



## “How to Be the Go-To-Gal of Your Industry or Organization”

Catapult your business into a hugely successful and profitable business this year by transforming yourself into the Go-To-Gal for your industry or organization.

You all know that one person in whatever organization you belong to that totally stands out from the crowd in a positive way, right? They consistently are at every event, they volunteer their time and they seem to always get highlighted for something or win some award or something. You can't really be mad at them either because they are so willing to give advice and referrals to you or anyone they can about what it is they have expertise in that they are just too nice to get mad at.

For some reason too you always seem to be reminded of them - either someone recommends them to you or to others when the topic of their business comes up in discussion or they send you a mailing or email to follow up. You might also see their business cards at various other clients or friends offices because that person knows them too.

**Is this starting to sound familiar? Do you have someone specific in mind?**

Do you know why they are on "Top of Mind" with you? It's because they are so good at keeping in touch with their contacts, networking, keeping “in your face” and reminding you to refer to them. They probably take advantage of key



publicity or promotional opportunities too that you may or may not even be aware are out there and might be free to you.

In this week's ezine I am sharing my 4 Key Attributes of Being a Go-To-Gal because I reached that status a couple years ago and it has literally launched my business into huge success and you can do it too.

### The 4 Key Attributes of a Go-To-Gal:

- You're everywhere and everyone **knows you**
- You have a **professional** and recognized brand
- You're extremely knowledgeable and **it shows**
- You **ACT** on opportunities!

If you're everywhere and everyone knows you, you do a lot of networking, meet and stay in contact with a lot of people. You belong to numerous organizations or groups and attend them often. People tend to start saying to you "wow, you're everywhere!".

You have a professional brand if you get comments all the time from people you don't know like "I feel like I've seen your stuff before" or "I recognize you from your website".

People recognize you as highly knowledgeable when you start getting asked to speak at events or in front of your target market type groups. You often give freely of your advice and tips as well when you're out networking; you're very generous.



When you ACT on opportunities that come your way or you specifically seek out exposure and business building opportunities is when you finally start becoming "Top of Mind" with everyone that knows you - hence the "Go-To-Gal" for your industry or organization!

Don't worry, you don't have to be good at sales or even that outgoing to be the Go-To-Gal in your industry or organization – **BUT YOU MUST BE MOTIVATED TO IMPLEMENT AND WORK "ON" YOUR BUSINESS RATHER THAN JUST "IN" IT!**

Furthermore, if you want becoming the Go-To-Gal in your industry or organization, I would suggest signing up for one of my JumpStart Your Marketing 1-On-1 coaching services or a 1 Hour Strategy Session! You can find out what those entail and how they will benefit you on the products page of my website at [www.JumpStartYourMarketing.com!](http://www.JumpStartYourMarketing.com)

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## About the Author



Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize and fast-track their business to make more money and enjoy more free time. Katrina uses online and offline Relationship Marketing Systems & Strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too! Get her Free Tips, Free Audio & Free Report online at [www.JumpStartYourMarketing.com](http://www.JumpStartYourMarketing.com)!

Katrina constantly tells entrepreneurs she meets, **“The fastest way to build a successful business is to automate, delegate, systematize, build your list and talk to your list regularly in order to be on top of mind at all times.”**

Katrina enjoys inspiring, motivating and educating other women on how to design a business to fit your life and frees you up to do the things you love. A business that's primarily online with automated services and products plus high end coaching, consulting or speaking.

Katrina has her B.S. in Business, Marketing Concentration, from California State University, Sacramento and currently lives in the Sacramento, California area with her German Shepherd Zeke.

Here's to creating and enjoying a successful, happy and balanced life!

**Katrina Sawa**  
**The JumpStart Your Biz Coach**

**P.S. You can keep hoping to change your business and make more money, but unless you are willing to do something different, take action and put together a solid marketing plan to follow - your chances for success are slim to none. So let me show you how to get a Relationship Marketing System together for your business now.**

**P.P.S. Don't forget to sign up for a 1 Hour Business Brainstorm Session with me 1on1, it's 100% Guaranteed AND you will also receive a FREE 60 Day Membership in my Silver Mentor Program too! Go to [www.JumpStartYourBusinessNow.com](http://www.JumpStartYourBusinessNow.com) or my online Coaching page now to sign up!**

**P.P.P.S. Are you more of a Do-It-Yourselfer? Then go to my Products page of my website and check out the marketing and business-building products I have on all kinds of topics and learn for yourself new things you can do to boost your business AND stop making these deadly mistakes!**