



## **“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.**

Ok, guys, I know I'm referencing the 'Gal' here but this could mean you too and you don't have to do anything too foofy or fluffy to get this status either....follow along.

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 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.

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



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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!**

**[Contact me to help you become the Go-To-Gal \(Guy\) in your industry or organization!](#)**

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**Katrina Sawa is a Solopreneur Marketing Coach and marketing and promotional expert who helps small business owners and entrepreneurs make the most of their marketing dollars and time. For more info on her services or to sign-up for her FREE REPORT: "The Top 3 Ways to JumpStart Your Marketing", visit her at [www.JumpStartYourMarketing.com](http://www.JumpStartYourMarketing.com).**