

MARKETING & BD PROGRAMS

	Get Up & Running	Be More Strategic	Really Stand Out Full Program	Star Maker Leader Program
DISCOVER Marketing & BD Review	✓	✓	✓	
DESIGN High-Level Market Research	✓	✓	✓	
Marketing & BD Strategic Plan	✓	✓	✓	
Specialty Niche Identification/ Confirmation	✓	✓	✓	✓
Branding & Positioning "Visible Expertise"	✓	✓	✓	✓
BD & Referral/ Influencer Strategy	✓	✓	✓	✓
DESIGN + In-Depth Market & Client Research			✓	
In-Depth Strategic BD Planning & Coaching			✓	
DELIVER Assistance to Implement		✓	✓	✓
Content Calendar & Content Creation Assistance		✓	✓	✓
Marketing Tactics & Activities		✓	✓	✓
Targeting Strategies & Planning		✓	✓	
Investment:	Contact Jacqui for program costs.			