Main Street Presents:
GET OUT THERE AND GROW

SPEAKERS
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Practiced telecom and corporate law for 18 years.
Practiced in large firms, small firms and served as VP/Gen Counsel for a telecom company.
Co-Founder of Activity Rocket – Kids Activity and Camp.
Marketplace.
Grew company and sold Activity Rocket to Thrively within 5 years.
FACT:
Growing and Caring for your network is the #1 most important thing you can do to build your network.
BEST PRACTICES FOR BUSINESS DEVELOPMENT

Strategy + Commitment + Time = SUCCESS

One of the most important keys to success is having the discipline to do what you know you should do, even when you don’t feel like doing it.

(Todd Smith)

www.livelifehappy.com
STRATEGY: ALWAYS BE OPENING

1. OPEN MIND
2. OPEN DOORS
3. OPEN ARMS

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OPEN MIND + COMMITMENT + TIME

• OPEN your mind to a new approach or different tactics

• Tactics: attend events (online)

• COMMIT to develop a personal BD approach:
  ○ What will work best for you?
  ○ How will you define success?

• Set aside TIME – 10 minutes/day, 30 minutes/week, 2 hours/month

Choose what works for you but 
BE INTENTIONAL & CONSISTENT

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OPEN your door to new opportunities
Join an organization, serve on a committee or a board, volunteer … make sure people know your business
Plan online meetings with current and prospective clients and referral sources
Share your expertise –
  ○ Write articles, speak, mentor/teach, webinars/video
Let social media create an open door

Match TIME + COMMITTED tactics + GOAL and then …

LEVEL UP!

"IF OPPORTUNITY DOESN’T KNOCK, BUILD A DOOR."
- Milton Berle
OPEN MIND + COMMITMENT + TIME

- OPEN your arms to people and BE A CONNECTOR!
- Manage your relationships: send 1 email per day touching base with either an existing client, potential client, referral source
- Make referrals yourself
- Be a leader in your community
- Customer centric approach to everyone –
  - How can I help you?
  - EVEN IF IT MEANS I MAY NOT BE THE SOLUTION

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EXTRA TIP: WOW THEM

Who Can You Go Above and beyond For?

- Practice gratitude with small gifts Check out www.thnks.com
- Friend you can send info to/make introduction for
- Organization you can sponsor
- Nominate for an Award; send congratulations
- Stop by and say hello: Send a personal handwritten thank you note
- Ask for feedback and be willing to take it

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Bring together 2 people for an online meeting (now) who don’t know one another

Reach out to someone in your networking group and add depth to the relationship

Add 5–10 new connections this week – find one group to follow/join that serves your target audience
Think of one professional service provider you think is great. Reach out to them and ask for their permission to refer business to them.

Write a top 5 list – Top 5 mistakes witnesses make in court, etc… just to share with your clients…not to publish.

Create a WOW Moment for a client, prospective client, referral.
Create your personal Business Development (BD) strategy
Choose your 3 tactics, a time commitment and your goal
LEVEL UP!
Set a recurring reminder on your calendar
Time to Talk

- Q & A
- Closure Activity
- Thank you!

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