

# LEVERAGING YOUR NETWORK FOR PROFITABILITY AND GROWTH

There are **4 primary ways** to leverage your **network** to increase your **profitability** and **growth**. Join us to see how you can **effectively** and **efficiently** use **networking** to **build your circle of influence**, increase your **brand awareness** and **reputation**, sharpen your **business skills** all while producing more **leads**, **referrals**, **engagement**, **collaborations** and **growth**.

## END THE **FEAST-N-FAMINE CYCLE** OF LEAD GENERATION

Melissa will show us the **top 6 proven strategies** for **lead generation** and **help you identify** which is the **best fit** for **you** and **your business**. Leave with a **clear action plan** of what to **eliminate** and what to **focus on** to see a **steadier flow of leads** – and **business growth**! It is about **understanding** the **who, what, where, and how** of what **you control** in the **process** and **how to maximize** that **control** for **more consistent** and **qualified leads**.

# R&M

Helping **thought leaders** and **speakers** create the **IMPACT**  
and **SUCCESS** you desire.



### ABOUT **MELISSA:**

She is known as a **top strategic business consultant** and **mentor** who shows **businesses** how to **increase their impact** and **influence** through **networking**, her signature **Speaker League program** and **community**, and her **CHANGE TO GROW Mentoring**. Over her **50 odd years** Melissa has **built 3 solid, successful, and profitable businesses** and now she **simply wants** to **share that experience** with **others**.

## POWER IN THE **SPOKEN WORD**

Want to **grow** your **contact list** and **boost** your **influence, impact** and **income** by **leaps** and **bounds**? Become a **speaker** and **learn** to do it the **right way**! **Speaking engagements** are a **very powerful platform** for reaching potential **customers** and **clients** with **messages** that **fast track** your **know/like/trust** factor.

## **BRILLIANT MARKETING:** RISE ABOVE THE NOISE

Your **ideal marketing strategy** isn't about **drowning in jargon** or **squeezing** into a **pre-defined box**. It's about **finding** the **approach** that **resonates with you**, the **one** you'll **effortlessly execute**, **day in and day out**, while **staying true** to your **mission** and **core values**.



## CONTACT MELISSA TODAY:

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RODGER **R&M** MELISSA

## SCALE YOUR BUSINESS SOONER RATHER THAN LATER!

There are **5 primary focal points** for any **business** to see **substantial growth**. We will take a look at **what they are** and **how you can move towards implementing** them during this **high energy, fast moving, tactic filled event**. This **high-level structure** will give you the **tools you need** to **laser focus** in on exactly the **next thing** to **tackle** in your **business** that will give you **the biggest return**.

## UNLOCK THE POWER OF YOUR TIME

Drawing from over **three decades** of **personal business experience**, Melissa has curated a **toolbox of techniques** that will **revolutionize** your **approach to time** and enjoy **"Relaxed Productivity."** Her **battle-tested methods** have been **proven** in her **business**, and now she's **here to help** you **integrate** them **seamlessly** into your **schedule** and **workflow**.



## CONVERT MORE PROSPECTS! KEEP THEM MOVING THROUGH YOUR SALES PIPELINE.

How can you **implement** a **sales pipeline** that is **guaranteed** to be **successful** and get **more leads** to **convert**? Melissa will **guide you** to **either optimize** or **even create** and **define** the **stages** of your **pipeline** and **set you up** for **success** by **showing you** how to have a **clearly designed strategy** to get your **leads down** the **path** and into a **transaction** with you.

## THE HOURGLASS BUSINESS MODEL

Whether you are a **start-up** or a **seasoned entrepreneur**, Melissa will provide you with a **proven success strategy** for your **business** through **her signature Hourglass Model**. From **lead generation**, **conversion to sales**, **marketing** and **customer experience** her **unique approach** will **change the way your business operates** and **increase your impact and income**.

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