

WEEK 2

- ✓ First, read or listen to **Week 2: Get Recognized** in *It Starts with Clients* (pages 21-35 in the hardcover version)

You need to be recognized for something in order to attract relationships and business, whether it's to win new clients or gain a speaking slot at a conference. If you represent a well-known company, it's much easier to get in the door—*the first time*. But your firm's brand alone, although valuable, is not sufficient to make you truly successful.

Assignment

Part 1

Rate the strength of your current recognition at each of the three levels: Internal Recognition (within your own organization/circle), Client Recognition (in your area of expertise), and External Recognition (by other thought leaders and experts in your field and by the media).

Level	Assessment	Comments
Level One: Internal Recognition	Weak Strong 1 2 3 4 5	
Level Two: Client Recognition	Weak Strong 1 2 3 4 5	
Level Three: External Recognition	Weak Strong 1 2 3 4 5	

Part 2

How would you like to strengthen your recognition? Pick two or three focal points, out of the list below. These should be avenues for achieving recognition and relationships that you believe are important for you and that you'd like to leverage further. You can click on the small box next to each to check them off. (Page 27 in Week 2 of the hardcover version of *It Starts with Clients* explains these "focal points" in more detail).

- ☐ **Industry Expertise**
- ☐ **Function or Process Expertise**
- ☐ **Intellectual Capital Development**
- ☐ **Large Client Focus**
- ☐ **In-Person Social Networking**
- ☐ **Geographic Concentration**

In the left column, write down two or three areas or topics in which you'd like to deepen your expertise during the next year. What steps can you take to increase your knowledge? Write these in the second column. For example: take a course, attend a workshop, go to a conference, read several key books, do a research study, interview thought leaders, etc. Be as specific as possible.

Area or Topic	Steps I will take to deepen my expertise

ADDITIONAL RESOURCES FOR YOU

My Learning Academy

Have a look at my online courses at <https://learning.andrewsobel.com/>

You can also watch these short, engaging videos on two of my courses:

Building Your Clients for Life: <https://andrewsobel.wistia.com/medias/y5piky93e8>

Building Relationships that Matter: <https://andrewsobel.wistia.com/medias/2mlls52rtf>

My Website

There are over 350 free articles on my website, <https://andrewsobel.com/>

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