



GET INTO THE
SPOT LIGHT!



AFN 2021

Be confident. Be enthusiastic. Be noticed!

Purpose

To provide you with options to test to make sure you're appearing brightly on your client's radar



Outcomes



Consider client needs



Strategies to be more visible



Better position yourself

Agenda



Your world



Client's world

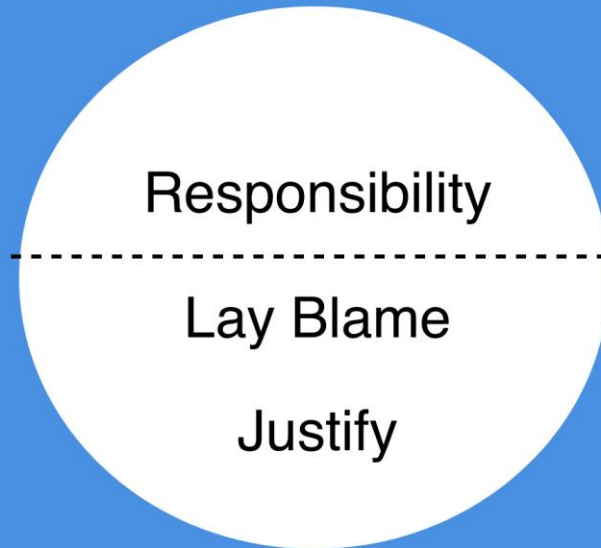


Meeting identified needs

WORKING TOGETHER



STAYING ABOVE THE LINE



Your world...

Hours?

Clients?

Profit?



What are you working toward
in 2021-22?

Meeting client needs



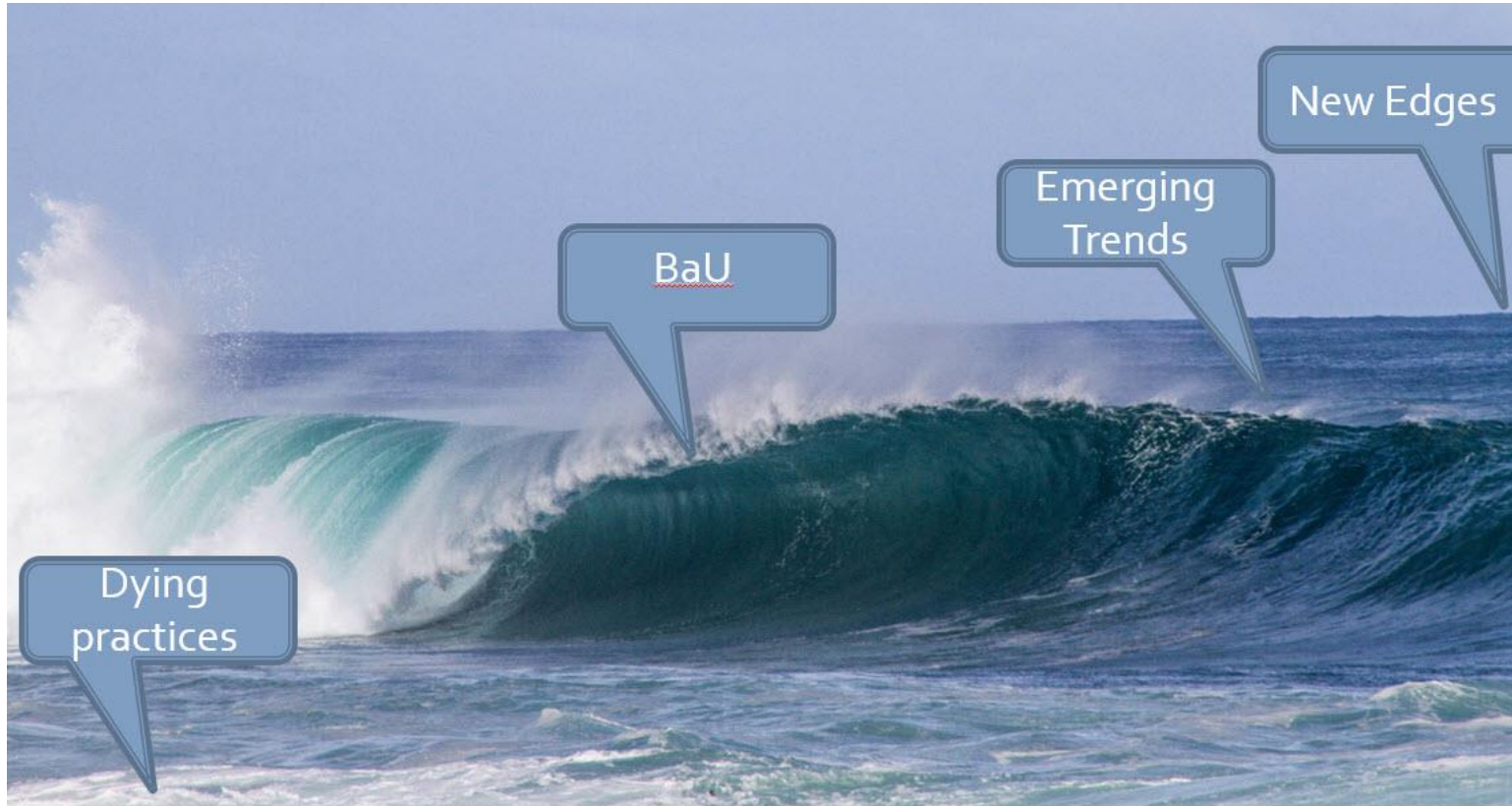
Get on their
radar thru:

Attraction

Conversion

Follow up

Wave Analysis...



