



BUILDING BUSINESS BY DOING THE THINGS YOU ENJOY

Objective

Develop effective means of gaining additional clients through current activities.

How?:

Utilize time spent in family and fun activities as business development opportunity. Examining activities common to most community organizations. Addressing from a business opportunity perspective.

What Does the Seminar Contain?

How are advisors involved in the community?

- What do advisors do for fun?
- Do members of an organization know who the advisors are?
- Who approaches whom?

Seven Opportunities in Most Organizations:

- Do you know everyone?
- Attend meetings and be involved in club activities
- Speaking
- Publications
- Identify – Address Critical Issue
- Advertise in publications
- Sponsorship

Examples:

- Entry level example – Alumni association
- Advanced example – Country club

Pitfalls to Avoid:

- What not to do when raising your visibility in organizations

Action Plan:

- Step by step action plan with measurable deliverables

What Do Advisors Say?



- *“Transitioning social conversations to business meetings”*
- *“Good, specific examples”*
- *“Very worthwhile”*

Links to Articles Highlighting Strategies From Seminar:

Get Them Marching To Your Beat *FT Publications, Financial Adviser 3/30/06*
<http://www.ftadviser.com/2011/10/30/get-them-marching-to-your-beat-iippR7tOnrxahrirx5zkaM/article.html>