



7 Ways To Find Time For Business Development

Quick and easy tips for busy professionals

1. Chunk it.

Often when we break a large task into smaller “bite size” pieces it doesn’t feel so overwhelming. If you make one call to a past client each week, in one year, you will have called 50 clients!

2. Set an appointment with yourself.

Tell your coworkers and support staff that you are “in a meeting” and not to be disturbed until the “meeting” is over.

Often just having time blocked off on your calendar can prevent “billable” work from getting in the way of finding new work.

3. Do it before the day gets crazy.

Commit to writing 3 business development e-mails in the morning before project work get underway.

4. Optimize your “down time” when traveling.

Do you ever have quiet time in your hotel before it’s time to head to your meeting? Use that time to make a few calls or write a few e-mails.

If this time is outside of “normal” business hours, schedule the e-mail to be sent at a later time or save them as draft and push send while you are on a meeting break.

5. Optimize your time waiting for meetings to start.

Do you have 10 min before your meeting to start? Do you have your list of who you want to contact handy? Do you know what you want to say to them? Those few minutes of wait time can be enough time to dash off a quick note to a potential client.

6. Engage the power of the web.

Cool stories sell. Be sure to take advantage of the exciting things you are doing in your business. Post engaging stories on your company website or social media sites.

7. Make it easy for network partners to promote your business.

Crisp, clear statements about what you do, for whom, and the results you bring, make it easier for your network partners to tell others what you do or find potential opportunities for you.

Also don’t forget the power of stories about the innovative things you are doing. I still tell the story one of my sub-consultants told me about an innovative approach they used.

About the author: *Debbie Crooke helps busy professionals create a habit of business development activities that consistently generate new work for their firm.*



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