



Becoming Powerful & Intentional -
Building Relationships & Communicating within the TEA

Goal-Setting and Marketing

Weekly Association Meetings:

Come to each meeting with a specific plan and focus:

- Who can I talk to who could help me with some leads?
- How many leads do I need this week?
- If they aren't forthcoming, who will I ask?
- Who do I want to talk to today and for what purpose?
- How many leads can I provide others? (Have a goal. 3? 5?)

Where can I find leads for others?

- Look at my database for ideas.
- Who will I be talking to before the next meeting? Who are they potential leads for?

Other Ways to Promote My Business:

- Provide information to members.
- Classification Talks - (Use visuals & handouts as appropriate)
- Direct mailings
- Brief newsletter updates
- Special announcements – (Relate special promotions, updates of interest, etc.)
- Reserve weekly display table.