



Monday Monday

Connecting the Dots with Karen Kaplowitz



Helping you create and reinforce the habits of successful career building, gleaned from my work as a business development strategist, trainer and coach.

Volume 1, Issue 2

January 22, 2007

Marketing is a Contact Sport. Staying in touch with people is the name of the game. The concept of “credentialing” has a lot of currency these days. Yes, it is important for clients to know that you are well-regarded in business and professional circles, which is evidenced when you write and speak for prestigious publications and audiences. But passive credentialing is not nearly as powerful as proactively using your writing and speaking to connect with clients, referral sources and prospects.

Example: Every time Jane publishes an article in an ABA journal, she gets reprints and a pdf file made immediately and circulates a copy of the article to her clients and contacts with appropriate cover notes. How many published articles do you have that your clients don’t know about?

When Joe has a speaking engagement coming up, he invites his clients and some prospective clients to attend as his guests. Whether they attend or not, he is practicing proactive credentialing and keeping his visibility high.