



Suggestions from the audience:

Make Eye Contact

Greet People When They Arrive

Repeat Their Name Often

Follow Up

Hands Off The Cell Phone

Have Multiple Name Badges

Don't:

1. Use "Anyone" or "Anybody" when referring to your potential clients or customers
2. Share referrals with more than one person (This may have regulations that require you to provide more than one referral for legal reasons) however you can always provide the name of someone you know needs a service to a service provider.
3. Be Johnny Shotgun! Just meet a few people and have a real conversation. It's not about quantity of cards, it's about quality.
4. Send out a mass email to everyone who attended or who you met. If you follow up make certain to include information about the person you are contacting and very little about you and your service.
5. Talk all about you and your company. Ask questions and talk about the needs of your target client or the people you are talking with.

Do:

1. Identify your ideal client. A good way to do this is to have an imaginary firing spree. If you fired every client except one with the promise that every client after would be just like that one, who would you keep? That's your ideal client
 2. Develop a 7 second, 30 second-, and one-minute self-introduction. Rehearse it, refine it, and make the listener understand what value you bring to your clients.
 3. Check the Chamber event calendar regularly (I recommend weekly) and mark your calendar with each event you may wish to attend. This way if you have it on your calendar, you are more likely to attend.
 4. Attend regularly. You'll find the right people for you will attend the same meetings each month (or week). You want to be there as well so people will begin to get to know you and see that you are reliable.
 5. Ask the Million Dollar Question: "As I go through my day, I meet a lot of people. How will I know I've met someone that needs to meet you?" Then mark that information on the back of their business card and follow up.
- Mark your calendars NOW for February 10, 2023 Self-Introduction Session! Ascension St. Vincent's 8:15 AM