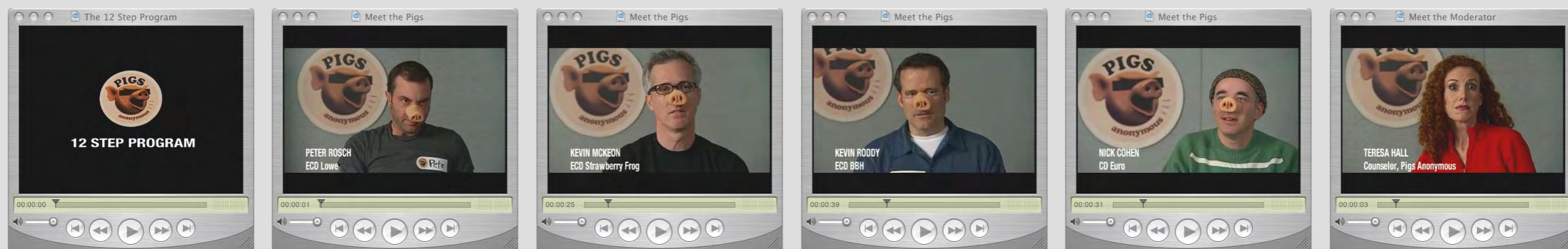
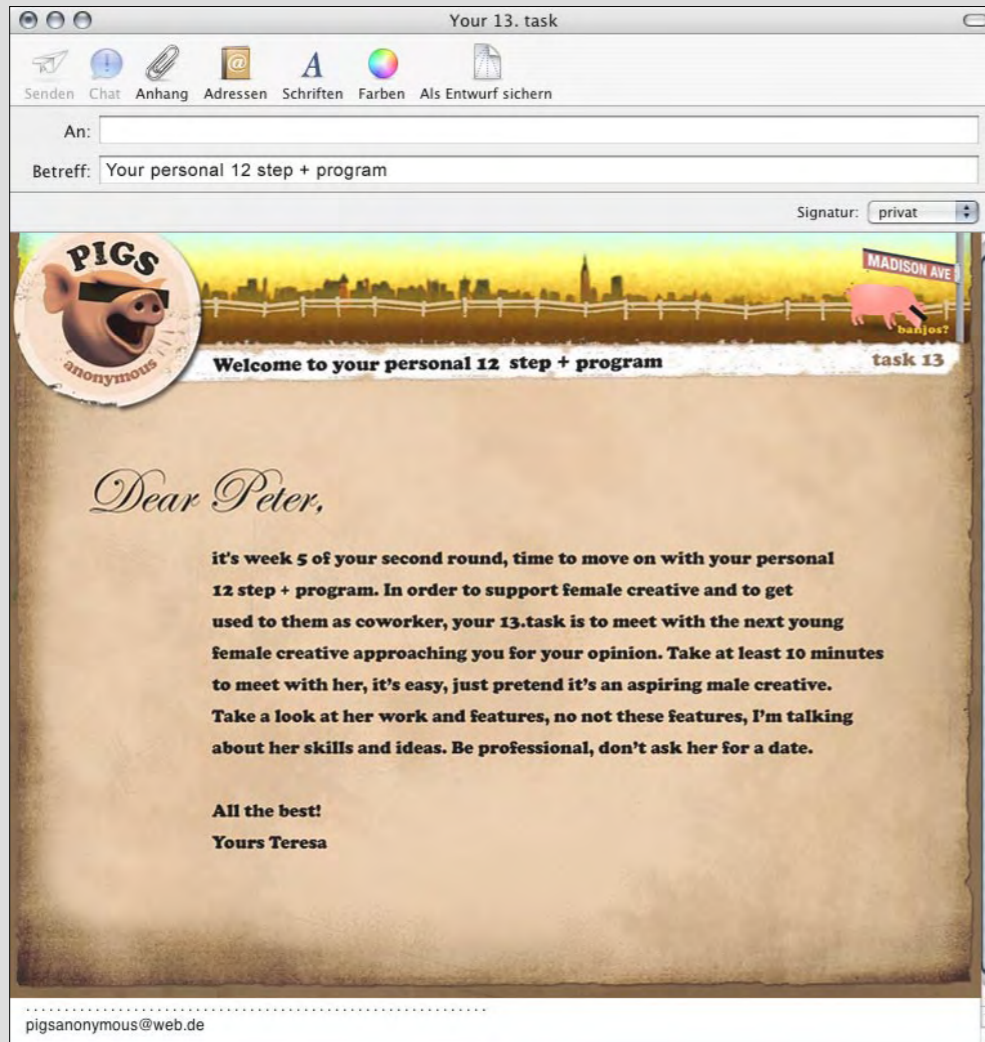


How to get busy ECDs to meet with you?

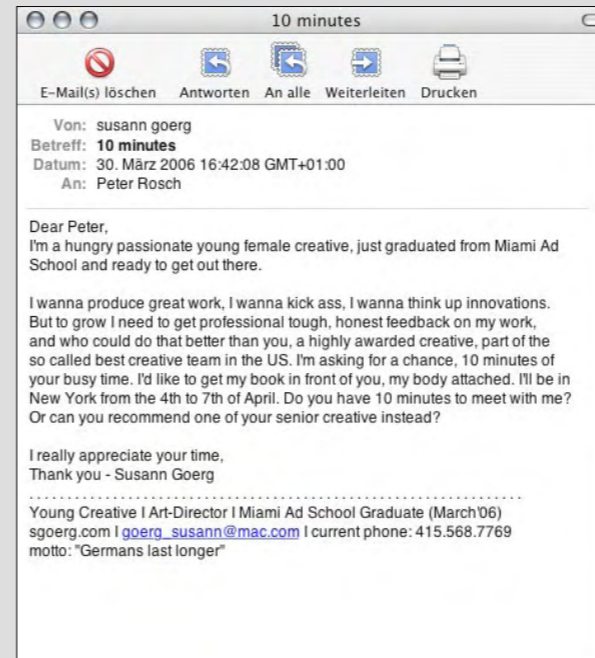
CASE 1

1. Find something interesting about the ECDs and use it to your advantage: **Pigsanonymous.com**, where it's all about the role of women in advertising and how they're treated by males. With the help of counselor Teresa, the "Pigs" go through a "12 step program" to change their behaviour to female colleagues in the business.
2. Have an IDEA.
 - a) create a fake-email-address: **pigsanonymous@web.de**
 - b) target the ECDs with a new 13.task (the "12 step + program")
 - c) send the task in the name of the Counselor from the fake-email
 - d) follow up (just 2 min. later) with your personal e-mail asking for **10 minutes** of their time (perfectly connected to the 13.task)
3. Celebrate your success. (**recall factor: 100%**)
4. **Meet them:** get feedback on your work, get more contacts and perhaps a job-offer.
5. Follow up according to your idea. Send them a **certificate** for successfully fulfilling their "personal 12 step + program".





each letter was customized to the statements and behaviours they made



2. send 13.task in the name of the Counselor/Pigsanonymous and send your personal e-mail shortly afterwards



3. celebrate

