

CLIENT DEVELOPMENT

*Winstead
Women's Alliance*

The logo graphic features a large white circle on a black background. The left side of the circle is partially obscured by a teal-colored shape with concentric curved lines. The right side of the circle is partially obscured by a red shape. The word "clarity" is written in a lowercase, orange, sans-serif font across the center of the white circle. Below it, the tagline "how to accomplish what matters most" is written in a smaller, black, sans-serif font.

clarity
how to accomplish
what matters most

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*Am I identifying clients
who are a good match
with both my ambitions &
the firm's business model?*

Further reading

Necessary Dreams
Ambition in Women's Changing Lives, Anna Fels

strategy

strategy

strategy

strategy

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strategy

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strategy

*Am I designing a strategy
that leverages
my personal strengths?*

What are my strengths?

In what situations do I show my best self?

How do I best connect with other people?

What are my leisure activities?

What are my institutional affiliations (school, church, non-profits, professional groups)?

What are my resources/constraints?

What are my talents, specialties, sidelines, interests (eg, gourmet, art, tennis)

What are my schedule constraints?

What are my geographical constraints?

Further reading

Feel the Fear & Do It Anyway, Susan Jeffers

tactics

tactics

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tactics

*Am I integrating
business development
into my core job functions
in a consistent & efficient
manner?*

Further reading

Never Eat Alone, Keith Ferrazzi

brand

brand

brand

brand

brand

brand

brand

brand

brand

brand

*Am I presenting myself
effectively?*

Further reading

*Make a Name for Yourself
Eight Steps Every Woman Needs to Create
a Personal Brand Strategy for Success,*
Robin Fisher Roffer

KEEP PICKLE CLEAR



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