste your breath. It might help you figure out what your favorite way to make connections is, and teach you a few skills you can make use of. You can find my ebook here: [confidentmarketer.com/business-products/sales-conversations](https://confidentmarketer.com/business-products/sales-conversations).

## WHAT'S YOUR FAV WAY TO DO THIS?

---

This stranger from Atlanta, he ended up making a good connection in talking to us. We steered him away from a neighborhood that will soon have a new 4 lane divided road going through it, which we figured he wouldn't really like. Sometimes we make useful connections, sometimes not. But we do have to consistently make them.

To your sweet success,  
Sue Painter

PS Have you seen the article I wrote with information from Charlie Page about judging whether to do affiliate marketing with someone or not? Find it here:  
[confidentmarketer.com/affiliate-marketing-success](https://confidentmarketer.com/affiliate-marketing-success).