
Expanding Your Network - Part I: Improve Your Visibility

Learning Segment #8

Self Analytical Instrument – Expanding Your Network – Part I: Improve Your Visibility

Directions: Read the questions and respond appropriately with either *True* or *False*.

People buy from me because they know me.	True	False
I buy from people with whom I am comfortable.	True	False
I believe I have to sell myself before my products or services.	True	False
I am always finding ways to be visible to my clients and prospects both in person and virtually.	True	False
I am involved in the same organizations and causes that my clients and prospects are involved.	True	False
I believe people buy people before they buy products or services.	True	False
I believe friend-raising precedes fundraising.	True	False

In this Learning Segment here is what you will learn:

What networking is and how to use it for positive, favorable access.

Why you should get involved in the organizations you are targeting.

Where to spend your time and effort in a network.

How to network and gain credibility.

Networking is:

The _____ of creating your _____ visibility.

Why does networking work?

Successful people are _____ not independent.

The question to ask: Is your _____ - _____?

Which means – do you have a clear process to consistently gain visibility and access to your best prospects, both in person and virtually?

Networking increases your visibility and helps you become well-known.

*You know that: People buy from those they know and trust, thus, **networking** allows you to focus on friend-raising which precedes fundraising!*

In summary, expanding your network and enhancing your social prospecting skills provides you with:

- Greater opportunities to _____ quality prospects
- A unique setting to demonstrate your _____ qualities.
Specifically:
 - To become _____
 - To become _____

Ask yourself:

- What am I doing right now to become known and trusted in the vertical markets I want to work?
- What do I have on my calendar for next month to expand my visibility in the community and become known and trusted?

How can you expand your network in your specific Vertical Markets?

Three strategies to become a visible resource in your best Enterprise or Lifestyle markets.

Strategy #1 Invest your time and money to increase your visibility and access.

Tactic 1. _____ your vertical market clubs, associations, and charitable organizations that support your chosen markets.

- As a supplier member
- As a volunteer member

Tactic 2. _____ each of their meetings and functions and gain positive visibility, in person or virtually if needed.

To gain positive visibility:

- Take a personal _____ in people.
- Be seen as a _____ builder.
- Position yourself as a _____, not as a merchandiser of products/services. Focus on them, not on your product line!
- Be _____ and gracious. Reach out warmly to others.

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- Stay visible, _____ in meetings and events.
 - Become well- known to your prospects and your clients as someone _____ about them and involved in their market.
 - Get to know them _____.

Tactic 3. Position yourself as a _____, not a taker.

How?

Get _____ by participating in meetings, functions and on committees (not boards). Best are:

- Welcoming Committees
- Membership Committees
- Development or Virtual Special Event Committees

In Lifestyle markets you could also get involved in:

- Neighborhood Watch meetings
- School fairs
- Virtual charitable fundraisers
- Helping organize bike safety programs
- Buy tickets or a table for these functions

Tactic 4. Provide an _____ program for your _____ market association, organization, or company group.

Ideas: Call these programs, webinars or seminars _____ to create additional interest.
Keep them under one hour plus questions and answers!

Start on the _____ hour (15 or 45 minutes after the hour) to create a sense of difference.

Let them know there is absolutely no _____.
This will motivate them to commit to attend.

Give _____ - _____ ideas on one topic of interest/need to them from which they can benefit.

Avoid _____ product. Be there to help! Your _____ is your power, not your products.

Leave _____ for questions and answers.
“What questions do you have?”

Schedule follow-up sessions _____ they leave the virtual event or the building. Have your calendar, laptop, or a scheduler on hand.

Send a _____ note to every attendee, the day after, for attending!

Tactic 5. Submit an approved and appropriate _____ to a company, association, or lifestyle organization local newsletter, state trade magazine, or blog.

How to get it published?

- A. Send a _____ letter to the editor. Be sure the editor's name and title are spelled properly.
- B. _____ or submit an article that benefits the reader and uses words from their industry or lifestyle.
- C. Make sure it has a _____ or _____ - _____ title.

To Implement: *Review the example of a query letter and other tools which appear in the back of this Learning Segment.*

Tactic 6. Expand your networking visibility and prospecting activities by _____ and inviting vertical market clients to prospecting events in their market. See the Virtual Event List in the Resource Center under Networking.

How to involve?

Create, sponsor, participate in events where you can involve clients and have them “invite up”. These could be approved experiential _____ that create unique experiences for both your clients and your prospects.

If you want clients to invite a solid prospect, give them specific directions. Be sure they invite _____.

Inviting up means giving them directions so they know who you want them to invite.

Use this on your invitation:

Script: *Please feel welcome to invite another (business owner, professional or executive) like yourself who (collects rare wine, enjoys fine dining or who is always interested in new ideas).*

If it is a dinner with briefing, tell them you would be honored if they would host a table “so other guests would feel comfortable and welcome.”

Some other experiential marketing examples could be:

- Small groups of golf and tennis clinics
- Widows lunches (make it all fun and no finance)
- Sommelier classes (for business owners and executives) to teach them how to select wine in social or business settings
- Sports, cultural, charitable or educational events
- See the Virtual Event List in the Resource Center under Networking

To promote attendance, to improve leverage, and to position the event as special, use tickets.

In your Lifestyle markets, you could also provide unique experiences by:

- providing a trophy for a fun event they hold.
- sponsoring an assembly or booth at the private school fair.
- donating non-alcoholic beverages at a social function.

Tactic 7. Another way to gain great visibility in a market is to _____ in vertical market trade shows, even if they are virtual.

Keys to make trade shows work for you...

