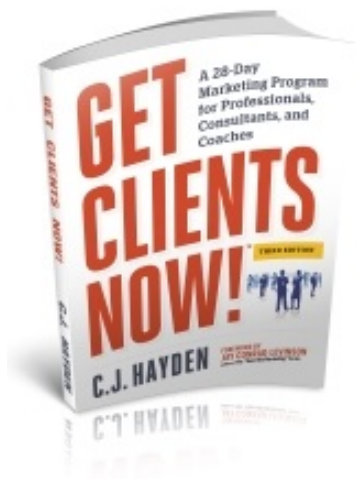


GET CLIENTS NOW!™

**A 28-Day Marketing Program for
Professionals, Consultants,
and Coaches
*Third Edition***

Table of Contents & Sample Chapter



C.J. Hayden

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GET CLIENTS NOW!
A 28-Day Marketing Program
for Professionals, Consultants, and Coaches

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INTRODUCTION

“The significant problems we face cannot be solved at the level of thinking that created them.”

- Albert Einstein

If you are ready to get clients *now*, you have come to the right place. Get Clients Now! is a complete marketing and sales system for consultants, coaches, and anyone who markets a professional services business. This book contains a 28-day program for sales and marketing success that has been road-tested by readers since 1999, and delivered by over 300 licensed facilitators around the world. The Get Clients Now! system has all the tools you need to get your marketing efforts unstuck, make an effective action plan, and start getting more clients.

In this new, third edition, you'll find the latest marketing approaches for independent professionals, including social media marketing, Internet marketing, prospecting and networking online, and integrating your online and offline marketing tactics. You'll also find an even stronger emphasis on building high-touch relationships in our high-tech world, new ideas for dealing with fear, resistance, and procrastination, fresh contributions from experts in marketing and motivation, and numerous improvements suggested by the thousands of readers who have made Get Clients Now! their sales and marketing bible.

It's easy to think that there is some hidden secret to successful marketing and sales. When you consider all the books you could read, seminars you could take, or consultants you could hire, it makes the process of learning how to market yourself seem huge, mysterious, or even terrifying. But in fact there is a simple answer to all your marketing and sales problems, and it's right here in this book. *The magic formula for professional services marketing and sales is choosing a set of simple, effective things to do, and doing them consistently.* The Get Clients Now! system will enable you to do just that.

Who Should Use This Book

Get Clients Now! is the ideal sales and marketing tool for almost any professional services provider. Some of the many professionals who will benefit are: accountants, architects, attorneys, bodyworkers, chiropractors, coaches, computer professionals, consultants, counselors, designers, engineers, financial planners, freelancers, health practitioners, insurance and investment brokers, photographers, real estate agents, recruiters, speakers, therapists, trainers, and writers. Whether you are a professional marketing your own services or you have

business development responsibilities for your firm, this book will provide you with a proven system for finding clients.

The Get Clients Now! system is designed to help you market and sell professional services to either businesses and organizations or individual consumers. If your service business also markets tangible products, e-products, or classes and seminars, this book may not be a complete solution. You may need other references to help answer questions about which marketing approaches are best for the product or seminar component of your business. But for creating a customized marketing plan to sell your professional services or those of your firm, you won't need to look beyond this book.

How to Use This Book

Get Clients Now! uses a cookbook model to help you create a sales and marketing action plan. First, you will discover the Success Ingredients that are missing from your current marketing and sales activities. Then you will choose from the Action Plan Menu the specific courses of action you should take. Detailed recipes for the recommended tactics and tools are provided to help you successfully implement your plan.

You will get the most value from this book if you commit from the outset to completing the exercises as you go. Just reading the information presented here will be helpful, but where marketing is concerned, more learning is rarely enough to do the trick. You need to choose a direction, take action, and keep moving forward in order to succeed.

Once your action plan is designed, the 28-day program will put your ideas into action immediately. Many people who have used the program report improved results within just a few days. You can use the program quite successfully by yourself; or to make it even more powerful, team up with a business buddy, action group, or business coach. And you can repeat the program as often as you like to continue improving your results.

Throughout the book, you'll find references to specific services, software, devices, or websites you might find useful. This information can change quickly as communication technology and business products continue to evolve. Keep in mind that the basic principles of marketing don't change as quickly as technology and products do. The ideas and approaches behind the Get Clients Now! system will continue to be valid for years to come, no matter what new paths marketing or communications may take.

For additional resources on any of the topics discussed in the book, updates to the book's content, to download copies of the Get Clients Now! worksheets, or to find a buddy, group, or coach to help you work the program, please visit the book's companion website at www.getclientsnow.com.

C.J. Hayden, MCC
San Francisco, California

“Here is Edward Bear coming downstairs now, bump, bump, bump on the back of his head behind Christopher Robin. It is, as far as he knows, the only way of coming down stairs, but sometimes he feels that there really is another way, if only he could stop bumping for a moment and think of it.”

- A.A. Milne, Winnie-the-Pooh

CHAPTER 1

What Really Works? Effective Marketing Strategies

“If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.”

— Henry David Thoreau

Marketing Made Simple

Marketing is telling people what you do, over and over. There are many ways of telling people - in person, by phone, in writing, on the Web, through the media - but you do have to *tell* them. You can't just wait for the phone to start ringing. You have to tell them over and over. Studies estimate that the typical urban citizen is exposed to thousands of marketing messages per day. Where is your message in all that communication? What will make others remember you if they hear about you only once?

