

IDEA LISTS: Visioning, Networking, Marketing, Sales

One way to write down what you want for your business is in a Personal Strategic Business Development Action Plan in three distinct domains: Networking, Marketing, and Sales. Use the template in the four boxes below to:

- Select the clients and work that you want
- Work from your strengths while reducing your limitations
- Determine how you will cope when your commitment is tested
- Boost your revenues
- Expand your work opportunities
- Leverage your time

Use each box below for ideas when determining which actions you want to take in each area. Consider these lists as a way to kick start your brainstorming. After the four trigger boxes, there is a blank template to fill in with your own actions for each cell.

Remember, ACTION PRECEEDS MOTIVATION, so just get going!

8 VISIONING IDEAS

1. Clarify your vision: what do you want (ideal state)?
2. Identify where you are now...what is the current state of your business situation or activity level in each area?
3. Identify what you need to do to build a bridge from where you are now to where you want to be.
4. Identify your core values and the core values of your company.
5. List the core competencies for you and your company.
6. Determine your product and service offerings.
7. Ideal client profiling: determine with whom you want to work and map out a profile of the ideal.
8. Revisit your business plan or write one.

13 NETWORKING IDEAS

1. List the categories in your life in which you know people (i.e., family, church, work, neighborhood, school, past employers, business associates, friends, associations or professional groups, those who provide services to you; your dentist, etc.)
2. Make each category a separate page and list all the people you know in each category.
3. In each category, choose the top three people you know best as your networking starters.
4. Set up time to talk to or be with your network starters and tell them your vision.
5. Ask your network starters whom they know that you could talk to about your vision.
6. Seek out every person your network starters referred you to and tell them your vision.
7. Ask each of these people whom they know that you might talk to.
8. Continue to work your way through your own network lists.
9. Continue to follow up and meet people from your network starters networks.
10. Tell everyone you meet what you are up to in your business.
11. Remember the Nine Mindsets of Networking during all of these interactions!
12. Explore partnering and alliance-building opportunities.
13. Identify and list at least 10 people with whom you want to do a joint venture.

12 MARKETING IDEAS

1. Determine if your priority is Retention, Acquisition, or Reacquisition (*Retention is growth, maintenance and reassessment of new & existing buyers. Acquisition is seeking and contracting with prospective buyers. Reacquisition is rekindling lost, discouraged or past-successful buyers*)
2. Create or update collateral materials (logo, business identity, cards, letterhead, etc.)
3. Website Development: Create or update your website.
4. Create or update brochures.
5. Write a column, articles, books, create products.
6. Explore direct means of outreach to your target market:
 - Direct mail
 - Promotional offers
 - Survey/Research
 - Advertising
 - Public Relations
7. Explore indirect means of getting your message out through intermediaries:
 - Invitational seminars/events
 - Speaking engagements
 - Teaching opportunities
 - Writing and Publishing
 - Association involvement
 - Survey/Research activity
 - Media engagements
 - Pro Bono work
 - Sponsoring programs/events

8. Have 15 -20 ways of generating leads
 9. Consider e-mail and web campaigns
 10. Offer free bonuses, free downloads
 11. Link your products and events
 12. Vary your offering so that you have entry level price points and premium products
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12 SALES IDEAS

1. Determine your target market and make a target list.
2. Determine who you would like to approach with which offering and list them.
3. Determine potential referral stream sources and begin requesting referrals and leads.
4. Determine your call list to set up first appointments/meetings.
5. Start making calls, keeping the numbers game in mind.
6. Track your progress and move people through your sales process systematically.
7. Continually keep your pipeline filled so that you will not be attached to any one particular lead or prospect.
8. Explore direct and indirect means of keeping in contact with everyone in your process.
9. Keep making calls, keep setting up meetings.
10. Follow up, follow up, follow up.
11. Ask for the business!
- 12.** Provide excellent customer service.