

A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text "A few other forms of prospecting" in white. The background is a light-colored wooden desk. To the left of the laptop, there is a pair of white earbuds and a small potted plant. To the right, there is a stack of books.

A few other forms
of prospecting

A top-down view of a wooden desk. In the center is a spiral-bound notebook with two blank white pages. A silver pen lies on the bottom right page. To the top right is a grey paint palette with several wells. To the top left is a small bowl containing fruit. In the bottom left corner, a white headset is visible. A semi-transparent blue horizontal band is overlaid across the middle of the notebook, containing white text.

I don't use these often, but they can be powerful



Other Forms of Prospecting

- Twitter
- Direct mailing
- Walk-ins

Twitter

[Home](#) [Moments](#) [Notifications](#) [Messages](#)   [Tweet](#)



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185K **266** **1.51M** **856**

[Following](#)

Guy Kawasaki ✓
@GuyKawasaki

Mantra: I empower people. Chief evangelist of [@Canva canva.com](#). Author of thirteen books. Former chief evangelist of Apple. New show Wise Guy

📍 Silicon Valley, California
[guykawasaki.com](#)
📅 Joined August 2007

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Guy Kawasaki ✓ @GuyKawasaki · 2h
The latest Guy's Daily Paper! [paper.li/GuyKawasaki?ed...](#) Thanks to [@ginnymineo](#) #leadership #hr



Send a public tweet

Compose new Tweet ×

@GuyKawasaki Would love to chat with you about creating a course on @udemy 😊
Do you have 10 minutes next week?



+ Tweet

Twitter

×

Reply to Guy Kawasaki





Guy Kawasaki  @GuyKawasaki · 6h

Real-world Valentine's Day cards. huffingtonpost.com/entry/anti-val...

Replying to @GuyKawasaki

This is hilarious! Would love to connect about creating a course on @udemy What do you think?





Reply

Direct Mailing





Direct Mailing

- Only Tier A accounts
- Creative ideas:
 - a. Handwritten letter
 - b. Package of swag
 - c. Treats like chocolate or candy
 - d. A relevant book



Walk-ins

**WALK-INS
WELCOME**



Walk-ins

- Only Tier A accounts
- Purpose:
 - a. Introduce yourself and get contact info
 - b. Leave something behind for them like note or swag package
- Do Not:
 - a. Meet to discuss business or pitch
 - b. Overstay your welcome, keep it short



Other Forms of Prospecting

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