

# ACQUISITION SYSTEM

In order to grow your business, it's essential to have a strong acquisition system in place. This is the part of your business where people discover your offerings and enter your space. It's all about capturing their email, which is the heart of your business and a crucial asset for building relationships with your audience.

Think of the think that is going to help your client the most, based on the program you've created. Free downloads, quizzes, webinars, and newsletters with updates on content etc. Having a "newsletter" is not enough. Help them solve problems and get immediate results based on your program.

Examples: [www.PostpartumU.com/Handouts](http://www.PostpartumU.com/Handouts) ;  
[www.PostpartumU.com/Quiz](http://www.PostpartumU.com/Quiz)

Your Acquisition Strategies

