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# THE "COLD TO GOLD" FRAMEWORK

Achieve better results with a **complete** strategy

Referrals



## Get Noticed

Bold, unique, and strategically designed content grabs attention



Event Campaigns  
Lead Generations  
Visual Insights Newsletters  
Website Opt-In



## Earn Contacts

Compelling and relevant offers result in email subscribers



Event Campaigns  
Lead Generations  
Personal Connection Videos  
Visual Insights Newsletters  
Website Opt-In



## Build Credibility

Educational nurturing sequences turn email subscribers into warm leads



Event Campaigns  
Personal Connection Videos  
Prospect Engagement Campaigns  
Social Prospecting Campaigns  
Timely Emails  
Visual Insights Newsletters



## Start Conversations

Action-focused content starts new conversation and generates meeting requests



Event Campaigns  
Personal Connection Videos  
Prospect Engagement Campaigns  
Social Prospecting Campaigns  
Timely Emails  
Visual Insights Newsletters



## Win Clients

Your personal sales process runs here



90- Day New Client Onboarding Campaigns  
Event Campaigns  
Personal Connection Videos  
Prospect Engagement Campaigns  
Timely Emails  
Visual Insights Newsletters



## Deepen Relationships

Ongoing meaningful outreach ensures that clients feel appreciated and prompts sharing

Event Campaigns  
Personal Connection Videos  
Timely Emails  
Visual Insights Newsletters  
Referral Generation Campaigns