



**Proposed Workshop Topic:**  
**The 12 Key Habits to Building and Leveraging a Profitable Network:**

Does your firm already expect or effectively utilize:

1. Effective and consistent habits and mindsets to build and leverage key relationships for new business opportunities?
  - in other words: are your partners mostly 'givers' who are also consistent in their work habits about building profitable relationships? The mindsets can be learned and the habit is simple and small.
2. A simple PROCESS for growing, maintaining and improving key relationships on a consistent basis? You will learn a process that is truly relationship-based, enjoyable, and increasingly profitable.
3. A four-step PROCESS to get client referrals? It was featured in my business bestseller, *Fearless Referrals*, and has been presented to professional firms from over 35 countries over the last decade.
4. A Target Sheet with an introductory paragraph that spells out explicitly the business you want most *and* how best to be introduced?
5. A step-by-step process to build profitable center of influence (COI) relationships? This is something you could train all your partners on (see The 6 Stages below at #5).
6. A 1:1 Meeting Sheet to use in all COI meetings that focuses on the topics that make business relationships both personable *and profitable* (rather than just 'nice')? It also provides a tool for growing the relationship over time.
7. Partners to be comfortable asking clients and other professionals for referrals? Since 70% are not, this workshop will cover how to get ever more comfortable. Until this discomfort is addressed, behavior change is unrealistic.
8. Training your partners on what to say to get referrals - a template referral conversation that is not 'salesy' but is effective in asking for what you really want? Scripts will be provided.
9. A word document of Introductory Paragraphs for each partner's network?
10. A consistent number of ever higher quality potential center of influence meetings/month?
11. Partners to block out consistent time for business development each week to stay top of mind with their better relationships?
12. Consistent accountability meetings for your partners?