



## BUSINESS DEVELOPMENT CHECKLIST

### 10 Items That'll Grow Your Business by Frank Buddenbrock

- Ensure that you do some Business Development EVERY DAY. Make NO excuses, NO exceptions- EVER!
- Develop the mindset that Business Development is as important as any fee-earning or income-earning work or activity.
- Create a plan. Determine what you want your future business to look like- and WHY. Do you want to dominate the field? The goal is to KNOW where you want to go, and then make a plan to get there.
- Business Development is hard work. Explore techniques/methodologies that will help you keep your momentum. Consider working with an accountability partner- a friend or buddy to whom you communicate your progress.
- Make more phone calls. Talk with clients- be sure to LISTEN. Email and text less.
- Ensure that your communication with clients adds value and are not simply chasing business.
- Work diligently to delight clients at every point of contact- never give them a reason to look elsewhere.
- When cold calling, never be pushy or come across as desperate- believe in the value you bring to the relationship. Remain relaxed, calm, and be the expert.
- Make sure that new customers/clients can find you. Much of future business is going to be found online. If you're not there, that new business is going to find it elsewhere.
- Your ultimate goal should be to build a business that can run without you. Learn to train and delegate. You DON'T really have to do it all. If you can't take time off without fear that your business will fail, you own a job, not a business.

