

TUTORIAL

NextGen Benefits Tool:

Target 100 List

OVERVIEW

Your Target 100 List is a focused list of ideal prospects for your agency. This list focuses your prospecting and marketing efforts on the most valuable and desirable companies in your market. And, like a great fishing guide, your Target 100 List “puts you on the fish,” ensuring that your odds are much better of landing a large number these attractive companies.

A Target 100 List also leverages the Law of Large Numbers to tip the odds in your favor. For example, if your goal was to attract 10 specific ideal prospects and all you had was a list of these 10 prospects, your likelihood of converting 100% is dismally low – if not impossible. Plus these companies still need to be qualified to determine whether they're the right fit for your firm. But, you can increase your chances of success dramatically by expanding your prospect universe and compiling a Target 100 List of your ideal prospects to market to.

INSTRUCTIONS

Your Target 100 List of ideal prospects is based on your Ideal Client Profile (ICP). Start by placing a mental ICP overlay on your prospects to see which most closely fit your Ideal Client Profile. You will identify a small group of prospects that meet all or nearly all of your Ideal Client Profile criteria. Think of your Target 100 List as a three- ringed target; these prospects make up the “bullseye” of the target.

Note that the list does not need to be precisely 100 prospects – it might be 75 or 110. Start with those ideal businesses that are in the “bullseye” of your target market. Then add the next tier of prospects to the middle ring of the target, still desirable companies but not as great as your bullseye group. Finally, include a third tier of prospects as the outer ring, not your most ideal groups but you would be happy to have them as clients.

miEdge will be an invaluable resource for developing your Target 100 List and your current lists are a natural source to pull from in developing this list. Here are some other sources to identify your top prospects:

- LinkedIn
- Chamber of Commerce
- *Business Journal* "Book of Lists"
- Google
- List Broker

Stop when you get around 100, give or take. This is now your master list for prospecting and marketing.

Niches

If you have or decide to develop specific industry niches, then compiling a valuable Target 100 List becomes even easier by utilizing association websites and directories as well as LinkedIn for research. For example, an manufacturer niche recommends joining your state manufacturing association or, at the least, purchasing their state directory of manufacturing firms, which generally provide detailed information on company leadership.

Next Steps

Now that you have a Target 100 List, best practice is for you or one of your producers to connect with each individual on LinkedIn and begin to cultivate a relationship with that person over time. With 100 or so prospects, you should be able to reach out to each one personally every few weeks. Of course, this communication should be valuable to them in some way: send them an article relevant to their business or their personal interests, a brief article you wrote, a short video you created, a personal note or greeting card, etc.

Reallocate the majority of your marketing resources (time, effort, money) to focus exclusively on your Target 100 List. Consistently drip on your Target 100 with some type of value (industry updates, insights, tips, strategies, case studies, white papers, webinars, gifts, etc.) and a compelling opportunity to take the next step with your firm.

Continue dripping on each company on the list until they become a client, you disqualify them as a prospect (e.g., broker is owner's brother-in-law), or they tell you to stop.