

## How Strong is Your One-Call-Away Power Base?

Adapted with permission from *Guerrilla Marketing for a Bulletproof Career*, by Jay Conrad Levinson and Andrew Neitlich

Take the following assessment to discover how many powerful people are within one phone call.

Check the column that is true about the following person:	I can pick up the phone and he/she will take my call	I am 2 or more calls away
Governor of the state		
Mayor of your city/town		
A billionaire		
A prominent venture capitalist		
The editor of a major newspaper		
A major news anchor on television		
A best-selling author		
A professional athlete		
A famous musician		
A famous actor or actress		
The CEO of a Fortune 500 company		
The CEO of a major bank		
The head of a regional Chamber of Commerce		
The dean of a major university		
The Executive Director of a major non-profit		
The head of a major industry association in my market		

A leading recruiter in my industry or function		
Someone on multiple Boards of Directors in your town		
An expert who knows every top vendor in your industry		
Someone who could help you raise \$500,000 within 3 months without putting up your home		
Someone who can get you a sure winner investment		
Someone who can help you recruit a great team		

The above exercise is a fun way to assess your network of professional relationships. You can add a number of titles to it based on your industry or function. The key questions are: Is your power base as strong as it could be, and are you taking enough advantage of the power base you have?

True Course specializes in helping you build the best power base in your field. Contact us today at [discoveryourtruecourse.com/contact](http://discoveryourtruecourse.com/contact).