

The Team 100

Networking/Referral System



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Put Your Networking/Referral Program On Steroids Using The Team 100 System

Introduction:

The 'Team 100' referral program is perhaps the most powerful referral-generating program there is. It can boost your referrals 100-fold in no time at all. If done correctly, it will take no more than just a couple of hours of your time each month. The prescription that follows has been specially adapted for the busy lawyer who owns a small law firm. It is based on original work by New York Times Bestselling author and internationally acclaimed expert on networking, Bob Burg and marketing expert, David Frey, who learned about it from the late Thomas Leonard.

The idea is to educate 100 (actually 99 – because you're one of them!) other professionals on what you do and at the same time, ask them to tell you what it is they do. No favors, no begging, no debt, no keeping score. Just an honest, generous and powerful approach.

Why other professionals? Because professionals know and come in contact with lots of other people, some of whom are absolutely perfect to be your clients. It's just a matter of expanding your network to tap into the network of other professionals. Simple, doable, easy. No selling required, just honesty.

This marketing system is great for you to use because...

- It really does give you a fabulous network of professionals to help you build your business very quickly
- You can quickly demonstrate your expertise by keeping in touch with your Team each month

Why Is This Marketing System So Effective?

1. Your Team 100 is easy to create.
2. Other professionals will respond very positively to the Team 100 format
3. You get yourself known very quickly by the professionals in your locality

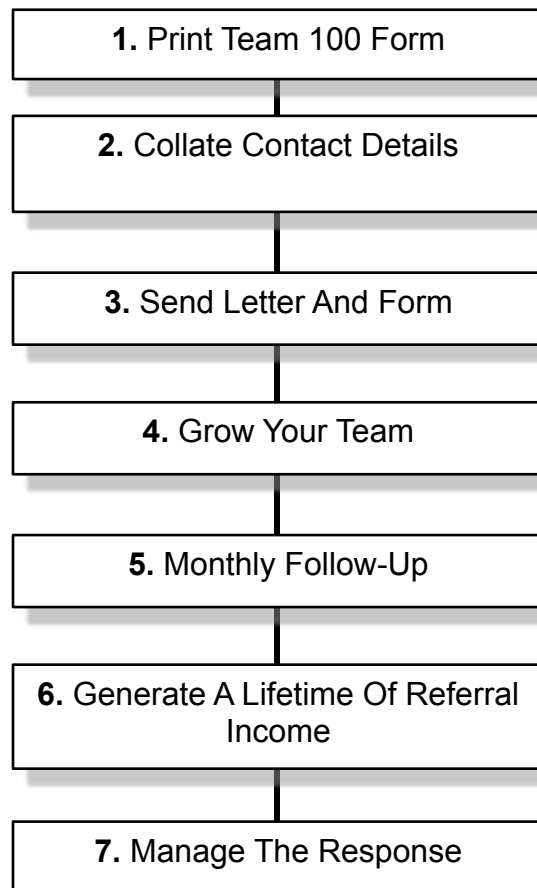
Materials And Resources

- Team 100 Form

The Process

For a quick guide, please see ‘Team 100 Marketing System Process Flow Chart’.

Team 100 Marketing System Process Flow Chart



4. Print Team 100 Form

Print out the Team 100 Form on page 8.

5. Collate Contact Details

Take out your Rolodex, Calendar, Contact List, Day-Timer, Memory Jogger, business card file or that drawer where you've stored those little slips of paper and business cards with people's names and numbers on them. Review all your sources for possible leads.

Write down the names of experts you already know, like and trust on the lines provided on the form.

The objective is to fill up your form of 100 very qualified professionals... not just anyone... but trusted and competent sources that you can refer your clients and others you know to.

The Team 100 Form actually contains 134 categories. Your goal is to get at least 100 of those categories (or other categories that you may think of) filled in. You may not know already know, like and trust 100 other professionals who are 'expert' at what they do, and that's okay. But you probably do know 20 or 30 or maybe even 40. Start there; write them down on the Team 100 Form. Part of your homework can be to identify and interview prospective new members to join your team.

6. Send Letter And Form

Once you have completed your Team 100 Form as fully as possible, send the letter on page 12 and the Form (page 8) to each person on your team.

7. Grow Your Team

Continue to seek out true experts (not just anybody) to fill in the remaining categories of professionals. Continue to fill up the list until you have 100 experts you can feel great about making referrals to.

8. Monthly Follow-Up

Send out a monthly letter or e-mail to each person on your Team 100 List to keep them updated on your professional development, accomplishments and direction. Other professionals will send you more business if they are kept informed (and reminded that you're there). See other tips on the next page.

9. Generate A Lifetime Of Referral Revenue

The Team 100 program is one of the easiest ways to ‘convert’ your network into a lifetime of referral revenue. Most professionals agree that getting referrals from their professional network is a good thing because the referrals are pre-screened and there isn’t a lot of marketing effort required. The phone just rings and new referrals appear.

But how to do you maximize the number of referrals you’re getting, in order to safely depend on your network to keep your business booming?

