

# Z

## Zero in

on your target market



# O

## Own

the mindshare of your market



# N

## Nurture

and grow your database



# E

## Empower

and impact your community



### 1. Research + Select

- Study the market
- Analyze its potential
- Choose your client avatar

### 4. Start with Prospecting

- The Million Dollar Script
- The power of a partner
- The power of numbers

### 7. Incubate Your Database

- The Databank
- Double your business
- Focus on relationships

### 10. Educate The Local Community

- Seller events
- Buyer events
- Investor events

### 2. Develop Your Value Prop

- Create your vision
- Define your core values
- Define your brand promise

### 5. Build Through Networking

- The secret to networking
- Create social currency
- The power of connectors

### 8. Create Digital Content

- The secret power of blogs
- Live and digital events
- Video, social, + podcasts

### 11. Attend and Host

- Pour into local school
- Participate in local events
- Create a local event

### 3. Build Your Brand

- Perception is reality
- Be your authentic self
- Package your brand

### 6. Multiply Through Marketing

- Offline marketing
- Online marketing
- Track your marketing ROI

### 9. Connection to Conversion

- Understand their mental map
- Provide guidance and value
- Help them take the next step

### 12. Engage Local Businesses

- Build a local business network
- Promote local businesses
- Partner with local businesses