

ARE YOU A PLAYER?

Because we'd love to coach your team.

Smart professionals hire Ingenuity Marketing Group to coach them on business development strategies. We have lots of ideas and create ways to grow your practice, including:

- Customized marketing systems and materials.
- Learning programs designed for professionals who need to build their practices.
- Small group coaching programs that help you learn with your colleagues and hold each other accountable.
- Individual marketing coaching tailored directly to firm leadership and young rainmakers.

Rainmaking doesn't require giant leaps when you know the right steps to take. Stop making mountains out of mole hills and give us a call.

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I N G E N U I T Y
Marketing Group, LLC

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

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.

For more information on coaching and marketing, see www.ingenuitymarketing.com.

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