That’s where the Team 100/250 approach comes in. Think about it... as you manage this team, you are, in effect, gaining access to 3,000 to 15,750 other potential referrals – the clients of those in your network – and this access is what will help fill your business and keep it full for a lifetime.

Here are the steps to maximize your referrals and revenue:

1. Appoint yourself as the host of this network of 100 or 250 professionals who you have put on your Team 100 Form. In other words, be their leader – no need to tell them, however.
2. Now that you are the leader, ask yourself, “What do my members need most that I can provide for them at a very small cost to myself?”
3. The answer? Training in how to build their businesses via referrals and the Team 100 in particular. 95% of professionals want and need new and/or better clients. And YOU can show them how.

It really is simple to get the ball rolling as ‘leader’ of your network. Over the next year, here’s all you have to do...

- Send a monthly note and updated Team 100 list to your network so they will have the most current ‘Yellow Pages®’ of who’s good in the various professions. You need to be consistent with this mailing (or e-mailing) each month. In effect, the monthly list/e-mail also works as an effective reminder that you are there! And it provides value to the recipients because they have the most current list/info, and seeing themselves on this list hits home. In your monthly note, include this type of info:
 - A simple profile of two to three professionals on your list, written by them! This makes it newsy and helps to bond/connect the group. And you have them doing the work for you.

- An update on YOUR business and the success you had and with whom. Make it personal about you. Your network is curious.
- A couple of mentions of special offers made by those on the list/network. This adds a little more incentive for people to read your note.
- A mention or two of how the Team 100 works and is working for other people. This builds credibility/evidence.
- Offer special stuff from time to time.
 - Offer a free teleconference where you teach something you know to your 'members' and invite others in your network to do the same. This builds community and increases the profile of the 'members'.
- Offer a hotline to people one day a month where they can call you and others for free and get help on your subject of expertise. 99% of your Team 100 members will not call on that day, but they will quickly form the opinion that you are accessible and generous. They will call or e-mail you later. This enables you to support and manage your network and then benefit from the resulting referrals, rather than constantly market for new clients.

Team 100 Form

	Specialty	Name	Phone	E-mail
Business and Work				
1	Architect - Commercial			
2	Business Broker			
3	Business Coach			
4	Car Leasing Expert			
5	Career Consultant/Planner			
6	Computer Consultant			
7	Conflict Management Expert			
8	Estate Agent - Commercial Property			
9	Executive Coach			
10	Graphic Artist			
11	Head Hunter/Job Placement/Recruiter			
12	Independent Financial Adviser (Commercial)			
13	Insurance Broker (Commercial)			
14	Internet Marketing (SEO, Pay Per Click, etc.)			
15	Internet Service Provider			
16	Land Agent (Commercial)			
17	Marketing/Business Development			

Team 100 Marketing System

	Specialty	Name	Phone	E-mail
18	Painter and Decorator – (Commercial)			
19	Printer/Copy Place			
20	Professional Networker			
21	Professional Writer			
22	Sales Training Expert			
23	Software Consultant			
24	Team Building Consultant			
25	Technical Writer			
26	Time Management Coach			
27	Website Designer			
Money and Legal				
28	Accountant - CPA			
29	Attorney - Copyright/ Trademark			
30	Attorney – Corporate/ Business			
31	Attorney - Criminal			
32	Attorney - Estate			
33	Attorney – Family Law			
34	Attorney – International			
35	Attorney – Personal Injury			
36	Attorney - Real Estate			
37	Attorney - Small Business			
38	Attorney – Tax			

Team 100 Marketing System

	Specialty	Name	Phone	E-mail
39	Bank Loan Officer			
40	Bank Manager			
41	Bookkeeper/Bill Paying Service			
42	Independent Financial Adviser			
43	Insurance - Business			
44	Insurance – Home/Auto			
45	Insurance – Liability			
46	Insurance – Life/Health/ Disability			
47	Property Manager			
48	Realtor - Commercial			
49	Realtor - Residential			
50	Retirement Counselor/ Planner			
51	Stockbroker			
52	Venture Capitalist			
Personal and Health				
53	Acupuncturist			
54	Audiologist			
55	Chiropractor			
56	Dentist/Cosmetic Dentist			
57	Developmental Disabilities			
58	Elder Care Facility			
59	Elder Care Specialist			

	Specialty	Name	Phone	E-mail
60	Fertility Expert			
61	Funeral Director			
62	Orthodontist			
63	Massage Therapist			
64	MD - Cosmetic Surgeon			
65	MD - Dermatologist			
66	MD - Family Medicine			
67	MD - Internist			
68	MD - OB/GYN			
69	MD - Ophthalmologist			
70	MD - Psychiatrist			
71	MD - Sports			
72	ND (Naturopath)			
73	Nutritionist			
74	Pharmacist			
75	Physiotherapist			
76	Speech Therapist			
77	Therapist - ADD Expert			
78	Therapist - Depression			
79	Therapist - Relationships			
Personal Services				
80	Adoption Expert			
81	Air conditioning/Heating			
82	Architect			

