• YOU DON’T KNOW YOUR “WHY”.
• PLAYING THE SAME GAME EVERYONE ELSE IS.
• NO STRATEGY.
• LACK OF CONSISTENCY.
MARKETING HIERARCHY

MISSION, VISION, VALUES

GOALS

OBJECTIVES

STRATEGIES

TACTICS

THE WORK

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#1 Tip

STOP SELLING.
START PROVIDING VALUE.
IMPOSTER SYNDROME

“The exaggerated esteem in which my lifework is held makes me very ill at ease. I feel compelled to think of myself as an involuntary swindler.”

Albert Einstein
INBOUND BEST PRACTICES

DECREASE IN THE LENGTH OF THE SALES CYCLE.
INCREASE IN CUSTOMER RENEWAL RATE.
BETTER SALES FORECAST ACCURACY.
INCREASED CLOSER RATES.

THE SOCIAL MEDIA AND SALES QUOTA SURVEY
LASER FOCUS

I’M THE BEST AT (FOCUS)

FOR (CLIENT BASE) IN (MARKET).

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How Creativity Breeds Collaboration
WHAT IS
STAY IN
YOUR LANE?
VEERING FROM YOUR LANE

2. Tough Sell as an Expert.
3. Lack of Focus.
5. Hurts Credibility & Voice.
BE AN EXPERT

GOOGLE ALERTS
SUBSCRIBE TO BLOGS / PODCASTS
WRITE BLOGS / ARTICLES
EDUCATE OTHERS
TALK ABOUT IT!

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Zero
Given

TAKE A STANCE

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ASSOCIATION LEADERSHIP

• (INTERNATIONAL LEADERSHIP
• (INTERNATIONAL COMMITTEE
• CHAPTER LEADERSHIP
• COMMITTEE
• MEMBER

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CONTENT SHOULD BE YOUR PRODUCT, NOT A MARKETING TACTIC.
• Dispel Myths
• Show Why You’re Worth Extra $
• Forecast the Future
• Lead the Industry
“Whatever your jab is, it doesn’t entitle you to land the right hook. It just allows you to have the audacity to ask.”
HOMEWORK
TEACH

☑️ INSTRUCTIONAL VIDEOS
☑️ SPEAK TO AN AUDIENCE
☑️ MENTOR
☑️ DIY SESSIONS

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EXPAND YOUR REACH

ASK FOR INTERVIEWS ✔

GUEST BLOG ✔

ASSOCIATION LEADERSHIP ✔
GET THESE SLIDES +
Marketing Info for Event Companies

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Next: Strategies for $0