

The Triple L Effect

The **Triple L Effect** is a strategy and networking technique that looks for 3 pillars or rules to achieve effective and efficient marketing.

The Strategy/Technique:

- The concept is to form strategic alliances for your business
- Alliances are identified and categorized into 3 pillars or buckets
- Each pillar or bucket is used in a specific way to drive leads or referrals to you

The 3 Pillars:

Alliances can be sorted into 1 of 3 categories:

- **Lend an ear:** These are people you meet and have built a relationship with who act as a connector for you. They listen to hear who may need your help or expertise.
- **Look for complementary services:** These are professionals who have a business that complements yours. *For example*, if you are someone who repairs cabinets due to water damage, a plumber would be someone who offers a complementary service. Creating an alliance with the plumber could help you and your business tremendously! Each time a plumber fixes a leak and notices a fair amount of water damage, they would recommend to their client that they call you. Better yet, the plumber would give you the contact information of the person whose leak they just fixed.
- **Look for movers and shakers:** These are professionals you want to meet and get to know. They are natural connectors in the community and can help you make several key connections. A genuine relationship with a mover and shaker can be invaluable to you and your business.

Putting The Triple L Effect into Practice:

When you arrive at networking meeting or event, determine where the people you encounter at the event should be categorized. Better yet, find out who will be at the event ahead of time and pre-categorize the people you expect to meet.

Use the graphic on the next page to help you: organize, strategize and plan who you would like to meet to make your networking practices more effective and efficient!

Make sure you schedule a one-to-one with each of the people you have identified on the next page to get to know them better and begin to build a lasting relationship with them.

