

Who do you know?

Create a running list of prospective people that can be Ambassadors or Hosts.

Friends

Neighbors – past and present

Relatives

Facebook friends

Kid's friends' parents

Co-workers (include spouse)

People who entertain

Wine and Food lovers

Teachers

Travel friends

Mom's groups

Club contacts

Activities/ Sports contacts

Networking/ Social groups

Festivals

Other organizations I belong to

[illegible]

update
weekly

A quick, easy and effective way to think about growing your social marketing wine business! It's who you know and how you grow your network ... consistently!

Ask for referrals

If not them, then who? Always ask the people on your list who they know that might also be giving or receiving gifts. Ask if they want to host a company wine tasting event!