

Maximizing Your Connections and Increasing Your Visibility©

P2E2 Approach©

Created by Barbara A. F. Greene, Founder and CEO of Greene and Associates, Inc.

Think about how you will remain or become visible with your customers, clients, colleagues, and possible employers. The **P²E² Approach©** can help you establish a plan to increase your visibility. In today's market it is critical to stay on "**top of mind**". 70 % of the time job seekers find their next job through someone they know. Connecting for a lifetime is critical.

People

- * List at least 10 people with whom you want to work and indicate why.
- * Which groups do these individuals belong to: prospective and current clients, former and current co-workers, supervisors, volunteer organizations, professional associations, neighbors, and others?
- * What will you do to recognize people who help you?

Print

- * List the names of the printed resources where you want your name to appear and frequency.
- * When will you write an article for your local newspaper, business newspaper, trade journal, or company publication?
- * How often will your name appear in a note of appreciation?
- * When will you be quoted as an expert in your field without paying for advertising?

Events

- * List conferences, seminars, virtual workshops in which you will participate.
- * Anticipate when you think you might be surprised at seeing other people you know at upcoming events?
- * With whom will you talk at an office water cooler or on a ride in an elevator?
- * On which committees or task forces will you serve?
- * Which work-related recreational or knowledge events will you attend?
- * Which event will you attend to honor another person who has received an award?

Electronic

- * Are you up-to-date, active, and engaged on LinkedIn and other social media?
- * When will your name appear in an e-mail that highlights your professional capabilities or acknowledges your contributions?
- * Do you have a business web site and how is it reaching your target audience?
- * Do you participate in an Internet list-serve of professional colleagues?
- * When will you serve as a guest on a radio talk show/podcast?
- * When will you lead a teleconference meeting or participate in a learning program?

Note:

Credit Human has permission to share this Greene and Associates, Inc. document with the Credit Human members. Contact Barbara A. F. Greene at 210-366-8768 or barbara.greene@greeneandassociates.com to learn more about our services.

Greene and Associates, Inc.

It's All About Your Future!
A Career Partners International Firm
1100 N.W. Loop 410, Suite 700 • San Antonio, TX 78213
(210) 366-8768 • barbara.greene@greeneandassociates.com
www.greeneandassociates.com