

25 Ways to Increase Your Business **as an MCN Consultant**

1. Broaden your services with your current clients.
2. Look for work that other associates can do with your current clients.
3. Go through the “Preventative Maintenance Checklist.”
4. Develop a prospecting mindset. Prospects are everywhere.
5. Local information (such as newspaper, Chamber info, radio articles) to find local companies and individuals that may need our help.
6. Direct mail items that inform people what you do. Success stories. Theme of the direct mail is important.
7. Newsletter for clients.
8. Sent blurb to the newspapers – make client success a news release. Could be part of direct mail.
9. Target and niche your market. Become an advocate for that industry. Send out newsletters – hold special forums.
10. Take what you are currently doing and deepen the work with the client. Go from an employee handbook to operations manual to job description to training manual to check lists to tracking behavior to documentation of problems and results.
11. Take a process that you have created and expand this process to other companies that have a similar situation as your client. Be an advocate for the process – multiply it through companies.
12. Attend countywide forums – breakfasts, lunches and events. Rub shoulders with prospective clients. Networking and schmoozing. Chamber events.

13. Community service – identify yourself when doing community service as an MCN consultant.
14. Hold seminar on subjects and aggressively invite people to come.
15. Ask for referrals from your client. Find out if your client is a Center of Influence.
16. Schedule time to make phone calls – be very systematic about it.
17. Realize as you go after a company that there are many different entry points. If you call many times for the Owner or President and can't get to that person try for a Manager, Executive Assistant, Human Resources, Quality or Production person.
18. Check out their employee handbook, upgrade it or create one for the first time.
19. Create a number of new services each year that you can add to your offerings. Go to old clients with these new ideas.
20. Opportunity finding: Open your mind to the clients and prospects that you have and what their wants and needs are. Things come together with new ideas and opportunities to work on.
21. Learn from other MCN team members a new skill that you can offer to your current clients. For an example, learn how to do a Vision and Goals Day – getting paid while you learn. This creates new work that you can expand through other clients and prospects.
22. Improve your communication skills. Listen, communicate, hear, tell, ask, give feedback, ask further questions, and hear. See that the gold and diamonds are under our feet. The needs are being expressed everyday in regular conversation.
23. Consider doing a focus group with past and current clients
24. Go into the TRIAD process and pick out some forms that would be helpful for up-coming meetings.

25. Take a look at their web page and create a plan to improve it.