Wave Components

New Edges (radical, new horizon)

Emerging Trends (experimental, gaining momentum)

Established Norms (e.g BaU or standard operating procedures)

Dying Practices (no longer relevant, outdated)

Breakout Groups

1. What might be the new edges?
2. What trends are you starting to see emerge?
3. What are some of the established norms?
4. What dying practices should we reconsider or let go of?

Identify and document your Top 5

Meeting client needs



Get on their
radar thru:

Attraction

Conversion

Follow up

Attraction



Solution

Message

Funnel

Message

Worries

Capacity

Age
Gender

WIIFM



What is their BIG pain point? How
can you relieve it?

Describe your UVP



UNIQUE VALUE PROPOSITION

What is uniquely different about you?

What benefits will people experience?

Solutions provided?

Describe your UVP

KEEP IT SIMPLE



What you've
got



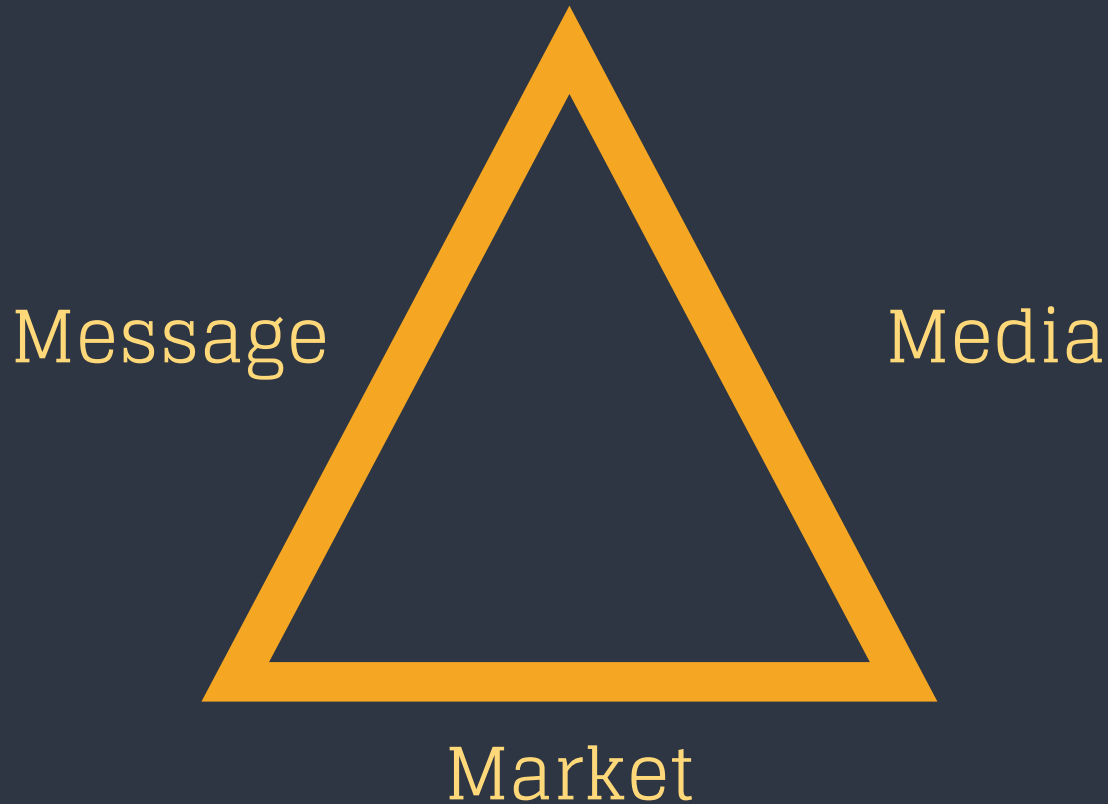
What it will
do for them



What to do
next

It's all about your target audience!

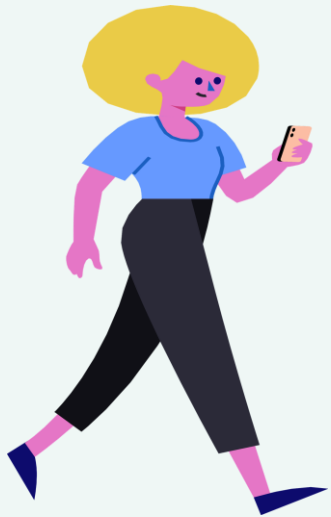
Message-Media-Market mix



Media



Conversion

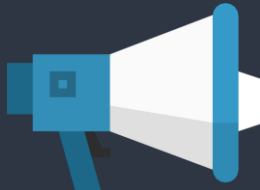
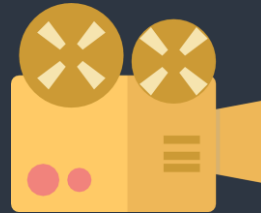


POP

Objections

Examples

Follow-up



Keep it simple



Understand client needs



Develop strategies to be more visible



Better position yourself