

BUSINESS REFERRAL WORKSHOP – TORONTO 29TH OCTOBER 2011
Rick Mastrocola & Graham Busch

We hope you enjoyed the above workshop and found it to be beneficial. The discussions were lively and generated some thought-provoking ideas.

1. Continue attending conferences but try to be more than just a number at when you do.
2. Raise your profile at conferences, e.g. lead a workshop, make a presentation, take a leading role in a Practice Group (or form a new one!), distribute literature and/or corporate gifts, etc.
3. Write articles for the Insider
4. Invite Michael/Claudio or fellow GGI members to your office to address clients/prospective clients or potential business introducers. Claudio confirmed that GGI would charge costs only and not for their time in such instances.
5. Consider pairing up with a fellow GGI member to create a strategic alliance.
6. Make it a priority to respond quickly to requests from fellow GGI members for information on your country's law/practice and your services.
7. Ensure you have appropriate links and cross-links to and from your website to the GGI website and other members' sites where possible.
8. Promote any new opportunity/service/product in your region.
9. Contact fellow members regularly. This could be by e-newsletters, e-mails, telephone (Skype?), conference calls, etc.
10. Travel. Go and see fellow members, especially if you are already in their area for other business or even on holiday.
11. Make GGI known both within your firm and to your clients and other contacts.
12. Ensure the GGI logo is on your business card, letterhead, e-mails, etc.
13. Consider establishing a company to represent your firm in another country.
14. Cross-publish GGI articles. So where another member's article appears in say the Insider, consider re-publishing this in your literature (check first with GGI head office).
15. Consider either individually or jointly with fellow members' publication of articles in recognized professional journals.

You have invested time and money in GGI. Work the network!