

# Keys to Business R.E.A.L.I.T.Y.



**R** Your Business Development System Must Be **RELEVANT** to...  
Your business growth goals  
Your chosen business model  
Your ideal customer's situation

**E** Your Business Development will be More **EFFICIENT** When You...  
Take inventory of your organizational assets and  
Put these assets to work helping you sell

**A** Get Marketing Tactics **ALIGNED** Across Your Whole System for a Maximum Return on Investment.  
How does it help you attract ideal clients?  
Will it help you turn prospect into paying clients?  
What impact will marketing have on existing relationships?

**L** **LEVERAGE** is critical when you want to get an exponential return on your marketing investments.  
Tap into the interest already circling around your core topic  
Plug into the momentum present in your community  
Look for the synergy in your own programs

**I** Being genuinely **INSIGHTFUL** is Always Cool and it will...  
Position you as someone truly in-the-know  
Cause you to be recognized as someone to be trusted, perhaps admired  
Significantly increase your chances of winning your customer's business.

**T** Attracting ideal **TARGETS** can simplify your marketing immensely.  
Clarify your ideal clients  
Recognize all you have in common with them  
Develop marketing specifically designed to attract your ideal clients

**Y** Getting to **YES** with adequate frequency is what a **REALITY** based approach is all about.  
Know your Channels of Opportunity™  
Measure what Matters  
Commit to the breakthroughs you need to achieve your bigger vision

