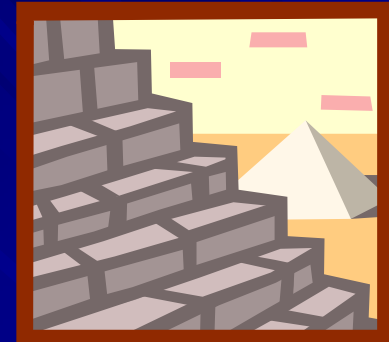


The Best Practices of Personal Marketing

1. Focus on your ideal prospective clients
2. Define your personal value proposition for these ideal target clients
3. Market to your best existing clients
4. Turn your clients into your sales force
5. Market yourself inside your own firm
6. Co-market with high power professional allies
7. Build your network with a purpose
8. Build your professional reputation



Step 1: Focus On Your Ideal Clients

Niche 1



Target
Clients



Niche 2



Target
Clients



Niche 3



Target
Clients

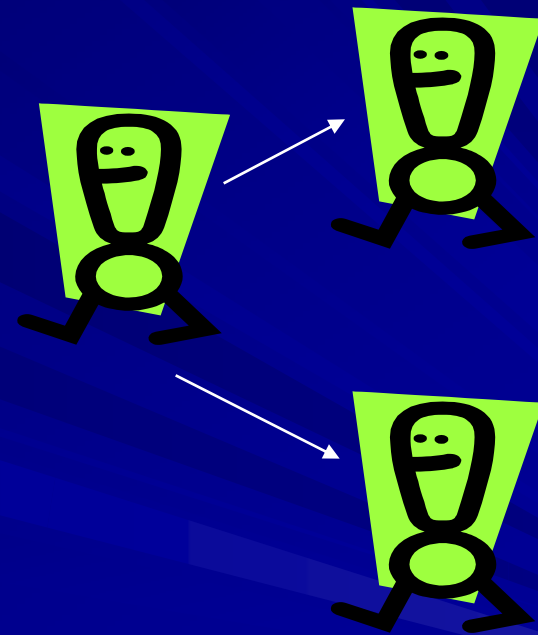


Your Value To Them



Your Best Clients

“Clone Your Client Relationships”



Defining Ideal Client Focus

	<i>Ideal Client Segment 1</i>	<i>Ideal Client Segment 2</i>	<i>Ideal Client Segment 3</i>
Description	Construction Companies Serving Health Care Institutions	Government Entities Developing Large Scale Economic Development Projects	Fast Growing, Family Owned Construction Companies
Current Clients in Segment with High Potential for Services	Turner Construction; Walsh Construction	City Airport Auth; United Center; Casino Development ; Millennium Park	Lizzadro Enterprises; Tony Bennett Construction
Prospective Clients who Fit the Profile	Pepper Construction	State University Research Center	Cartwright Construction; Brady Construction