

5 STEPS TO SUCCESS

1) PLAN

Keep a running list of people to contact. A profitable list consists of:

- people that are your ideal client
- people who would be great key partners
- people you could collaborate with

2) DAILY CALLS

The habit of daily phone calls is a great way to keep your funnel filled and business flowing. As little as 15 min of phone calls each day can make a HUGE impact.

3) LOG/TRACK

It's important to log and track information you gather while making phone calls. Some key things to keep track of:

- What happened (talked to them, left a message, etc)
- Things you discussed or left in a message
- Follow-up (what you sent them, when to reach out again, etc)

4) FOLLOW-UP

Remember to do the items you said you would and to put commitments you made in your calendar and/or to-do list.

5) REVISIT THE PLAN

Always be adding to your list. As your list gets low, revisit step 1. Consider new people to add based on how your business has shifted and grown.



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www.zandbconsulting.com or text STRATEGY to 773-770-4377.



Empowering Businesses to
BE STRATEGIC & BE INTENTIONAL
so they can BE SUCCESSFUL

Michelle Smith

Founder & President
Z&B Consulting, Inc.

- ✓ Business Consultant & Coach
- ✓ Speaker & Trainer
- ✓ Author

I'm Michelle Smith of Z & B Consulting, Inc. For 20 years I supported various small businesses, non-profit organizations, day cares and private schools with their strategies and processes to obtain and retain more customers.

But working for someone else while also trying to balance being a wife and mother isn't easy, so I became an entrepreneur and founded Z & B Consulting in 2014. Family is very important to me -- so much so that I named my company after my sons Zach and Ben.

By founding my own business, I was able to achieve a work/life balance through working smarter, not just harder. Implementing the relationship building strategies I'd mastered during my career enabled me to obtain the money AND time to enjoy the things I love with the people I love. It is my personal mission to help my clients do the same.

I help small businesses, entrepreneurs and non-profit organizations of all kinds overcome obstacles by teaching them to utilize the right tools, resources and methods to grow their business. I know that creating and implementing the right strategies might seem overwhelming and often scares people from focusing on it. That's why I make business strategy fun and easy, and take my clients back to a time when learning was exciting.

I earned my bachelors from Purdue University and I am a business coach, consultant, trainer and speaker. My husband Scott and I reside in the Chicago suburbs with our two boys.

If you would like to learn more about how I can help you achieve your business goals (without sacrificing your personal goals!) through strategy and relationship building, I would love to hear from you. Schedule a complimentary Business Clarity Call today at www.zandbconsulting.com/schedule-a-call.

What People Are Saying



Michelle is giving me a whole new perspective on moving my business forward.

Michelle D. — Owner
Relaxation Plantation



I've completely changed my business model to better serve myself and my clients through working with Michelle Smith at Z&B CONSULTING, Inc.

Mary W. — Online Media Specialist
Mary Wu VA



Michelle is a great leader with innovative thoughts.

Mike P. — VP of Member Service
Joliet Region Chamber of Commerce & Industry



Michelle came to our team and made sure that everything that was necessary for our business was covered so that we could be successful.

June K. — CEO
Gathering Lighthouse

Work with Michelle Today!

- ✓ Speaking (Keynotes, Workshops, Team Building)
- ✓ Private Coaching & Consulting
- ✓ Coaching Club2.0 (Mastermind & Retreats)
- ✓ Academy (Online Trainings, Tools & Resources)

815-524-4307 www.zandbconsulting.com
michelle@zandbconsulting.com



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