

Business Success Solution

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BSS

Be Seen. Be Heard.

Strategically expand your reach.

Seek strategic alliances These people offer a complimentary service to your ideal client. They are a source of regular, steady referrals instead of seeking one client at a time.

The idea is to go where they go.

Here's a list of networking and marketing ideas

- Join associations that they attend.
- Write articles for the publications they subscribe to
- Speak at a workshop/conference they attend
- List your events in publications they read
- Speak for organizations they belong to
- Write articles for websites they use
- Develop an email list and write content rich posts
- Give free virtual trainings i.e. webinars or podcasts for a global reach
- Highly targeted Face Book Ads
- Sponsorship for an industry event
- Ask someone you know for an introduction

What else has worked for you?

Challenge Go slow and steady. Focus on one or two marketing strategies at a time. Get comfortable with them before moving onto the next thing.

Pick one or two marketing strategies to get started:

- 1.
- 2.

Consider how you can reach your ideal market in large numbers and inexpensively. List the different activities in your marketing plan.