

**2016 New York Accounting,  
Business & Technology Show**

**HOW TO BECOME A  
RAINMAKER**

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**Rain·mak·er – An executive  
with exceptional ability to  
attract clients.**

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**The Objectives of a Marketing  
Plan**

- ▶ Provide focus
- ▶ A well defined roadmap
- ▶ Set goals
- ▶ Provide accountability



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### Define Your Business

- ▶ Define your areas of expertise
- ▶ Be specific
- ▶ Differentiate yourself
- ▶ Position yourself as a specialist
- ▶ Prepare an “elevator speech”

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### Define Your Target Market

Who is most likely to use your services? Be specific.

- ▶ Individuals – Define age, income level, geographic area
- ▶ Businesses – Define industries, size, geographic area
- ▶ Nonprofit organizations
- ▶ Estates, Gifts & Trusts
- ▶ Research demographics

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### Know Your Competition

- ▶ Locate your competition by professional expertise
- ▶ Locate your competition by geographic area
- ▶ What sets you apart from your competition?
- ▶ Which of your competitors appears to be successful? What makes them successful?
- ▶ Form relationships with your competition

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## Create Your Image

- ▶ Personal appearance
- ▶ Affiliations
- ▶ Credentials
- ▶ Office appearance
- ▶ Office location



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## Set Yourself Apart as an Expert

- ▶ Solicit lectures
- ▶ Teach a class
- ▶ Hold your own seminars
- ▶ Get quoted
- ▶ Publish an article



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## Get Your Name in Print

- ▶ Get yourself published
- ▶ Prepare press releases
- ▶ Advertise
- ▶ Write a newsletter
- ▶ Have a company brochure
- ▶ Get quoted
- ▶ Get your picture in the paper



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## Develop a Presence on the Internet

- ▶ Create a website
- ▶ Join social networks
- ▶ Write a blog
- ▶ Post your newsletter
- ▶ Send email blasts
- ▶ List your company on affiliated websites
- ▶ Advertise
- ▶ Keywords
- ▶ Links



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## Get Out and Network

- ▶ Be selective
- ▶ Remember why you're there
- ▶ Build relationships
- ▶ Be generous
- ▶ Focus on the person you're with
- ▶ Follow-up within 24 hours



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## Track Your Results

- ▶ Create a referral file
- ▶ Know what works
- ▶ Don't waste time on what doesn't work
- ▶ "How did you hear about us?"



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**Finally...**

- ▶ Be consistent
- ▶ Learn from others
- ▶ Update your marketing plan annually
- ▶ Be held accountable
- ▶ Market 365 days a year
- ▶ **Make marketing a way of life!**

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**Any Questions?**



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