



Leadership Academy 2017-18





EMK CONSULTING GROUP, LLC

Business Development & Visibility Solutions for Individuals and Organizations

Marketing & Business Development Overview

By Ellen Keiley,
EMK Consulting Group, LLC





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Business Development & Visibility Solutions for Individuals and Organizations

Survey Results





Learning Objectives for Today

1

Set Goals

2

Develop a Strengths-Based Plan

3

Clarify Your Message

4

Actively Market Yourself

**What does your
career success
look like to you?**





Why ???



Sara



Tracey S.

I've studied the Rainmakers

Clients = Advancement, Power & More Money

1. Set Goals

Write down your goals
(1 year & 3-year timeframes)

- Personal & Professional

Minimum, Ideal, Stretch

**Be specific/make them
measurable**





1. Set Goals



Example #1:

*I will land 1 new client by
December of 2018.*



1. Set Goals



Example #2:

I will stop procrastinating and engage in 1 marketing activity per week.



1. Set Goals



Example #3:

*I will make equity shareholder by
January of 2020.*

1. Set Goals

Everything relates to advancing an initiative





Exercise – Business Development Goals

Set some goals for yourself

- Write down your goals for next year
- Write down your goals for 3 years from now

2. Develop a Strengths-Based Plan

Use as roadmap

- Focus on strengths/interests
- Make it manageable

Know your skill gaps

- What are you avoiding?
- Get out of your Comfort Zone



Colin



EMK

2. Develop a Strengths-Based Plan

Master a Niche

- Target your efforts
- Become the “Go To” person



EMK



Bethany

2. Develop a Strengths-Based Plan

Build your Brand

- Internally & externally
(It's not bragging!)
- In your industry AND the general business community



Deb



2. Develop a Strengths-Based Plan

Personal Brand Definition

- distinctive way somebody wishes to be seen
- the public expression and projection of a person's identity, personality, values, skills, and abilities. It aims to influence the perceptions of others, emphasizing personal strengths and differentiating the individual from others.

3. Clarify Your Message

- Know Your Brand
- Strengths
- Differentiators
- Value you provide



Todd



Your Brand

Everything you do affects your brand:
attitude & follow-through manner

Who do you know that stands out?
Or, doesn't stand out at all?

Why is that?



Riri



Debbie

3. Clarify Your Message

Be Confident in:

- What you do
- Results you get
- Your accomplishments



Jessica



EMK



Exercise – Personal Brand

- What would others say about you, including clients or colleagues?
- Why would someone want to hire you or work with you?



Exercise

- What are your strengths, differentiators, and value adds?
- Write down 3 things that describe you.



Exercise – Sticky Notes

- On sticky note, write down a complimentary word about each person and give it to them



3. Clarify Your Message

Elevator Speech - Prepare a statement about yourself

- Be specific, clear, and concise
- Give examples
- Tell a success story
- Make it memorable to set yourself apart

3. Clarify Your Message

Be prepared to sell your organization as well

- Think about the organization's mission & major expertise
- Think about success stories/major victories
- Weave that into conversation



Ron R



Bob J

3. Clarify Your Message



Example:

My name is Ellen Keiley;

President of EMK Consulting Group – a provider of marketing and business development coaching and public relations

3. Clarify Your Message



Example:

On the coaching side, I work with clients to help them market themselves more effectively and bring in more client work

On the PR side, I regularly get my clients in the media – quoted, profiled and articles placed in publications such as The Boston Globe and MA Lawyers Weekly

Success Story

Clients often tell me I helped them change their mindset about business development – now they actually enjoy it and are out getting clients on their own!





Exercise

- Write out your elevator speech
- Practice with a partner
- Give feedback
- Give speech again using feedback

4. Actively Market Yourself

- i. Networking/Referrals/Building Relationships
- ii. Writing/Being in the media
- iii. Speaking/Thought Leadership
- iv. Getting involved in Community/Boards/Professional Associations



Marie

4. Actively Market Yourself

Examples:



Kristin & Tracy



Lydia



Alfonso



Bill S.

