

Gold in Your Back Yard: Make a Six-Figure Income in Your Local Market

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To download a copy of Laura's PowerPoint presentation from the NSA 2002 convention in Orlando: <http://www.theproductivitypro.com/NSA.htm>

How Do You Know If This Business Model Is Right For You?

Push (What sends me out?): _____

Pull (What draws me back?): _____

Principles

1. Orientation: Generalist vs. Specialist?
2. Format: Training vs. Keynoting?
3. Client: Corporate vs. Association?



Pricing

4. Two-Tier Pricing
5. Government and Non-Profit
6. 30-day Option
7. Slump "Sales"

Relationships

8. Repeat Business
9. Referrals
10. Independent Meeting Planners
11. Bureaus

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12. Other Training Companies or Employment Councils – Free University, The Learning Annex, community Extension offices
13. Hotel Sales Managers
14. Destination Management Companies
15. Convention and Visitors Bureau
16. Local ASAE chapter, SHRM chapter, MPI, PCMA

Marketing

17. Showcasing: meetings industry groups, calendar section of Business Journal
18. Invite Prospects
19. Drive-By's
20. Brown Bag Seminars
21. Yellow pages
22. State and Regional Associations book by Columbia Books 888-265-0600
23. Public Seminar – sponsored
24. Spy
25. Diversify Your Services

Public Relations

26. Get Your Name Out There
27. Be Involved
28. Be Active in Your Local NSA Chapter