

Activity 42-A

EXERCISE TIME.

1. Take your “Resume” and for each entry go to the side margin and start brainstorming line-for-line every organization or titled position or actual person you know as connectors to what you need? _____
2. Now look at those names and brainstorm what the level of Center-of-Influence Connection you could have with each and how best to approach them (Social media linkage, email, letter, text, phone call, stop by for a face-to-face, invited social informational event, etc.)? _____
3. Now commit to every day dripping some of those connections into your 24/7 marketing and selling funnel endeavors for lead development and customer contact cultivation and closing opportunities? _____