

DCP Marketing Services LLC

Growing Sales with Creative Strategies and Effective Communications

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Personal Rainmaking Plan

Build Awareness. Develop Relationships. Close New Business.

- **Business Goals**
 - Develop a business referral network = ??
 - Develop new business from existing clients = ??
 - Originate business from new clients = ??

- **Expertise**
 - Personal = ??
 - Firm = ??

- **Existing & Target Clients**
 - Industries = ??
 - Size = ??
 - Type of Engagement = ??
 - Geography = ??

- **Competition**
 - Firms = ??
 - Individuals = ??

- **Existing Referral Sources**
 - ??
 - ??

- **Existing Clients** (to pitch new services)
 - ??
 - ??
 - ??
 - ??

- **Messages**
 - Firm slogan or elevator pitch = ??
 - Personal elevator pitch = ??

- **Business Networking** (What do you do? How can I help?)
 - Professional Organizations = ??
 - Charities = ??
 - Networking Groups = ??
 - Alumni Associations = ??
 - Trade Associations = ??

- **Marketing Communications** (Build awareness and develop relationships)
 - Keep in Touch (lunch, phone, e-mail) = ??
 - Articles and Blogs = ??
 - LinkedIn, Facebook, Twitter = ??
 - Client Alerts = ??
 - Speaking Engagements = ??
 - Publicity = ??

- **60-Day Action Status** (Meeting date = ??)
 - ??
 - ??

- **90-Day Action Status** (Meeting date = ??)
 - ??
 - ??

- **120-day Action Status** (Meeting date = ??)
 - ??
 - ??