

How to Build a Book of Business

The overriding themes to our words of wisdom are to focus on being a person of value and to take care of you.

Invest in yourself, and plan for leadership now.

- Degrees, accreditations, associations, and groups
 - You will learn as much from formal education as you will from associating with experienced people.
 - Joining groups and serving on committees is the best way to meet knowledgeable people.
- The words you say and the actions you take
 - Effective leaders motivate people through positive words and actions.
 - Leadership skills are learned over time
 - Recognition as a leader grows over time

See the big picture, and embrace change. Relationships you establish now may help you in the future.

- Work the room, network , follow-up
 - Let the other person talk first
 - Look for a person who is not talking to anyone and talk to them
 - In the age of likes and tweets, notes are very important
- Be the source
 - Keep current with data and trends
 - People will come to you for information

Reinvent yourself. Markets change, and your skills and contacts will help you seize new opportunities.

- Create your brand and enhance your resume
 - Emphasize what you do well
 - Make new contacts
 - Write articles and contribute to blogs
 - Speak before groups
 - Add all these things to your resume
- Toot your horn and public visibility
 - Take initiative and don't wait to be asked
 - Share number of new contacts, etc in team meetings
 - Make sure articles and other mentions are "tagged" so they appear in a Google search

Keep perspective. The airlines offer the best advice when they say put your oxygen mask on first.

- Family and career not family versus career
 - Put family and business events on same calendar
 - Office near home or childcare is ideal
- Health and spirit
 - Regular exercise is a must
 - Exercise early in the morning before there are distractions or schedule changes
 - Take some quiet time for yourself. Even five minutes helps.