

There are thousands of books that tell you HOW to sell - few books tell you WHERE to sell...but we have some tips...

Where to Fish

Below are some of the best spots to cast your line for yielded high results.



1. Attend business meetings/classes/business workshops in your area.

Attending classes that are geared towards business owners will place you next to decision makers, giving you a face-to-face opportunity to gain a client. Sites like www.score.org are a great resource

2. Join volunteer and charity organizations. Visit www.greatnonprofits.org to find charities near you. Showing potential clients that you have a big heart goes a long way.

3. Join event sites. Sites such as www.Eventbrite.com often list events that will be good for business owners to attend such as: Small Group Expos; Bridal Expos; Fundraisers and many other gatherings that will be loaded with booths and businesses you can talk to.

4. Join your local chamber of commerce. You will be invited to business networking events and you'll be notified of any new business that joins the chamber, allowing you to attend ribbon cutting events and open houses, getting you more face time.

5. Start following businesses on social media. Like and share their posts. Be sure to tag them. You may even want to reach out to them for their services. For example; if you want to get your car fixed, find a local shop with a few employees instead of a big franchise. Chat them up, and ask to speak with a decision maker so you can give kudos to the excellent job everyone's doing. Being excited to get praise, they'll get you in contact with the company owner.

6. Work with firms that specialize in establishing businesses. Sites like www.laughinusa.com or www.legalzoom.com and www.startupsavant.com are a great place to start. By simply googling "How to start a business in CA" you'll be taken to company websites that specialize in getting companies filed and off the ground. You can establish a mutually beneficial relationship by sending potential business owners you meet in a business class, and in turn, they can refer companies they just completed over to you for the next phase in the growth of their business – employee benefits.

7. Scour the newspapers. Whenever you file a fictitious business name statement (D.b.a. or "doing business as") in California, you are required to provide a newspaper publication within 30 days after filing. They are found in the classifieds section under: Announcements | Public & Legal Notices | or Business Notices.

For contracting/appointments or sales:

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