

## Having Someone Phone For You

An alternative to phoning yourself is to have someone phone for you. This can give the impression that you are already an **established** corporate consulting firm. Like many of us, clients can be influenced by how things appear, and may assume you are a successful professional to have people working for you.

One way to have someone call for you is to hire someone you pay on an hourly or commission basis. This person might work for you full time or part time, from your office or from their home. You might find the right person through word of mouth or from a classified ad. In addition to phoning, you might have the person you hire assist you with other tasks as well.

Another alternative is to have a friend or relative call on your behalf. Ideally this person should have a **different last name** from yours, or they should simply introduce themselves by their first name. (It doesn't sound nearly as impressive to hear, "Hello, this is Polly Planner calling on behalf of Paul Planner.")

## Direct Mail

Other ways to promote your event planning business to corporations include sending letters, brochures, or newsletters to the same people you would contact with cold calls.

According to event planner Lynn Simpson, **pictures** are especially important to include on all of your letters, brochures and all mailings. People want to see other people having fun at one of your events. Choose your photos carefully — they should represent the **very best** themes, clientele, and venues that you have to offer a new client.

After you make your initial contact by **mail**, follow up with a **phone call**.

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