



# Strategies for BOLD Success

**Your BOLD Coach is your best resource—don't hesitate to reach out.  
And above all, be BOLD and go all in!**

## **Engage ALC Members**

Get your ALC signed up first—they set the tone.

## **Involve Rainmakers & Teams**

Encourage full team participation for maximum impact.

## **Activate Your Influencers**

Identify and enlist key voices in your Market Center.

## **BOLD-ify the MC**

Decorate boldly and create visual energy around BOLD.

## **Call the Roster**

Divide and call using the [Red/Yellow/Green method](#)—ask your coach for support.

## **Offer Reimbursement Incentives**

The earlier they sign up, the fewer closings required to earn full reimbursement.

## **Gamify It**

Assign ALC members registration goals—reward the top recruiter.

## **Celebrate Sign-Ups**

Publicly recognize participants with a BOLD board or poster.

## **Host a BOLD Team Meeting**

Include a panel of past attendees to build momentum.