crown jewel marketing

Hormozi's Core Four

Four ways to generate leads.

	PEOPLE WHO KNOW YOU	PEOPLE WHO DON'T KNOW YOU
1 TO 1 PRIVATE	**Warm Outreach** Reach out to people who already know you. Calls, texts, emails and direct messages.	**Cold Outreach** Start a conversation with people new to you. Cold email, calls and direct messages.
1 TO MANY PUBLIC	**Post Free Content** Share useful content people can discover and pass along. Posts, videos, podcasts and articles.	**Run Paid Ads** Pay to reach the people you want to serve. Search, social, display and video ads.

Content can reach new people; paid ads can also reach warm audiences.

Framework: Alex Hormozi / Acquisition.com. Visual adaptation: Crown Jewel Marketing.

crownjewelmarketing.com