



Growing Your Business in a Shrinking Economy

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Maximizing People Performance

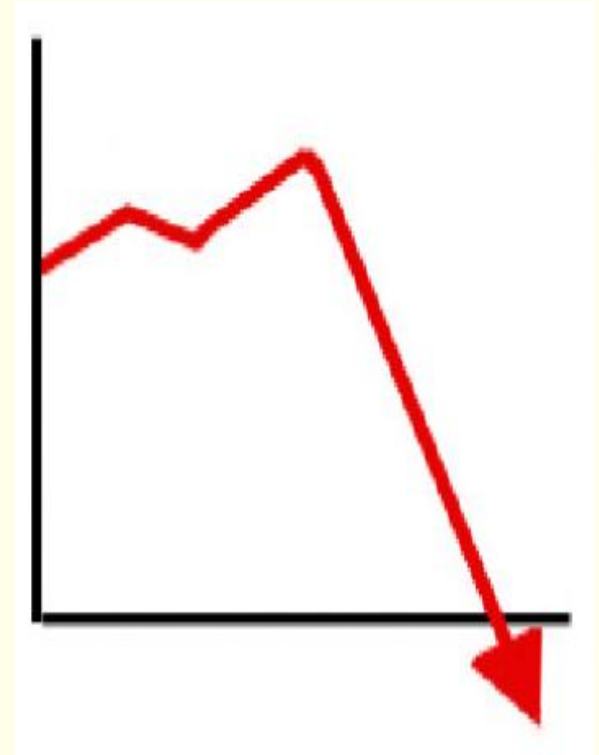


Today's Economy

Facts:

- The Economy
- Normal year end Business Issues
- Traditional year end Holidays

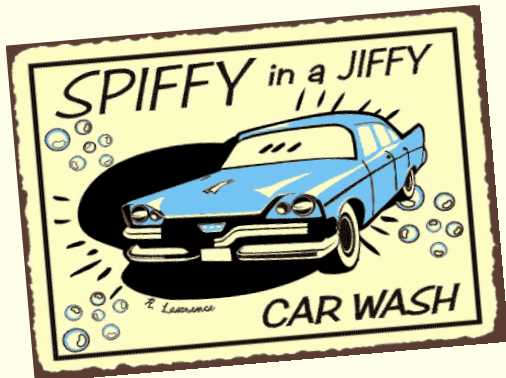
Make for a rough end to 2008!





There is Hope!

When it rains, Car Washes suffer, but the Movies experience record profits.





In Today's Market . . .

- We all need to find the MOVIE opportunities!!
- It is time to think outside the box
(and perhaps your MBTI® Style)





Your Plan for 2009



With a few simple changes, you can plan for success!



Plan for 2009

- Five Areas to Consider:
 - Clients
 - Services
 - Prospects
 - Marketing Tools
 - The Ultimate Success Behavior



Clients

Current and Past Clients are excellent resources.

They know you and your work.

✓ **Ask your organization clients for referrals:**

“I am looking for more business. With your knowledge of the industry/area, who should I be talking to? May I use your name?”

✓ **Ask your individual clients for referrals:**

“Of all your relatives, friends and colleagues who among them would benefit from my services?”



Services

What “added value” can you provide to Clients

Right Now?

- Un-bundle your services to make them more cost effective.
- Reduce your fees.
- Offer 2 for 1 services.
- Consider EXTRA services you can offer.
- All of the Above!



Services

Are there VARIATIONS on Coaching Services that would be more attractive for your current Market?



Coaching Variations

- Career
- Transition
- Life
- College
- Relationships
- Communication
- Presentation Skills
- Writing Skills
- Reinforcement



Coaching Variations

- 360° Feedback
- High Potentials
- Leadership
- Team Building
- Conflict Management
- Change Management
- Behavior Modification (Remedial)
- Time Management
- Relationship Management



Coaching Variations

- “C” Level Sound Boarding:
 - Strategic Planning
 - Reorganization
 - Staff Assessment
 - Execution Planning
 - Staff Reduction
 - Termination Practices
 - Employee Motivation
 - Leadership Roles & Impact



Clients/Prospects

If current clients aren't providing you with enough business, it's time to expand your portfolio!

- New industries
- **Individuals**
- **Organizations**
- Profits
- Non-profits
- **Government**
- Associations
- **Academia**





Prospects

- ✓ *Find* opportunities to Network
- ✓ Consult with Coaching Colleagues
- ✓ Take advantage of your Memberships
- ✓ Expand your Reach: industries, geography, specialization



Marketing Tools

It's easy if you have the right tools!



Tools- Need to be Focused on the client!

Who is the client?

What is the client looking for?

- Website
- Your Bio(s)
- Print Materials
- E-newsletter

• Blog



The Ultimate Behavior for Success

Initiat

e





The Ultimate Behavior for Success

Initiate

1. Contact
2. Communication
3. Ideas
4. Actions

Applied Consistently!





The Ultimate Behavior for Success

You need to **Initiate:**

CONTACT

- Pick up the phone
- Send the note
- Set up a meeting
- Network
- Frequency of Contact
(FOC)

Apply Consistently!





The Ultimate Behavior for Success

You need to **Initiate:**
Communication

- Ask Questions
- Listen
- Share your thinking

Apply Consistently!





The Ultimate Behavior for Success

You need to **Initiate**

:

Ideas

- To meet client needs
- Add value
- Challenge thinking
- Be a catalyst
- Respond to questions



Apply Consistently!



The Ultimate Behavior for Success

You need to **Initiate**

:

Actions

- **Complete your website**
- **Become *active* in an Association(s)**
- **Contact prospects**
- **Write the article**
- **Develop POS**



Stagnation
is a dead
end!



Remember

**In tough times, FLEXIBILITY is
essential!**

And

Resiliency Rules!



TODAY IS THE DAY . . .

**. . . To Start Building Your
Success!!!!!!**

SUCCESS requires Focus and Work~

“The only place **SUCCESS comes before
WORK, is in the dictionary”**



Today's Plan

Provide you with ideas...

Clients

Services

Prospects

Marketing Tools

Success Behaviors

to stimulate your business!



**THANK YOU FOR
JOINING US!!!!!!**

Any Questions?

Please “raise your hand” and we will try to get to as many of you as possible.



Coaching: Website Examples

(copy and paste to view)

- <http://www.powerscareercoaching.com>
- <http://www.martynemko.com/career-coaching>
- <http://janemchale.com/>
- <http://www.meredithhaberfeld.com/>

- <http://www.rwcuddy.com>



THANK YOU.

Questions

For

Bob Cuddy?