

A marketing plan must work for you, so focus on the kinds of activities you'll do, not the ones that make you so uncomfortable that you won't do them; set reasonable goals. Be intentional with your marketing.

Make marketing part of your weekly schedule. Block out time on your calendar. Engage in marketing activities regularly. Business will come from these activities even if it comes much later/when you're not expecting it. Engage in a mix of marketing activities, including networking.

- Networking increases the number of people in the world who know and trust you.
- Networking builds your referral network; referral sources can also become clients.
- Business/referrals can come from anyone/anywhere; always be ready to say something about yourself/what you do.
 - Elevator speech/30 second commercial
- Types of networking activities include:
 - In-person networking activities:
 - Meeting with a referral source one-on-one, maybe lunch or coffee
 - Networking events
 - Networking groups
 - Community activities/volunteer service
 - Interacting with online network (social media)
- Following up with your network includes:
 - Thanking for any referrals
 - What about referrals that don't become clients, cases you don't take?
 - Always thank, tips about conversations
 - Regular contact (not tied to referrals) to refresh the connection/catch up/remind
 - Networking is about relationship-building
- Follow-up activities include:
 - In-person networking activities
 - Online networking (social media)
 - Phone calls
 - E-mails
 - Cards/letters
 - Drop-ins (with gift)
 - Tip: gifts tied to relationship, not to referrals
- Keep spreadsheet/database of contacts—people you network with—with notes on meetings, reminders to follow up.
- Because networking is about relationship-building, think about who the individual is when making networking and follow-up plans.