Business Development Process



- Marketing
- Referrals
- Introductions
- Networking



- Questions
- Listening
- Learn Needs



- Research
- Proposal
- Pitch Meeting
- References



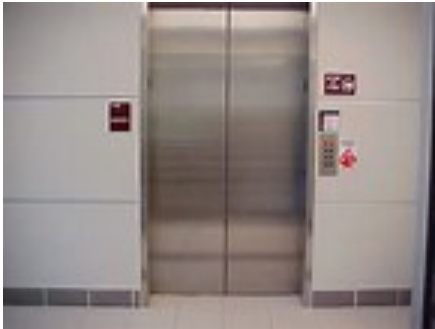
- Leverage network
- Follow up
- Be Patient!



Hem/MBJ

4. Actively Market Yourself

Networking Opportunities
Exist Everywhere



Fire Drill



Tips for Attending Events

- Go with a friend
- Set goal of meeting 1 new person
- Ask host for introductions
- Approach people by themselves



Tips for Attending Events





Tips for Attending Events

- Know how to break into a group
- Know how to end a conversation
- Make notes on business cards
- Approach guest speaker in beginning



Tips for Attending Events

- Find commonality:
 - › Ask open ended questions
- Show interest in other person





Exercise – Speednetworking

- How can you be a connector and help others?
- Get together, give your elevator speech, and tell each other a need

How to Build Relationships

**A Network
takes time
to build**

**Continuous
Process**

**Mutually
Beneficial**

**Be a
Connector**

Help Others

**Exchange Ideas,
Job Leads,
Contacts,
Referrals**

**Show
Appreciation,
every time**



Carol



Adrian



Celina



Claire



Anna

4. Actively Market Yourself to Generate Business

Networking / Referrals

- Build a referral network
- Create a networking group
- Plan group socials



Josh

4. Actively Market Yourself to Generate Business

Networking / Referrals

- Ask for business/referrals
- Ask for what you want



Maggie



Lisa S.

4. Actively Market Yourself to Generate Business

Networking / Referrals

- Anyone can be a referral source
- Don't assume based on role/status



Associates



WBA

Follow Up!!



David

Contacts



Networking / Referrals

Create a target list of contacts to focus on

- In your organization – mentors/sponsors
- Current clients
- Past clients
- Referral sources
- Prospects
- General contacts

Review Regularly



Exercise

List 5 people that you need to stay in touch with and that you will reach out to/set a date.

Share with an accountability partner.

4. Actively Market Yourself to Generate Business

Writing / Being in the Media

- Firm Blog
- Client Alerts
- Trade Journals



Gary



Tracy B.

4. Actively Market Yourself to Generate Business

Speaking / Thought Leadership

- Conferences
- Associations
- Client seminars
- Partner with others



**EMK 2016
vs. 2017**

Community Service / Associations

Join professional associations & nonprofits – Get involved!

- Be passionate about the mission
- Logistically work
- Know time/financial commitment/expectations



AHA Go Red

Evaluate strategic involvement

4. Actively Market Yourself

Finding organizations

- Non-profit
- Professional association
- Industry association

Ask around & try it out

Look at BBJ lists

Get really involved!



United Way



Greater Boston Chamber



Event Host Committees



Exercise – Your Expertise – Brag!

- What are you really good at?
- Share it
- Give feedback to others



Spread the Word

Firm website – In the News



Share other's content



Social Media

EMK Profile Perceptions



Exercise

Out of 4 ways to market yourself, what will you commit to do after today

1. Write it down
2. Select a partner that will hold you accountable
3. Follow up with your partner in 1 week



Takeaways

- 1 Set Goals
- 2 Develop a Strengths-Based Plan
- 3 Clarify Your Message
- 4 Actively Market Yourself



Resources

- “[Four Ways to Gain New Clients](#),” Massachusetts Lawyers Weekly, by Ellen Keiley
- “[What’s the Secret to Business Development Success?](#),” Boston.com
- “[Networking 101: Tips & Strategies](#)”
Linkedin Pulse, by Ellen Keiley



Resources

- [“To win clients, you must play the networking game – – and you might like it,”](#) Massachusetts Lawyers, by Ellen Keiley
- [“Five Networking Blunders to Avoid”](#)
Boston.com, by Ellen Keiley



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Thank you!

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Know Your Brand & Market Yourself



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