**PASSIVE PROSPECTING RECOMMENDATIONS
How to use local businesses to get your Enagic business in front of more people!**

 **Where to place your materials:** Your goal is to find locations where people with money have to wait or places where our products complement the business; it really is as simple as that. Here are some specific recommendations:

Hair or Nail Salon
Barber Shop
Auto Shop / Dealership Service Dept.
Full Service Car Wash
Gym / Workout Facility
Chiropractic / Therapeutic Massage / Natural Health Office
Wellness Center
Optometrist Office
Veterinarian Office
Chamber of Commerce

**Think Outside
The Box!**

These are just a few of the many locations which are well suited for passive prospecting. HELPFUL HINT: Start with locations with which you already do business; being a customer gives you the right to ask for something from them.

**What to say:** There is no set script, but here is an example of how you could approach a business owner. “HI, I’m (your name) and I am one of your customers and a business owner, just like you, only my business is in health through hydration. I know you value your customers and I would like to help you provide even greater value to them, just for being your customer. If you would allow me just a small amount of counter space, I will provide free information for your customers to take home and review. It won’t cost them or you a penny! I’ll provide the information and a professional display stand and I’ll take care of replenishing them. I’ll even provide free samples of my water to those who contact me, as an additional perk for just being your customer. In fact, I’d be happy to bring some water for you to try, if you’d like. Here, let me show you some of the materials…”

**What to leave:** A standard acrylic brochure stand can hold about 50 brochures and a standard acrylic magazine stand can hold about 20 magazines. I do not recommend filling them completely. I would only put 25 brochures and no more than 12 magazines at one time. At the beginning make sure to visit the location a few times a week to see how many of your materials have been taken, so you can gauge how many each location will need. Once you have an idea of how many brochures / magazines are being taken each week, you’ll know how many to dedicate for each location. You may need to visit more than once a week, but being visible is a good thing, as long as you are not pestering the owner or on site customers.

**What you’ll need:** Once you decide on the locations you’d like to approach, but before you approach them, order the materials which you feel will work best for each location from [www.going6a.com/shop](http://www.going6a.com/shop). Be sure to order materials that make sense for each location, i.e. Balanced Beauty brochures for a salon; Hardcore Hydration brochures or pHysical Fitness magazines for a gym; Tap Into A Fortune brochures or the Global Business Review magazines for a Chamber of Commerce, etc.

**Specific recommendations:** Below are the labels I’ve used and where to find the acrylic brochure / magazine stands. Customizable templates with suggested wording for the labels are available for download on the Ging6A.com online store.

Brochure Labels – Avery Presta 94200 (1” x 2 5/8”)
Magazine Labels – Avery 8162 (1 1/3” x 4”)
Front Stand Labels – Avery Presta 94237 (2” x 3”)

Acrylic Stands – Amazon.com / Displays2go.com. You can also check at your local business supply store, like Staples / Office Depot, etc. to compare prices. Local stores may have discounts or special offers, and shopping with them helps to support your local economy, so be sure to at least check to see what they have to offer.