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SMART + SAVVY

TOP 10 BUSINESS DEVELOPMENT TIPS

Build your business development chops with these 10 tips

1

HEADSHOT

Get a great headshot and use it consistently.

2

PITCH

Be ready to grab attention with a snappy **60-second pitch**.

3

UNIQUE VALUE PROPOSITION

Know your difference and **why** people should buy from you.

4

TARGET YOUR MARKET

Know who you serve best.

5

OFFER

Have a compelling offer for your audience.

6

NETWORK

Create relationships where your target audience hangs out.

7

AMPLIFY YOUR VOICE

Ask others to help you connect with your market.

8

PRESENCE

Build a focused online presence to expand your reputation.

9

EXPERT HELP

Use experts to help you work smart, not hard.

10

ACTIVE

Keep your business development active and consistent.

If you don't know who to pitch, check out our **Speaking** page for Workshops and Webinars.



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