



Ten Ways to Maximize the Value of Being a Springboard Provider

1. **Write an Article(s):** Published on our website and include links of your choice.
 - proven to impact our provider's Google search rankings
 - many rank higher in **Springboard listings than their own practice websites.**
2. **Submit your existing articles,** if current and applicable to our clients.
3. **Publish Tips:** Our subscriber list is more than 1000 people, and largely lay people. Your tips provide valuable information, and demonstrate your knowledge and expertise. Tips are short, easy to write, preview your services and a great way to "invite" contact from prospective clients.
4. **Share your practice news or events:** Speaking at a conference? Complete a new certification? Sponsor a fund-raiser? Nominated for an award? [Let us know](#); we will **blog it/ Tweet it/** and include it in our newsletters. It provides the "platform" to get your name in front of new and expanding audiences.
5. **Teach a teleclass:** Is there a topic that you may have already prepared for a workshop or article? With a "Q and A" format, you can prepare simple questions for the interviewer to discuss the information you wish to share; no lecture preparation! **Bonus:** we provide you an MP3 recording of your class for your own use in marketing or education programs.
6. **Expand capacity in your practice. How?** When you use indirect (or non-billable) time helping clients with complex needs, you have diverted time that could be offered to new or existing clients for billable services. With a **Springboard**™ referral/ team approach, you meet the client's needs, while benefitting from the communication, coordination and expertise **Springboard**™ provides..
7. **Invite Springboard to meet with your clients, in your office setting.**
How does this benefit you? In two ways:
 - **First,** already overwhelmed people find it hard to follow-thru when you refer or recommend another firm. It gets added to an already long " to-do" list while they may be floundering, or missing out on resources they really need.
 - **Second,** your clients will see **Springboard**™ as a member of YOUR team, not the other way around. By coordinating a consultation, **Springboard**™ is part of the total value attributed to their relationship with you.
8. Use our **Network Member Seal** to communicate your **Springboard**™ membership to the community and your clients. (Copy and paste) to a webpage, newsletter, your email signatures, and correspondence. Clients and colleagues exploring our site will learn you are part of a **small, selective** group of experienced, collaborative professionals. We want the **Springboard**™ brand to be regarded as a quality indicator for prospective clients.
9. **Blog/Tweet, just talk about us...**which increases web traffic, which helps you but is more altruistic than just talking about yourself! Many of you are on Linked- In, some are on Face Book or have your own blogs now. Add comments about **Springboard**™ or post to our Blog:
<http://launchingnewlives.blogspot.com/>. Need help? Ask the younger members of your staff!



10. "Piggy-back" on Springboard's optimization investment and website visibility.

This may be the single easiest, but most valuable benefit to being a Provider. Our researched keywords were matched specifically to your services and expertise for people actively seeking what you provide.

You benefit simply by maintaining your active provider membership; the value of the growing website visibility alone is worth your membership fee:

- We know of no one providing the constellation of services that **Springboard™** offers.
- How many competing listings are there when searching by your individual professions? (some may have thousands)
- The more places on the website where you are listed in articles, archived newsletters, etc., the better visibility for you! **Re-read steps 1-5 above!**
- With the open and expanding access of our web optimization, **your potential clients can find you, with or without going through Springboard!**

*This "open access" increases the importance of providers recognizing their clients needing the kind of comprehensive assistance, support, coordination, mentoring and management of a life transition available through **Springboard™**. Hint: **Re-read # 6 and 7 above!***

Less competition + high visibility positioning = web leverage. And ... while searching for a good financial advisor, a visitor reading our content may realize they **also** need an estate attorney to update their documents. "*And, what's this offer for a complimentary personal coaching session?*" "

And that is why #10 may be the best dollar value of being part of this collaborative, multi-specialty professional Network!