



3-2-1- GROW!

There is always opportunity. It is simply a question of who will find it and take advantage of it. *And who won't.* We want to help **ALTI** Members to be among the former. Here's how:

1. **REMIND** your clients, and prospective clients that you're here and ready to do business! Your Corporate or Sustaining Membership entitles you to FREE benefits!
 - ALTI Member Spotlight puts the focus on your company and products.
<https://altiassoc.org/member-spotlight/>
 - Send us your Press Releases, Product Announcements, Company News. We will publish on our website and Newsletters. Keep your brand in front of the industry! Send to management@altiassoc.org.
 - Write articles about the industry, technology, business to publish in our newsletter.
 - Consider an ALTI Webinar, or an Audio Grounds Chat session. For more information, go to: <https://altiassoc.org/webinars-audio-grinds-chat-sessions/>
2. **Enhance & Adapt** your business model. In person sales calls are out. Video conferencing calls are in. Working in a crowded office? Not so much. Developing productive work from home programs? Yes. It can work. It does work. Are there opportunities that you might have missed prior to the pandemic? Now is the time for out of the box thinking! Look for guidance from ALTI's professional volunteers.
3. **Plan!** While no one is suggesting that you wait for business to get back to "normal", NOW is the time for strategic planning. Update that website. Improve your social media presence. Use this time to attend some webinars to enhance your skills with media and branding. Be ready with an organized, and aggressive campaign to get a bigger piece of the pie when the market recovers. *If you don't, your competition will.*

All of the above sounds good, right? But you're not quite sure of how to get it started. Relax. The #1 benefit of **ALTI** Membership is networking with some of the best in the industry. The easiest way to get started?

- Attend our FREE monthly **Takin' Care of Business'** Audio Grounds sessions. Informal virtual chat sessions with fellow professionals. The 2nd Thursday of each month at 2PM eastern. Look for announcements in our newsletter and on our website.
- Need more personalized (or private) discussion? Call Barry at 602-388-8669 or email at barryv@altiassoc.org. If Barry can't help, he will refer you to someone who can.
- If there is something ALTI can or should be doing to help, let us know!

*Some will fall. Some will survive. Some will grow and thrive! **ALTI** is here to support YOU!*