

How Using “Dating Strategies” Can Increase Your Sales (Seriously.)

Go Where They Are
Catch your prospective customer’s eye.

1



2

Attract
Get them to go from a glare to a stare.



Get Their Number
Follow up with them.

3



4

1st Date
Go from being just interested to being a first-time customer.



Impress
Make them go to see you as one of many to one of a kind.

5



6

Get Hitched
Turn them from a buyer to a repeat buyer.



7

Keep The Passion Alive
Transform them from a fan to a raving fan.



8

Still Gushing After All These Years
Inspire them to actively refer your business to everyone.



Engage

Excite

Convert