

# Maximizing Your Connections and Increasing Your Visibility©

## P2E2 Approach©

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Think about how you will remain or become visible with your customers, clients, colleagues, and possible employers. The **P<sup>2</sup>E<sup>2</sup> 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:

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