

50+ Touchpoint Opportunities: Attract, Keep and Engage more Customers

1	Articles (by you or about you)	33	Phone message when someone calls you - on all phones
2	Badge you wear at networking events	34	Phone message you leave for someone else
3	Blog (Style, title, content)	35	Phone number (1-800-GotJunk)
4	Brochures and pamphlets	36	Point of sale signage etc...
5	Business card (the possibilities are endless)	37	Postcards
6	Catalogues	38	Power Point presentation
7	Client events	39	Product (or service) descriptions
8	Client meetings and presentations	40	Pricing and Price list
9	Contracts	41	Proposals
10	Company Name (1-800-Flowers)	42	Program names
11	Direct mail	43	Sales calls, sales letters
12	Email address	44	Skype Alias (what's beside your name?)
13	Email signature and stationary (yes... Iphone or BB too)	45	Social Media Icons
14	Email subject line	46	Stamps (yes stamps)
15	Employees	47	Stationary and Envelopes
16	Facebook Business Page (look, feel and every post)	48	Tagline or slogan
17	Gifts and Giveaways	49	Testimonials
18	Google (keywords, descriptions, metatags)	50	Thank you cards or gifts
19	Hold message, menu	51	Twitter profile page and every tweet
20	Holiday cards	52	Unsubscribe message
21	Holidays (only if you start your own)	53	Videos
22	Invitations	54	Webinars and Teleseminars
23	Invoices	55	Website (every page but particularly landing page)
24	Linked in Profile, including recommendations and each post	56	Website URL
25	Logo	57	What you say when someone asks "What do you do?"
26	Luggage and luggage tags	58	White papers and reports
27	Loyalty programs	59	You Tube videos and channel
28	Membership sites	60	You!
29	Newsletter (including sign up box on website)	61	Your title (for example, NOT president, consultant etc...)
30	Online Store	62	
31	Out of office message (auto-responder)	63	
32	Packaging	64	

Now - pick 5 Touchpoint Opportunities and commit to turning them into Unexpected Encounters™ that are Surprising, Strategic, Seductive, Sustainable and Simple so that you can Attract, Keep and Engage More Customers More Often - Starting right now!

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