



## **2019 MDRT Global Conference e-Handout Material**

**Title:** Building a Vertical Market to Reach Great Heights

**Speaker:** David C. Blake

**Presentation Date:** Monday: September 2, 2019

**Presentation Time:** 1:30p.m. - 2:30p.m.

**Session Room:** ICC - Parkside Ballroom

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MDRT  
GLOBAL  
CONFERENCE

SYDNEY  
SEPTEMBER 1-4, 2019

构建垂直市场，达到理想高峰







# **BUILDING A VERTICAL MARKET TO REACH GREAT HEIGHTS**

**构建垂直市场，达到理想高峰**

**David C. Blake**









漫长的白天





漫长的白天，无眠的黑夜





漫长的白天，无眠的黑夜，  
目之所及，“无边无尽”



要活下来





要活下来



专注所及之处



# 思考眼前的每一小步







思考每一小步，请思考  
立即行动





只关心当下之事





只关注你的  
力量所及



# 寻求帮助





重复使得





重复使得  
不熟悉的





重复使得  
不熟悉的 变为熟悉





之前的经历 =





之前的经历 =  
立即行动 信心





过去的事情

和经历





是未来成功的基石





是什么塑造了你，现在的你？



# 制定你的计划







你是否已经有了  
一个垂直市场？





你是否已经有了  
一个垂直市场？

如果没有，你是否  
想要努力去创建？





你喜欢从事什么行业或  
喜欢和什么样的人一起工作？





你喜欢从事什么行业或  
喜欢和什么样的人一起工作？

我能提供什么  
具体的解决方案？





你愿意为此花费  
多少时间？





你想要和谁  
度过你的每一天？



对挑战要有一个  
清晰的愿景







第一步可能令你紧张不安：





抬头挺胸  
坚持到底





专注每一小步





专注每一小步  
虽小却好





专注每一小步  
虽小却好  
以减少进入的  
障碍



A wide-angle photograph of three mountaineers on a steep, rocky mountain ridge. The climber at the top is wearing a bright yellow jacket and green pants, holding a rope. Below them, two other climbers in blue and orange gear are visible. The background features a vast mountain range under a dramatic, cloudy sky at sunset or sunrise. The text '关注痛点，了解地形' is overlaid in the center-right.

关注痛点，了解地形



耐住性子





A wide-angle landscape photograph showing a dirt path leading up a grassy hill towards a sunset. The path is flanked by a rustic wooden fence made of logs. In the background, a calm lake is nestled between green, rolling hills under a sky filled with vibrant orange and yellow clouds from the setting sun.

耐住性子，


坚持立场



坚定信念





A wide-angle landscape photograph capturing a serene sunset scene. A dirt path, bordered by rustic wooden railings, leads from the foreground into the distance, vanishing towards the horizon. The path is flanked by lush green grass and low-lying vegetation. In the background, a calm lake reflects the vibrant orange and yellow hues of the setting sun. The sky is filled with wispy clouds, some of which are illuminated by the low sun, creating a dramatic and colorful display. The overall atmosphere is peaceful and inspiring, suggesting a journey or a path leading to a beautiful destination.

坚定信念，

扩大价值



成为一个解决方案供应商，寻找行业趋势并加以利用







定义并建立你的界限





不要只关注大市场





保护好现有地位






创造并保持可见性





坚实你的行业信誉



A group of five mountaineers are seen from behind, ascending a vast, snow-covered mountain slope. They are wearing full climbing gear, including helmets, large backpacks, and crampons on their boots. They are using ice axes to step up the snow. Long shadows are cast on the snow, indicating a low sun position. In the background, more snow-capped mountain peaks are visible under a clear sky.

扩大你的资源  
和存在感





# 协同合作





# 协同合作 内部或外部





你不是孤军奋战





你拥有团队便拥有所有



每一步都是学习





站得越高，看得越清







跟随你的节奏，欣赏沿途风景