

# Customer Pillar: Finding A Marketing Mentor, Being A Marketing Mentor



Two of the most *predictable* and *certain* ways of guaranteeing that you will learn and master a new skill are teaching and learning. For this exercise, identify one personal mentor to coach you in how to get more traffic and leads, and identify one "protege" that YOU can help to generate more traffic and leads for *their* business...

## Who Is Your Next Mentor?

Who do you know that is excellent at lead generation marketing, that you would learn very quickly from? What do you commit to doing in order to cultivate a mentor relationship with this person?

## Who Can You Personally Mentor?

Who do you know that is motivated, determined, persistent, talented, and pro-active - that you could help to generate more traffic and leads to their business, and keep them accountable?