

Out Equals In

To get traffic, to get visitors, new business, prospects, business. You need to reach out.

You need to communicate.

As if nobody knows you exists, or knows what you do, nobody has the chance to be interested, and without interest you wont get sales!

So keep this in mind:

Out equals In.

Or Outflow equals Inflow. (outgoing communications gets incoming communications).

Or Action creates Reaction.

However you wish to word it, it's up to you. But the rule remains. You cant get interest (like in the form of prospects), if you don't create it. The only way to create it is by getting exposure and communicating.

This could mean that you show yourself in front of the right people (like a networking event).

This could mean you run advertisements. This could mean you annoyingly message everyone you know on social media. This could mean you distribute flyers about your business and offers. OR business cards.

REACH OUT (emphasis on OUT). So people can REACH BACK TO YOU TO INQUIRE MORE ABOUT WHAT YOU ARE OFFERING.

Good luck!