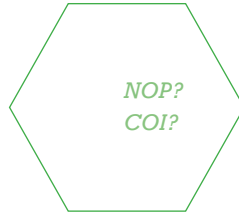


 **MAGNIFY YOUR MARKETING:** Target a niche **COMMUNITY** – must meet all 6 **HEXAGON** facets:

- LABELS
- LINGO
- PRESSURES
- ASSOCIATIONS
- CONNECTIONS
- HANDLES



 **MAGNIFY The When:**

LABELS: What do they call themselves? What special differentiators do they use amongst themselves?

DATES: Special days, events, time of year, seasons, monthly [good and bad, numbers lingo]

 **MAGNIFY The Words:**

PRESSURES: What kind of regulations or peer pressures influence their wants & needs for your expertise?

HANDLES: “Stuff like...” popular expressions, referring to your services, expertise, aspects, or features?

 **MAGNIFY the Why You:**

TITLES: Remarkable anecdotes, client references, public awards, Founder/Author, and other awards

CONNECTIONS: Value of your education (competency), references (character), and values (charisma)?

WHO should I mention you to?

WHEN should I mention your name?

WHAT WORDS should I say to introduce you?

WHY should I mention **YOU**?

For attorneys, accountants, financial advisors...

Practice marketing your expertise, within codes of ethics & compliance obligations.

BLOGS, E-NEWSLETTERS, WEBINARS, PODCASTS, PRESENTATIONS, 1-SHEETS, TRAINING, COACHING, TIME MGT.

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This makes a great gift for accountants!

~ Joseph Tucciarone, Chairman
National Network of Accountants

Some favorites are # 55, 65, & 197.

~ Steve Distanto, President
National Association of Independent Broker Dealers

Thank you for focusing me & my book!

~ Martin E. Levine, CPA, ChFC, Author
Widow's Survival Guide

Of course, I prefer thumb-rule # 101!

~ E. Hale Jones, Editor-in-Chief
Financial Advisor Publications

Vik, be our featured speaker this year!

~ Anthony Kazazis, Founder
The Queens Real Estate Expo

Share it with others ... # 3, 111, & 147!

~ Ellen Volpe & Gene Brown, Partners
ABA of Long Island

Thanks for reinforcing # 79, 113, & 115!

~ Dennis Haber, Esq., Author
Piggy Bank Your Home

365 rules, I will use it as a calendar!

~ Karen P. Giunta, CPA, President
National Conference of CPA Practitioners

I listen to your audio-books over & over!

~ Geetha Krish, CPA, President
Custom Business Services, Inc.

My top two favorites: # 33 & 356!

~ David Abeshouse, Esq., Founder
The Attorney Round Table

You provided us very solid strategies.

~ Lili A. Vasileff, CFP®, President
Association of Divorce Financial Planners

Vik helps me use # 19, 25, & 148!

~ Gail Gladstone, President
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Long Island Board of Realtors®*

Start using this book now! All 365 days!

~ Mahmud 'Wazi' Wazihullah, Board Member
Long Island Real Estate Group

Book is right on target ... # 158 & 203!

~ Mitch Pinckney, Exec. Director, C.R.
U.S. Chamber of Commerce

18, 115, 133, & 266 are relevant for physicians.

~ Janine Regosin, Executive Director
The Medical Society of the County of Queens

You've helped me ... # 9, 116, & 271.

~ Dr. Sheri Glazer, DDS, Board Member
N.Y.S. Academy of General Dentistry

