



POSITIONING YOU SO PROSPECTS GET IT

- Defining your expertise and niche
 - Analyzing your strengths and competitive advantages
 - Identifying market niches
- Developing key messages and copy
 - Taglines/branding
 - Sales letters/emails
 - Brochures
 - Presentations
 - Web site strategy and copy points

FINDING NEW PROSPECTS FOR YOU

- Research
 - Identifying target markets
 - Developing prospect lists
 - Identifying potential services
 - Developing alert systems
- Lead Generation/Qualification
 - Calls to determine interest and fit
- Prospect Nurturing
 - Emails/calls to educate prospect through buying cycle
 - Keeping prospects warm until they are ready to make a buying decision
- Referral Sources
 - Identifying, contact, and cultivating new referral sources

MINING YOUR NETWORK

- Organizing contacts into contact management system
- Prioritizing contacts (prospects and referral sources) for regular communication
- Creating communication programs to reach high priority contacts via scheduled phone calls, emails etc

MAKING THE INTERNET WORK FOR YOU

- Website
 - Search Engine Optimization (1)
 - Site structure and contents (1)
 - Web copy
 - Webinars
- Newsletters/blogs
- Social Media (1)
 - Setting up pages on appropriate sites such as Linked In

SHOWCASING YOUR EXPERTISE

- Developing Content
 - Determining best vehicles: e-books, articles
 - Developing key themes/messages/outlines
 - Finding contractors (ghostwriters and designers) to create content (1)
 - Managing contractors
- Distributing Content
 - Placing your content on Industry blogs
 - Articles in industry publications and sites
 - Sending content to industry influentials
- Speaking Engagements
 - Identifying appropriate venues – conferences, trade associations etc
 - Booking engagements

KEEPING THE PROGRAM ON TRACK

- Business Development Calendar
 - Scheduling and tracking all activities by week
- Weekly phone calls/meetings to review activities

(1) Services provided with assistance from Lead Dynamics' network of partners

Contact: Peter Helmer, Principal – phelmer@lead-dyn.com; 203-661-5356

P.O. Box 4481, Greenwich, CT 06930
www.lead-dyn.com