

FRUIT OF THE TREE ENDORSEMENTS



FRUIT OF THE TREE

The **Fruit of the Tree** (attached) lists the 'fruit' from where we get our opportunities, broken down into the Top 3 per category.

Filling it out is just the first step so, what do you do with it once it's completed?

After completing the Tree, the next step is to look carefully at the true amount of opportunities you have received and the amount of opportunities to which you have exposed your clients. Analyze carefully the last time you had a face to face with each one.

The key is always constant contact, either face to face, through Newsletters, or just a friendly e-mail to see how they are doing.

Ask yourself "Am I doing enough to deserve these endorsements?" You don't want to be the person who sits back and believes that you deserve an opportunity that you didn't earn.

Creating these profit centers through your **Fruit of the Tree** is the beginning of taking your valuable time and "mine" where the sweetest Fruit is; **so "ripe" that the "juice" will continue to flow way past the time it is picked.**

Keep your relationships under control. Your time is valuable, and there are just so many Partners to work with.

When a person constantly joins Networking groups and goes to Networking Events, you become overwhelmed with business cards and handshakes. But where is the business?

Let's make it a simpler and more controlled environment.

BUILD your FRUIT of the Tree and then work to have your **Top 3** in each category, and make that **FRUIT always the Freshest.**

Let's make our Clients and Strategic Partners "Raving Fans"

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FRUIT OF THE TREE ENDORSEMENTS

Sample Tree

LIST SPECIALTIES:
1. COI Attorneys
2. T&E's
3. IP's
4. Bankruptcy's
5. Elder Laws
6. CPA's
7. Life Insurance
8. P&C's
9. Employee Benefits
10. Estate Planning
11. Advertising
12. Real Estate
13. Mortgage Spec.
14. CFP's
15. Head Hunters
16. Graphic Artists
17. Furniture
18. Banking
19. Marketing
20. Telecommunication



LIST SPECIALTIES:
1. Clients
2. Networking Ptnr
3. Referrals
4. Endorcements
5. Relatives
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