

Forget paid advertising and tons of networking. Get in front of groups of choice prospects and show your expertise!

If you're busy it is really easy to let your marketing slide. Don't! My mentor, Mark LeBlanc, www.markleblanc.com, taught me that the marketing you do now pays off in three months. So, if in March things are slow it's because you weren't doing much marketing in December. This is the time to be calling local civic organizations, women's groups, church groups, chamber of commerce, etc. and get on their schedule to speak to them in the spring. Don't know who to contact? You need to get in front of your niche.

I just read an article by James Roche, www.infoproductguy.com, and he said the easiest way to figure out your niche is to look in the mirror. Yes, you are your choice client. So, where do you hang out? What organizations/associations do you belong to? These places are where you need to speak.

And, speaking in front of these groups will cost only pennies compared to paid advertising or the time you spend at networking events.

Here's exactly what you do:

1. Along with Googling organizations/associations in your area start carrying along a small spiral notebook. As you're out and about and you notice a place of business that could use your expertise (such as large insurance companies, large health spas, etc.) write it down in your notebook.
2. When you get back to your office add these places to your list of possible speaking venues and contact them.
3. Don't know what to say? Less is more as they are busy just like everybody else. Say who are you, what your topic is, and ask if that would be a good fit for their group. Want to know more about how to do this? Everything you need to know and do is laid out easily in my Speak Now and Forever Get New Clients Home Study Program, www.elizabethhagen.com/speaknow.
4. This month set a goal to contact a certain number of places and don't give up! Once you start speaking, start demonstrating your expertise, and have a great promotional piece to get them to take action that night - your phone is going to start ringing with the right kind of prospective clients wanting to work with you!

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ELIZABETH'S ASSIGNMENT:

1. Make a decision that now is a good time to market.
2. Follow the steps I gave you.
3. Take action and do something every day toward your goal.
4. Stay focused by setting time aside each day/week to work on your presentation and make it fun!
5. Want a great Intake Form to keep track of your notes while you visit with the meeting planner? Get it at www.elizabethhagen.com/pdf/needtoknow.pdf . This is just one of the many form/templates you get in my home study program.

ELIZABETH'S RECOMMENDED TOOLS

Sample of Women's Association Websites (on these websites find your local chapters):

www.abwa.org
www.nawbo.org
www.abanet.org/women
www.apiw.org
www.napmw.org



Elizabeth Hagen is a dynamic and inspiring [female motivational speaker](#), the author of *Organize with Confidence* and offers business coaching services to motivate women to stand out and accelerate their success. You can become more focused and have more momentum, more confidence, and more success. Elizabeth's book "Organize with Confidence!" will change your life and her "Speak Now and Forever Get New Clients Home Study Program" will change your business! Visit www.ElizabethHagen.com and receive her eBook "10 Fearless Lessons Every Woman Must Know" as her gift to you.