

CONTENTS

Introduction	1
CHAPTER 1: Creating Your Plan	9
CHAPTER 2: Communicating Your Plan	25
CHAPTER 3: Getting to Know Your Target Market— The Power of a Network	35
CHAPTER 4: Visibility: Speaking, Events, and Publishing	55
CHAPTER 5: Before a Meeting	65
CHAPTER 6: At the Meeting	73
CHAPTER 7: Asking for Business and Setting Expectations	81
CHAPTER 8: Keeping Your Client and Cross-selling	89
CHAPTER 9: Plan (Again)	101
CHAPTER 10: Best Practices in One Minute	105
Authors' Top Picks For Resources	111
Epilogue	115