



February 2010 Leadership Tip of the Month
Visibility for Your Group

Things To Do

- Focus your group on key segments of your market
 - Identify specific clients, prospective clients, referral sources and influencers
 - Develop a saturation plan – devise ways to be where your targets are
 - Get volunteers to implement discrete parts of the saturation plan
 - Track progress, reward completion of key steps, and recognize successes
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Previous 2010 Client Development Tips of the Month

January – Recover. Refocus. Reunite