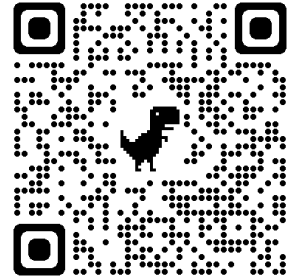


## 5 CONNECTION POINTS THAT ARE NOT SOCIAL MEDIA

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### 1. EMAIL MARKETING

- a. What should email marketing NOT be?
- b. What should email marketing be?
- c. How do you get people into your email marketing funnel?
- d. How much is too much?

### 2. DIRECT CONNECTIONS

- a. Who is your target audience?
- b. Where are they in your community?
- c. What events do they attend?
- d. What are some sister businesses you can utilize?

### 3. PARTNERSHIPS

- a. What makes a good partner?
- b. What makes a bad one?
- c. What can you offer a partner?
- d. What can they offer you?

### 4. WORD OF MOUTH

- a. What is the benefit of word of mouth?
- b. How do you use reviews?
- c. How do you use testimonials?
- d. Do you have a referral program?

### 5. MEDIA

- a. What are your local news stations?
- b. Are there any local publications?
- c. Who are your local media micro influencers - bloggers, podcasters, etc?
- d. Are there any handouts/brochures you can be featured in?