

Your Baker's Dozen

If you were a baker, you'd probably get more referrals from a wedding event coordinator than from a foot doctor, and a go-getter like you would make sure to know a lot of wedding event coordinators. Another partner industry for a baker would be a catering director at a hotel as opposed to the owner of a tire repair store. I believe that **for each topnotch leader in any field, there is at least thirteen partner industries**. I encourage you to ask yourself, "Who is in my Baker's Dozen?" and then take thoughtful, consistent action based on the answer. As an example, I look at the following question from a Financial Advisor's point of view.

"What occupations easily give me business and are not yet represented in my group?"

1. Therapist working with general, upscale adult population
2. Bookkeeper to the affluent
3. Law Practice Partner in Estate Planning
4. CPA and Tax Strategist
5. Talent and Project Staffing
6. Top Tier Residential Realtor
7. Law Practice Partner in Family Law
8. The CEO of an Executive Recruiter firm
9. Law Practice Partner with a focus on Real Estate matters
10. Commercial Banker with decision-making authority
11. Human Resources Strategist
12. The CEO of a regional payroll sales firm
13. Fortune 1,000 Management Consultant

So, there's my Baker's Dozen. It's my road map guiding my invitation efforts into any event or organization I'm a member of. If you make your Baker's Dozen, you will also have the answer to an important and very different question: *How do I make my network more valuable to me?* If all you had to do was snap your fingers and, immediately, you had thirteen partner industries in a group with you, of course you would do so. We all would... but it's more than a snap of the fingers! Which means there's really another hidden question...

What occupations easily give me business?
is really

How do I make my network more valuable for me?
which is hiding

Will I put in the effort to make it happen?

Every professional deeply benefits from having their Baker's Dozen in the room with them... but they also benefit from trying to get to that point. The journey of filling your Baker's Dozen is even more rewarding if you have the discipline to go outside your sphere of influence. I encourage you to avoid inviting people you already know simply because that doesn't really grow your network. Instead, make your journey to your Baker's Dozen far more valuable by using your networking platform to meet a variety of new, unknown professionals and possibly one of them becomes an ongoing close contact. It's helpful to remember that these professionals don't have to join your organization for you to have a meaningful relationship. The important question is, **"Will you put in the effort to make it happen?"**

I think you will!

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