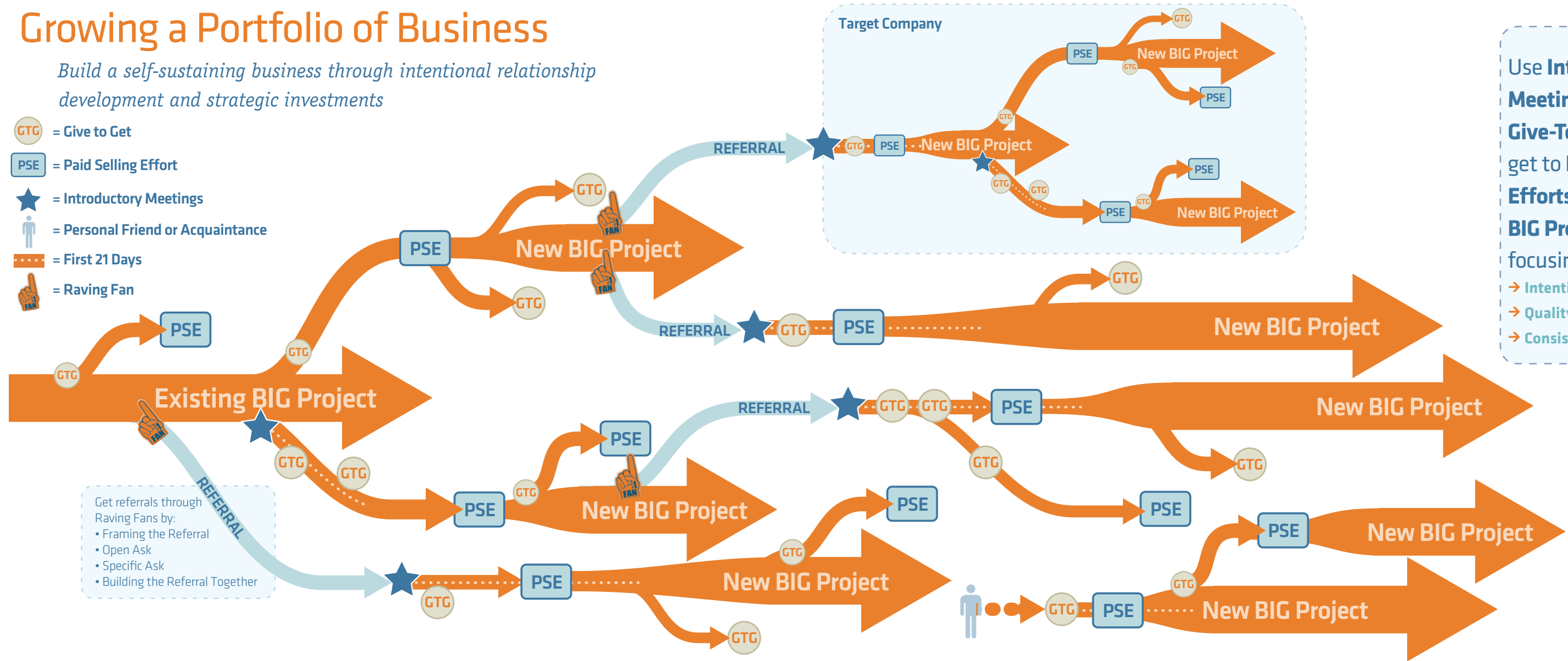


# Growing a Portfolio of Business

Build a self-sustaining business through intentional relationship development and strategic investments

- = Give to Get
- = Paid Selling Effort
- = Introductory Meetings
- = Personal Friend or Acquaintance
- = First 21 Days
- = Raving Fan



Use **Introductory Meetings** and **Give-To-Gets** to get to **Paid Selling Efforts** and then **BIG Projects** by focusing on:

- Intentionality
- Quality & Quantity
- Consistency

Get referrals through Raving Fans by:

- Framing the Referral
- Open Ask
- Specific Ask
- Building the Referral Together

- GrowBIG Course 2**
- 2.1 The Valuable First Engagement
  - 2.2 Ready, Aim Target!
  - 2.3 The First 21 Days
  - 2.4 The Raves of Raving Fans
  - 2.5 Growing a Portfolio of Business

### Think of the first engagement with a new client as the "tip of the spear"

The first engagement is what helps you initially penetrate a client's business, but there is much, much more of the spear remaining once you've hit the target.

**2.1**

### A 5-year projection

Remember, the value in the new relationship is the information you will learn, not the profit you make on the first project.

**2.1**

### Your Target List

Use your prioritized sales criteria to rate your Target List.

**2.2**

### Intentionally creating demand

Each attempt to connect that leads to a common interest is like a new branch on the tree.

**2.3**

### Something of Value

When you're building your new relationship, every interaction must include something of value to the client. During the first 21 days, it's important to interact every 2-3 days.

**2.3**

### Generating referrals

The value of a referral comes from two variables: the trust level of the person that is giving the referral and the intensity of their referral.

**2.4**

### Perpetual cycle of interest

Actively listen, gather data about the client's needs, help identify problems they might have, and offer a Give-To-Get to show them how to solve the problem.

**2.5**