

# Let Us Help You Build Your Personal & Professional Brand

According to SalesForce, it takes 6-8 "touches" to generate a viable sales lead. The more you and your company are out there, the more success you'll have.

## Take advantage of these two **BIA MEMBER BENEFITS**

Did you know that the PPP and White Report reach nearly 4,000 BIA members? That's a big deal! With just a few hours of work, you can get recognized by peers, associates and increase your reach, and level the playing field.

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### PPP: People, Props and Properties

This monthly eBlast is sent to the ENTIRE BIA SD membership. And, we also post it on the SMC Facebook Page. That's 2 touchpoints with just a very simple 45 word submission and a photo.

- 7 word title
- 45 word explanation (promotion, sale, event, opening, award etc.)
- Photo and weblink (to your property, company website or event promo)
- Submit before the 15th of each month to [smc@biasandiego.org](mailto:smc@biasandiego.org) with PPP in the title

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### White Paper: You Know More Than You Realize!

Build credibility, get recognized and have a tool in your arsenal that keeps paying off. Your BIA SMC marketing committee will professionally edit and design it. (That's worth at least \$1,000!)

The 6- to 8-page (1,000+ words) marketing document helps a prospective customer understand an issue or solve a problem. It can help your business generate leads, build buzz, and level the playing field with much larger companies.

- Learn More About White Papers: [bit.ly/SMCWP2019](http://bit.ly/SMCWP2019)
- or contact [Lori.Asaro@gmail.com](mailto:Lori.Asaro@gmail.com) to sign on for this opportunity!

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**Building Industry Association  
of San Diego County  
Sales & Marketing Council**