

SHE TEAM

Be in business for yourself. Not by yourself.

RECRUITING AND DEPLOYING A HUNTING PACK

What is a Hunting Pack?

A hunting pack is a group of same sex professionals in complimentary practises that can hunt into a niche market and offer a full solution to clients. Monthly meetings are held for one hour where members discuss projects they are involved in, new contacts they have made, and how they can leverage relationships for members of their pack. In order for pack to work effectively, everyone must keep their word, everyone is involved on all communications, and each person in the pack should feel like the weakest link to ensure everyone is always bringing their game to the next level. Consider what other providers offer services/products to your market and how you could target that market together. Below is a diagram with an example.

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You	3
1	4
2	6
3	7

RULES OF THUMB FOR MANAGING HUNTING PACKS

- » Same Sex
 - » Equal levels of Integrity and Authenticity
 - » Focussing on the same market (ideal client/sectors)
 - » Established business connections
 - » Expertise in an area or areas
 - » The market looking outside in would see a powerhouse team
 - » Between 4 and 8 people
 - » When individuals doing business, looking for openings for the pack
 - » Meet once a month
 - » Email opportunities immediately to everyone (common email list)
 - » Are active Champions for each other
 - » Leverage each others networks/connections and knowledge
 - » Focus on the greater good of all
 - » Keep in mind this is a 'multiplier' model
 - » Once the first members form, they have to have total agreement on additional members.
 - » Members asked to leave must do so immediately. If credibility is in question they must leave or they may corrupt the model. The hunting pack governs itself.
 - » The hunting pack must never be spoken of to the market.
 - » A person can be in more than one hunting pack, but not if it puts them in a conflict of interest.
- This works best on geographical applications.

