



How I Use PRE to Build My Own Business

- Social media marketing. Set up a link between the chapter's Facebook page and your own page.
- If you go out of your way to find business for everyone else, it comes back to you. What you give, you receive.
- Build a good referral profile list and share it in one on ones and pull from it weekly.
- Preparing for the 30-second commercial each week forces you to focus on your business, think outside the box and stretch. The PRE Referral Profile project helps do this right.
- It helps having people you know, like, and trust that you can turn to for a variety of services that you need in your business.
- Being a member of PRE shows that you are serious about your business – builds credibility and accountability.
- I ask for help with introductions to companies in which I can't reach the decision makers.
- Lead with PRE, backdoor your own business.
- Show up big when you're the weekly featured member speaker. The PRE resource "When You Are The Featured Speaker" helps to be properly prepared.
- Communicate, communicate, communicate.
- Testimonials from fellow members
- Most agreed, the number one way to use PRE to help build your business is to use the business relationships you've developed with fellow PRE members to provide referrals to your customers, which...
 - Helps you become a trusted advisor to your customers
 - Builds more trust in your business
 - Allows you to be a one-stop shop
 - Shows you're an influencer and that you're connected in the community
 - Provides added value to your customers