A. You have three goals: _____ people, create _____, and _____ their names.

B. Acquire the list of potential attendees from the association or organization and send them an _____ in advance of the show.

Give them a solid reason to visit your booth:

- To support something of interest
- To get a question answered
- To see something of specific benefit to them

Tip: Send a small teaser item such as a mousepad, a flashlight – “to find their way to you” - or a thought-provoking summary sheet to improve booth visits.

C. Be sure your _____ is visible, easy to read and benefit driven.

D. Be sure your booth is _____ to get in and out of.

E. When appropriate, give something _____ away as a booth visitation drawing.

F. Have your calendar there and be ready to _____ the next call or meeting right then!

G. _____ passing out any literature at the show. If a virtual show, make it easy for them to virtually set a time to talk with you.

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- H. Have your literature packages _____
you leave for the trade show and mail them out the day you get back or the
virtual event is over.
- I. Keep every _____ name for cultivation. Be sure to
capture e-mail addresses!
- J. _____ on the leads that you receive within
two weeks. Be sure to call to discuss “the next steps” versus just to follow-
up!

Implementation Tip: See the trade show tools in the back of this Learning
Segment.

***Now complete the Action Plan in the back of this Learning
Segment to improve visibility in your vertical markets.***

THE ACTION PLAN FOR IMPROVING VISIBILITY IN MY ENTERPRISE OR LIFESTYLE MARKETS:

Knowing today's date is _____
month/day

I will network and create great experiences in my specific **Enterprise/Lifestyle** vertical markets by doing the following:

Type of Activity	Y or N		Target Date to Start (express in days from today)
	Yes	No	
Provide an informative webinar or seminar			
Submit an approved article for their magazine, blog or newsletter			
Be a sponsor at one of their virtual or in person functions			
Serve on a committee			
Take Executive Director or other officers to a virtual breakfast and increase visibility			
Take President of Association/Affiliation to breakfast in personal or virtually			
Exhibit in a vertical market trade show			
Attend association/club meetings regardless of format, in person or virtually			
Join the organization			
Get involved in their causes			
Volunteer to help repeatedly			

Be sure to utilize all the tools and resources available on the WeylmanCenter.com, especially the tools “How To Event Process” and “Tips for Being Conversational and Engaging.”

SAMPLE OF QUERY LETTER #1

Date

Name

Company

Address

Dear Ms. Editor,

Today almost everyone is concerned about retirement. “Will I be able to afford it? How much do I have to plan for? Can I count on Social Security being there?”

An essential part of planning is having the information needed to make decisions. I would like to submit a _____ - word article that does just that. It is entitled “_____.” The content is written in a popular style that makes reading it interesting, informative, and practical.

As an insurance professional who has many clients in the _____ industry/business, I have taken particular interest in serving the needs of people/professionals in this field.

I will contact you within a few days to see if you agree that the article would be of interest to your readers.

Cordially,

John Doe

Title

NOTE: See the query letter keys on the next page.

QUERY LETTER REMINDERS

To publish an article in a trade magazine, you will want to send several types of query letters to editors outlining your story ideas. They will pick the stories they want. While a query letter is not always critical, it does help you give them what they want. With smaller trade/professional magazines, a phone call to the editor may do. However, you run the risk of interrogation. If you do call, still follow the keys below:

- Keys:
1. Be sure your idea or theme for the article is clear. Tell them specifically what you will write about.
 2. Be enthusiastic, but not egotistical. You don't have to over-promote your expertise.
 3. Give an indication of your approach, i.e., point of view, how it will help readers, alert them, etc.
 4. Give some indication of length, i.e., number of words, and how quickly you can deliver.

SAMPLE OF A TAG LINE FOR THE END OF AN ARTICLE

Key is: Solicit reader response to you by giving something away for their effort.

John Doe is an experienced life insurance agent with the Achievers Insurance Group. Certified as a Chartered Life Underwriter, he currently manages a wide variety of insurance products for individuals in our (industry/profession/club/association, etc.) For his free booklet “How To Legally Reduce Your Taxes,” simply call or write him at (400) 555-7777 or Box 0000, Anytown, USA 12111

If you do not want to offer a giveaway, simply change the last sentence of the above.

Example:

To contact John Doe, simply call or write him at (400) 555-7777 or Box 0000, Anytown, USA 12111

SAMPLE OF AD TO SUPPORT VERTICAL MARKET CAUSES:

Best Wishes to the Senior Class
for a successful fund raising
campaign.

John Doe
Achievers Insurance
Box 0000
Anytown, USA 12111
(400) 777-1111

2 x 2

**You have our support...
for a drug FREE America!**

**John Doe
Achievers Insurance
Box 0000
Anytown, USA 12111
(400) 777-1111**

2 x 2

SAMPLE OF TRADE SHOW INVITATION

YOU ARE INVITED TO OUR BOOTH
FOR SOME FRESH IDEAS!

PICTURE

We are serving fresh ideas to:

- Maximize insurance dollars
- Reduce risks
- Increase peace of mind

JOHN DOE – BOOTH #10 AT YOUR
STATE CONVENTION

Return
Address

Commemorative
Stamp

TYPED NAME

AN INVITATION . . .

SAMPLE OF CARD TO USE AT TRADE SHOWS TO CAPTURE PROSPECT NAMES

NAME	_____				
TITLE	_____				
FIRM NAME	_____				
ADDRESS	_____				
CITY	_____	STATE	_____	ZIP	_____
BEST PHONE # (_____)	_____	FAX # (_____)	_____		
MY INTEREST IS IN:	<input type="checkbox"/> Life Insurance	<input type="checkbox"/> Retirement & Savings	<input type="checkbox"/> Investment Products		