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## Building Advocacy

**Instructions:** On the table below, think about and list the following:

**Column A:** The names of 25 to 50 of your ideal clients

**Column B:** List how they were acquired (i.e. referral, cold call, seminar etc.)

**Column C:** List their occupation & industry

**Column D:** List at least one interest, hobby, affiliation or organization

### List Development Research Ideas:

1. Client based approach:
  - Refine your understanding of their uniqueness and commonalities
  - Develop profiles and prospects
  - Meet with your advocates and leverage your knowledge
  - Meet with your new prospective clients and establish relationships
2. Clients' affiliations:
  - Organizations (Chamber of Commerce, civic clubs, country clubs)
  - Boards of Directors (locally run corporations, community banks)
  - Charitable Organizations (boards and large donors)
  - Special Interests (hobbies, alumni groups, children's schools)
3. Print Resources:
  - Yellow Pages
  - Chamber of Commerce
  - Boards, annual reports
  - Donor Guides
4. Internet:
  - [www.google.com](http://www.google.com)
  - [www.linkedin.com](http://www.linkedin.com)
  - [www.freeerisa.com](http://www.freeerisa.com)
  - [www.finance.yahoo.com](http://www.finance.yahoo.com)
  - <http://www.asaecenter.org>





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