



February 2010 Client Development Tip of the Month

Stay Visible

Things To Do

- Identify which categories of people you want to be in front of
 - Determine what they read, where they congregate, and which online communities they belong to
 - Develop a message and information that is interesting and timely
 - For online communities, start or join the conversation
 - Go to events, conferences, and seminars
 - Offer a free or discounted service to clients to remind them of your value
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Previous 2010 Client Development Tips of the Month

January – [Recover. Refocus. Reunite](#)