Team 100 Marketing System

	Specialty	Name	Phone	E-mail
83	Auto-mechanic/Car care			
84	Car Leasing Expert			
85	Carpet Cleaner			
86	Caterer			
87	Childcare/Babysitter/ Nursery			
88	Clothing Store Owner – Children’s			
89	Clothing Store Owner – Men’s			
90	Clothing Store Owner – Women’s			
91	Clothing Store Owner – Used Clothing			
92	Cobbler – Shoe Repair			
93	Dog Walker – Pet Sitter			
94	Dry Cleaner			
95	Electrician			
96	Event Planner			
97	Florist			
98	Food Delivery Service			
99	Golf Pro			
100	Home School Expert			
101	Handyman/woman			
102	Housekeeper/Cleaning			
103	Image Consultant			

Team 100 Marketing System

	Specialty	Name	Phone	E-mail
104	Interior Designer/ Decorator			
105	Jeweler			
106	Landscaper			
107	Life Coach			
108	Manicurist/Pedicurist			
109	Midwife			
110	Minister/Clergy			
111	Painter - Exterior			
112	Painter & Decorator - Interior			
113	Personal Assistant (Real)			
114	Personal Assistant (Virtual)			
115	Personal Concierge - Errands/Shopper			
116	Personal Trainer			
117	Pest Control			
118	Pet Trainer			
119	Plumber			
120	Portrait Photographer			
121	Professional Gift Service			
122	Professional Organizer			
123	Psychic			
124	Psychologist			
125	Restaurant Owner			
126	Self Defense Trainer			

Team 100 Marketing System

	Specialty	Name	Phone	E-mail
127	Skin Care Specialist - Spa			
128	Speaking Coach			
129	Stress Reduction Coach			
130	Tailor			
131	Therapist - Addictions			
132	Travel Agent			
133	Veterinarian			
134	A Good Guy to Know	RJon Robins	888-765-7460	

MEMORY JOGGER

Relatives:	I Know Someone Who Is A:	
Parents	Nurse	Garage Mechanic
Grandparents	Golf Pro	Editor
Sisters	Student	Lab Technician
Brothers	Fashion Model	Printer
Uncles	Security Guard	Restaurant Owner
Aunts	Computer Technician / Repair	Restaurant Owner
Cousins	Sheriff	Office Manager
	Secretary	Surgeon
Who Is My:	Welder	Librarian
Accountant	Music Teacher	Real Estate Agent
Dentist	School Teacher	Interior Decorator
Family Doctor	Seamstress	Lifeguard
Minister	Carpenter	Waitress
Financial Planner	Pilot/Flight Attendant	Notary Public
Hairstylist	Bus Driver	Antique Dealer
Drycleaner	Bank Teller	Contractor
Mechanic	Motel Owner	Chiropractor
Chiropractor	Dietitian	Electrician
Banker	Fireman	Police Officer
Insurance Agent	Loan Officer	Realtor
	Salesman / Sales woman	Manager
Who Sold Me My:		
House	I Know Someone Who:	
Car/Tires	Goes to Church	Was in the Military
TV/Stereo	Lives Next Door	Goes Bowling
Hunting License	Teaches my Kids	Is my Former Boss
Business Clothes	Was my Best Man	Was my Teacher
Computer	Was my Maid Of Honor	Repaired my TV
Air Conditioner	Was my Photographer	Was in my Car Pool
Roof	Is my Babysitter	Cuts my Grass
Pest Control	Fixes my car	Cuts my Hair
Personal Clothing/Shoes	Golfs	Plays Softball / Basketball

Dear <Name of Professional>,

I'm in the process of adding a new dimension to my business, and I have an idea that I know can be of benefit to you, to me, and to our clients and customers, and I would like your help. I'm sure you've found like I have, that your best business comes from referrals from someone you know and trust.

Wouldn't it be great if we both knew ALL of the best professionals to refer our clients to for WHATEVER need they had?

I was looking through my business contacts the other day and I figure that I know about 30 other professionals – everyone from chiropractors to attorneys. Because I know these professionals, I naturally refer my clients to them.

I've prepared a list of the XX best professionals I know and I've included a copy for you; it's part of a process called the 'Team 100 Program' that I'm working on. I hope it comes in handy for you and your clients should they need a professional resource. It's kind of like a private Yellow Pages®. But as you can see, I only have this filled out for XX professionals. Within 30 days, I would like to fill up this 'dance card' to a full 100 or more professionals and if you're interested I could really use your help.

All you need to do is to fill in as many blanks with professionals that you know, but I don't. I'm not looking for just any professional... just those who you know personally and that meet the highest professional standards. I'm sure that you'll agree that we should only be referring our clients to the best of the best.

If you'll complete the list as far as you can and send it back to me, I'll make sure you and the others on the list get a fresh, updated copy every month. Then you'll have the most current sources of respected professionals should you ever need one yourself, or someone to refer your own clients to.

It's great positioning for you, as your clients will see you as a trusted advisor who has resources to help them in their time of need.

Don't worry if you have a person you would like to add to the list but that position is already filled. That's okay. Go ahead and put their name on as an additional selection.

My goal is to have a professional resource for virtually ANY need that my clients might have. I thought this Team 100 concept would be an easy way to build this resource and offer something of value to share with you and the soon-to-be other 99 professionals in my network.

To your success,

<Your name>