

**NEWBRASKA'S NEW SYSTEM
FOR GENERATING PROFIT
AND UNCOVERING PURPOSE**

LARGE COMPANIES*

TAKE TIME TO ESTABLISH RESPECT BEFORE SOLICITING

Lead with the Manifesto document

Position it as a "compelling perspective on our state's core issue and how it impacts your company."

Ask permission to send to them.

Follow with recent 13 minute video

<https://youtu.be/t39wHZMRydc?si=vVAED9u8LY0vvGAd>

SMALL COMPANIES AND ENTREPRENEURS

APPROACH WITH TRUST TV OR SPECIALTY SERVICES, THEN WORK OUR WAY UP INTO "COUNSELING" NOT "CONSULTING"

Business owners that have an inferiority complex

companies that have advertised with BBB: "It's like BBB or more marketing-oriented"

CPAs: partnership, new revenue

Attorneys: business development, offset burnout

CREATE MONTHLY THOUGHT LEADERSHIP SEMINAR-MIXERS AT FIELD CLUB AND CHAMBER

ADDRESS "HOW TO ADAPT TO THE MOST PRESSING ISSUES IN BUSINESS TODAY"

Use these events to recruit companies for the RoundTable peer group service

All attendees will be given the opportunity to be interviewed on WOWBIZ Nebraska

Improve our website to be able to take these reservations

SPECIAL PROJECTS

"BIG IDEA" PROSPECTS

Wayne State College, Sickies Restaurants

FutureForce

Industries that Lynn has successfully served in the past...

Constant Contact: "most frequent openers

Facilitation and DataBurst, leverage Schuyler success

URBANATURAL

**CREATE A 24 PAGE
BOOKLET THAT
ADDRESSES EVERY
APPLICATION**

**SOLICIT
PRESENTATIONS: THE
WAY TO BRING
AMERICA TOGETHER**

**LEARN ABOUT
GEOTARGETING FOR
URBANATURAL
RETAILERS**

Create a list of instore
merchandising tools and costs

PRESENTATIONS

and workshops

**EARTHQUAKE: WHY
RESILIENCE IS YOUR
MOST IMPORTANT
ASSET**

**DANCE WITH THE
CUSTOMER**

features live tango dancers

**PARTNER OR PERISH:
A WORKSHOP FOR
NEW GROWTH
THROUGH NEW
RELATIONSHIPS**

PRESENTATIONS AND WORKSHOPS (CON'T)

DEVELOPING STRATEGIES FOR SUCCESSFUL COMMUNITY GROWTH: MEET 50 MILLION KNOWLEDGE WORKERS

Discuss the UrbaNatural worker and how to attract them

TRENDTRAX: HOW TO LINK YOUR COMPANY TO EVEN MORE SUCCESS

Learn to create marketing campaigns and new products that keep your company relevant.

90 MINUTES TO TAKEOFF: HOW TO INNOVATE, DRIVE PROFITS AND GET WORKERS EXCITED ABOUT YOUR COMPANY'S FUTURE

Learn the ins and outs of new product development and organizational change.

FLOW: HOW TO ENJOY YOUR CAREER AND BE MORE CREATIVE EVEN IF YOUR JOB IS MUNDANE AND YOUR BOSS IS A JERK

What happens outside of you can be completely different than what can happen inside of you.

NEW SERVICES FOR THE NEWBRASKA WEBSITE

CUSTOMER INTERVIEWS AND SMALL GROUP RESEARCH

**TALENT ATTRACTION FOR ECONOMIC DEVELOPERS, MAYORS,
CIVIC PLANNERS AND ARCHITECTS**

EVENTS AND NEW ERA EXHIBIT DESIGN

POWER DYNAMIX: CLIENT PROSPECTING FOR ATTORNEYS

PARTNER OR PERISH: ALLIES FOR COMPLEMENTARY GROWTH

DRIVING GROWTH FOR CPAS: HELPING CLIENTS STRATEGIZE

TRUST TV: BUILDING CREDIBILITY THROUGH ONLINE VIDEO

ATTRACT INVESTORS WHO HAVE STATEWIDE ASPIRATIONS

NELNET

**FLOOD
COMMUNICATIONS**

More;

DAILY TIME ALLOCATION BEGINNING AT 6:30, THEN 9 AND ENDING AT 3:30.

6:30 - 7:30: personal reflection /
exercise

9:15 - 9:45: Update prospecting
spreadsheet

9:45 - 11:00 Send personalized
emails to select CC openers or other
prospects

11:00 - 12:00 Call or pop in on
prospects who have shown interest

12 - 1; Eat and read

1:00 - 2:00 Work on next CC email
or on website or on LinkedIn

2:00 to 3:20: Make phone calls or
personal calls...set appointments