

## **Marketing and Lead Gen**

### **Is it better to create a business phone number or is it fine to put a daily cell number?**

Having a business line separate from your own phone number is ideal, however if you already printed materials go ahead and use your cell phone number. Eventually you may want to use that number just for business, or get a new number to direct all your business calls to it. In the beginning you'll have more free time and be able to answer calls yourself. However, once your business gets going and you're doing a lot of deals, you will be too busy to take every call that comes in.

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