



Positioning Your
Business Development
for **Success**





ASSOCIATION OF **WOMEN** CONTRACTORS

BARB LAU

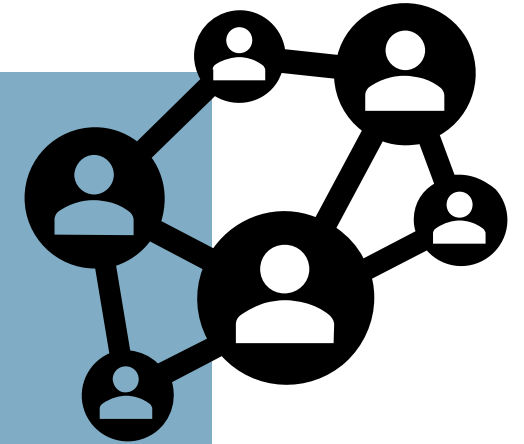
Executive Director

BUSINESS **DEVELOPMENT**

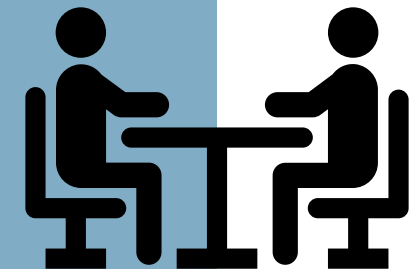
Dedicate 8 hours/month

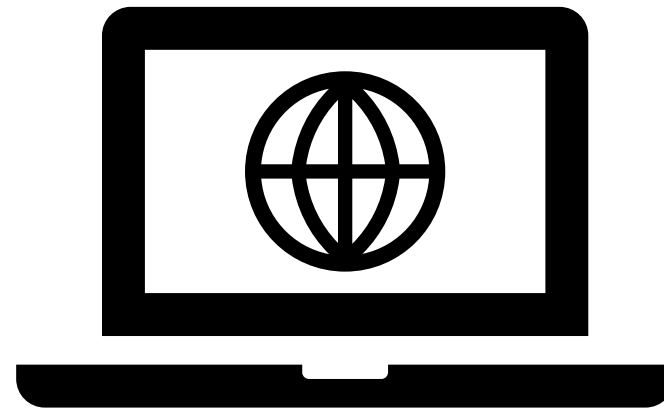
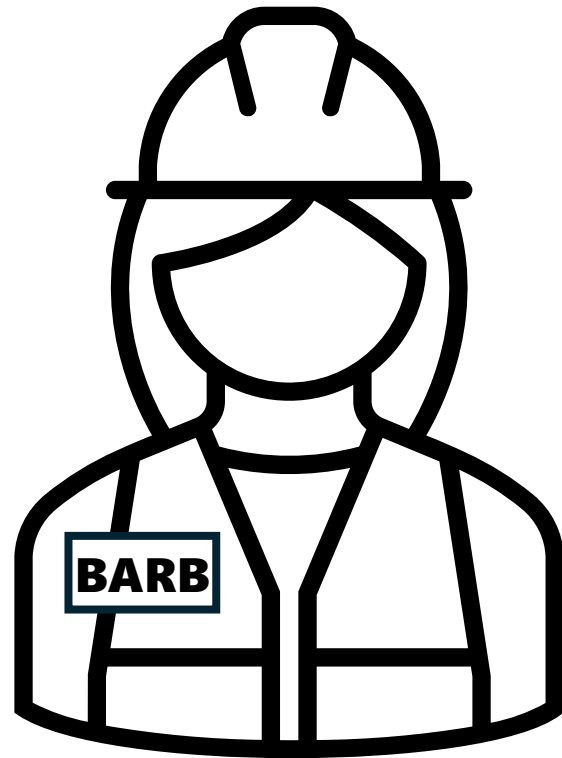


THEN

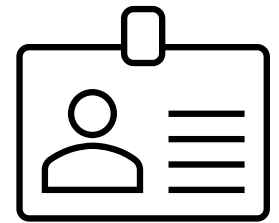
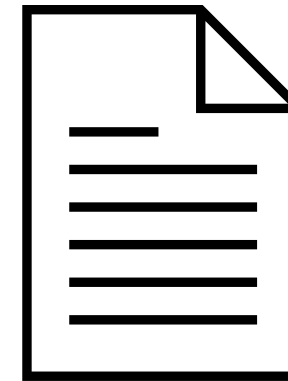


NOW



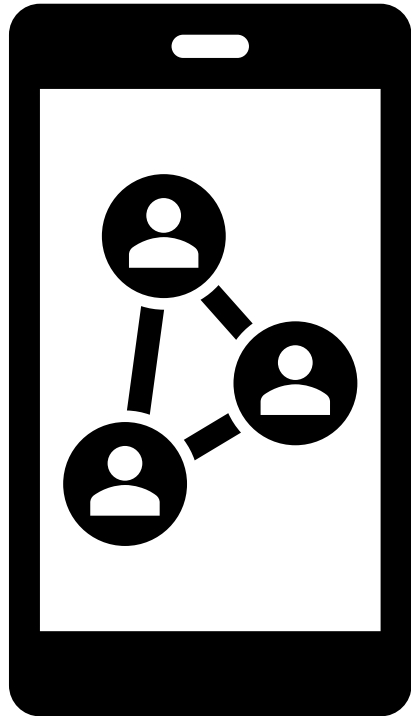


@**YOUR**company.com



MARKETING **101**

ONLINE **PRESENCE**



DO:

- Website
- Social Media
 - LinkedIn
- References
- Photos/Updates
- Headshot

DON'T:

- Religion
- Politics
- Sex
- Health
- Controversial Topics

HAVE A **PLAN**

- Why am I going?
- Who do I want to meet?
- Do I have marketing materials packed?
- What information do I want to gain?
- How will I follow-up?
- Was the event worth it?

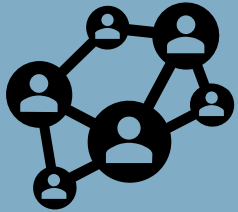


WHY RELATIONSHIPS **MATTER**



QUESTIONS?

What we covered:



BUSINESS
DEVELOPMENT

MARKETING

101



ONLINE
PRESENCE



HAVE A **PLAN**



RELATIONSHIPS
MATTER