

Business Building Strategies



A Seminar on [Udemy.com](https://www.udemy.com)

59 Proven Business Building Strategies

Business
Development

Marketing

Service

Networking
&
Social Media

Business Building Strategies



Business Development

Proactively taking action to identify and meet **PROSPECTIVE CLIENTS** with the purpose of asking for an opportunity to win their business.

Lecture	Title	Overview
2	Centers of Influence	How to systematically build COI connections.
3	Elephant Hunting	How to target and prospect large clients.
4	Job Fair Prospecting	How to leverage job fairs for prospecting.
5	Chamber Speaker Series	How to actually get business out of your Chamber of Commerce membership.
6	Referral Matix	How to systematically identify referral opportunities.
7	Trade Show Marketing	How to leverage trade shows in your marketing efforts.
8	Business Broker Prospecting	How to partner with business brokers.
9	Seminar Strategy	How to use 'best practices' for effective seminars.
10	Cold Walking & 'Drop By' Prospecting	How to acquire prospects by doing what your competition will not.
11	Jewelry Story & Ladies Tea Events	How to leverage events targeted towards women.

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Marketing

*A systematic process of
CREATING AWARENESS
of the services that you provide
marketed to your
current and prospective clients.*

Lecture	Title	Overview
12	Client Advisory Board	How to build an effective CAB.
13	Dinner Series Marketing	How to systematically execute a dinner series.
14	Past Referral Dinner	How to leverage old relationships.
15	Niche Marketing	A new look at how to identify your niche.
16	Birthday Club	How to systematically uncover referrals using your clients birthdays.
17	Charity Auction Marketing	How to leverage charity auctions in your marketing efforts.
18	Community Theatre & Museum Marketing	How to execute theatre and museum events in your marketing efforts.
19	Kids Movie & Minor League Sporting Events	How to use leverage movies and minor league sporting events.
20	Outdoor & Chartered Bus Events	Ideas on leveraging the great outdoors and chartered bus events.
21	House Party	How to turn your home into a marketing tool.
22	Retirement Dinners	How to market to the network of your older clients.
23	Valentines Day Event	How to utilize Valentines Day for referrals.

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Service

Lecture	Title	Overview
24	How Do You Compete	Why client service is so important.
25	Marketing With Your Client Review	How to leverage the review in your practice.
26	Random Acts of Kindness	How to surprise your clients.
27	Nine Client Service Ideas	Nine simple ideas to boost your client service experience.

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Networking & Social Media

Lecture	Title	Overview
28	Simple Networking Dinner Parties	How to make use simple dinner parties to maximize your network.
29	The Ping Strategy	How to develop a systematic process for maintaining and growing your network.
30	Personal Rotary Club	How to build your own high impact networking group.
31	Fourteen Networking Ideas	Fourteen networking ideas.
32	Social Media Made Simple	'How to make your social media strategy simple.