

Excerpt from Who's Hiding in Your Address Book? by Mary Kurek (copyrighted text)

The Selling Team is a top-selling real estate firm in eastern North Carolina. At one point, they were experiencing growing success with investment property and decided to shift their primary marketing focus to that part of their business. One of the partners made a Level-One contact with someone in her network – me. Eventually I was hired to help The Selling Team with other connections.

After exploring some particular traits of their target market, we launched a focused effort to gain visibility with their newly identified *ideal* client type (property investors). I mapped out my connect-a-name chart, starting with a connection from my network (a Web site designer) to begin reworking their Internet presence with a more decided push toward investors. The Web site designer was Level Two.

Next, I pursued some opportunities for visibility with a newly expanding tourist attraction in the area. I contacted a woman who worked at the tourist attraction whom I had casually filed in my general network. A perfect sponsorship deal was negotiated.

We further decided to seek specific publicity opportunities that would gain favor in the eyes of area property investors. After networking with a former colleague, a decision-maker at a targeted organization called me and gave us the green light needed to follow through with an ideal plan for visibility.

