

## Making the Most of Your Association Membership

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- **Attend Monthly Meetings.** Paying your dues and having your company logo listed in the association directory is not going to create new business. You have to show up and interact to create relationships that lead to business.
- **Join a Committee.** Most association committees only meet once a month for about two hours. This monthly two-hour time commitment will pay off tenfold with the relationships you'll build with fellow committee members. Sitting on a committee integrates you in to the association in ways being a regular member never will.
- **Sponsor an Event.** Providing some sponsorship dollars will show your commitment to the association and the industry. However, be sure the benefit package is worth the dollar amount and aligns with your company's overall marketing goals.
- **Speak at a Workshop.** In addition to monthly meetings, most associations also have workshops. These workshops are usually intended to provide hands-on tactical information. Even if only six people show up, you know they showed up because they were interested in the topic and need your help.
- **Author an Article.** Almost every association has a newsletter or magazine, but typically do not have a huge budget for freelancers or staff writers. More often than not editors of association trade publications will welcome pre-written articles by members. Getting published will only boost your credibility.

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For more information on maximizing association memberships see [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com).

# *InGenius Tips*

*“I don't look to jump over 7-foot bars I look around for 1-foot bars that I can step over.” –Warren Buffett*

## **Choosing a Marketing Coach**

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Business development is not just about sales. It's a long-term investment in your career and no “one size fits all” approach works. One of the best ways to inspire and focus your business development strategy is through a professional marketing coach. If you want bottom line results, expect your coach to:

- Ask questions that focus on you rather than “what works for everyone.”
- Generate ideas. Avoid the coach who just listens and asks you for the answers. You need a partner, not just a confidante.
- Facilitate a thorough evaluation of your professional strengths and how they complement your team and the firm.
- Understand your industry. Business moves too fast to waste time coaching your coach on hot button issues.
- Provide a clear road map that fits your practice and passions. Be open to thinking differently to achieve this.

The right Marketing Coach – with knowledge, inspiration, and focus – can set you up for success.

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For more information on coaching and marketing, see [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com)

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# InGenius Tips

*Some are born great, some achieve greatness and some hire public relations officers – Daniel J Boastin*

## Generating Media Attention

Building a reputation or a brand is accelerated by being interviewed or quoted in the press or by being the author of an article in an industry or trade publication. If you want to generate media attention, we have a few InGenius tips

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- **Be a good source.** Let the press know you are knowledgeable and willing to help. Give the reporters a very brief synopsis of your qualifications and how you can help them. Be sure to find the right reporter: don't send your information to the fashion editor unless it belongs there. When the press calls, call right back, even if you are unable to help them. Treat all reporters, no matter how junior, with respect.
  - **Think long-term relationships.** It takes a while to become a trusted source. Always be willing to help or provide background materials to the media.
  - **Know your industry press.** Read, listen, watch and surf regularly. Be fluent on industry trends or issues. This will help you understand what the reporter needs and you will be seen as a resource and expert.
  - **Invest in media training.** Learn the basic dos and don'ts. For example, never say "No comment." Even if the question is about the local dog show, it makes you look guilty.
  - **Have a media plan.** Make sure your firm receptionist knows who to contact if a reporter calls. Train a short list of people to act as spokespeople and make sure everyone knows who is on the list.
  - **Understand you can't control the story.** It is the reporter's story. If it is your story, it is called advertising.
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For more information on productive media relationships, see [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com)

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# *InGenius Tips*

*“The radical invents the views When he has won them out the conservative adopts them” –Mark Twain*

## **Niche Development**

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A well-branded firm communicates key strengths and services consistently – and is known as the best in the target market. Niche development is a comprehensive assessment of what you do best and how to create a strong practice around it. Any size firm can develop and promote a niche by:

**Focusing on Smaller Ponds** Choose markets that match a growing client base or area of interest. This can happen organically by developing referrals or strategically by following a personal passion.

**Understanding the Players** Build key relationships within the niche market by joining organizations speaking writing for niche media, and getting to know the people in other industries who support this niche

**Identifying Leadership** Designate a champion to oversee the niche team. Promote niche experts internally and externally.

**Developing the Message** Research key strengths in the niche through internal and client interviews. Create a distinct branding strategy with an online presence and marketing and public relations plans

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For more information on niche development, see  
[www.ingenuitymarketing.com](http://www.ingenuitymarketing.com)

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## Web Optimization

Your website can be an effective business development tool when you design it with more than “presence” in mind.

Leverage online referrals through these InGenius tips

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- ***Limit Content***

Copy per page should be limited to easy-to-read blocks of information. Emphasize key messages and distinct keywords. Use line breaks and bullets to make copy easier to read. Navigation buttons should be visible and in broad categories to limit the number of unnecessary pages and links.

- ***Simplify Graphics***

Avoid introductions and flashing icons that not only distract the viewer, but also take longer to download. Make your site technically accessible for dial-up connections and older programs.

- ***Develop Brand***

Make sure that your site is consistent with the overall firm brand to build recognition. Logos, fonts, colors, and language should coincide with other branding materials.

- ***Include Many Voices***

Tell your story through clients and employees when you want to build referral business and attract talent. Websites are generally the first place that people turn when researching a company.

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For more information on building a persuasive web presence, see [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com).