Getting prospective clients to pay attention to what you have to offer and remember you until they need your services can seem like an enormous challenge. So how do people in your line of work - consulting, coaching, and other professional services - get clients? Ask any successful businessperson that question, and this is what you will hear: “Referrals.” “Networking.” “Making contacts and following up.” “Word of mouth.”

It's simple stuff; you probably already knew these answers. So why don't you have all the clients you need? If you're like most other first-time users of the Get Clients Now! system, one or all of the following reasons will sound familiar:

1. **You can't decide where to begin.** Marketing your business seems like an overwhelming project. There are so many ideas to consider and so many choices to make, and you want to make sure you are doing it right. So you worry about how best to spend your time and money. Struck by “analysis paralysis,” you start and stop, sit and stew, or just do nothing.
2. **You aren't sure how to put the pieces together.** You think you should be making phone calls but wonder if you need to finish your website first. You suspect it might be time to identify some new prospects, but what about those follow-up emails you've been meaning to send? You wonder if all the networking will ever pay off, and whether that speaking engagement will really generate any clients. You don't have a system, a program, or a plan.

3. **You can't stay motivated.** Even when you know exactly what you need to do, often you just don't do it. With no boss looking over your shoulder, it's too easy to avoid marketing and sales. When you don't see immediate results, you get discouraged. When someone rejects your sales pitch, it's hard not to take it personally. It's so tempting just to wait for the phone to ring, and blame your lack of business on the economy, the competition, or the time of year.

If any or all of these obstacles have stopped you in your tracks, you are not alone. People who market professional services rarely fail due to lack of information about effective sales and marketing techniques. They fail because they don't make use of the information that is right at their fingertips. This is why the Get Clients Now! system works; it provides both a structure and a tool kit to turn your marketing goals and ideas into productive action - and it helps eliminate the roadblocks.

Marketing is a System, Not an Event

John Jantsch, www.ducttapemarketing.com

"Small business marketers love the chase," declares John Jantsch, a marketing coach and author of *Duct Tape Marketing*. Jantsch explains,

They love a newfangled way to make the phone ring. But they often think of a marketing promotion as a single event. It's precisely this view of marketing that holds most small businesses back. They fall prey to the 'marketing idea of the week' and never fully explore what it takes to create and build a completely functioning, consistently performing, marketing system.

Small business owners have no problem thinking systems when it comes to say, accounting or hiring. When it comes to marketing though, all bets are off. It's as if they are waiting for magic fairy dust to fall upon them with the next great marketing innovation.

Effective marketing is little more than creating and operating an effective marketing system. When I use the word system I mean several things: 1) the system is documented; you can't have a system unless you write it down, 2) the system is built on sound marketing principles, and 3) you constantly measure, innovate, and refine the system.

Once you have spent the time and energy to create a plan, you need to commit your plan to a marketing calendar and then allocate the money it will take to implement your plan. When you create a calendar it is much more likely that you will look at the tasks like a 'to-do' list. So, instead of worrying that you should do more marketing, you simply scratch each item off your list and plan for the next. It's an amazingly simple but effective device.

How the Program Works

Get Clients Now! breaks down the marketing and sales process into a series of simple steps so you will know exactly where to begin to get clients today. It organizes the steps into a proven system built around three powerful elements: effective, personalized marketing strategies; an action-oriented, 28-day program; and approaches for managing the fear, resistance, and procrastination that may hinder your marketing efforts. The program shows you how all the pieces of the sales and marketing puzzle fit together: what to do, when to do it, and how to measure your results.

Designing and implementing a successful sales and marketing campaign is a lot like cooking a nutritious meal. When you are cooking, you need to decide what's on the menu, shop for ingredients, and make sure your food choices combine to make a healthful diet. In the first five chapters of this book, you will be guided to select a regular menu of marketing activities that fit your personal tastes, prepare the essential ingredients for sales and marketing success, and evaluate your choices to create a balanced marketing approach.

When your personal marketing action plan is ready for consumption, you'll begin the 28-day program. You'll start each day with a specific list of things to do, and get daily advice for working through internal and external barriers to effective action.

To make the best use of this program, you should read Chapters 1 through 5 in sequence, completing the exercises as you go. When you are ready to begin the 28-day program, start reading Chapter 6, one section per day. Two rest days per week are built into the program. Chapters 7 through 10 contain essential marketing "recipes." You can use these for reference while you are designing your action plan, or for help in implementing your plan as you go. Each of these chapters covers one stage of the Universal Marketing Cycle that you will learn about in Chapter 2. You will choose a single stage to focus on during the program

and will need to read only the chapter that pertains to the stage you select.

Since this a 28-day program, does that mean you will find all the clients you need in twenty-eight days? In some cases, yes. Since 1995, when this program first became available, many Get Clients Now! participants have landed as many clients as they could handle in less than twenty-eight days. But because everyone's situation and starting place is different, your immediate results may produce fewer clients than the total you want. You may choose to keep going with the program for a second twenty-eight days, or more, to further improve your sales. That's okay; the program is designed with this intention.

After completing the program, you may choose to repeat it using the same action plan for another twenty-eight days, or begin again starting in Chapter 2 to design a revised plan. Either way, you will continue to benefit from the improved strategy, focus, and motivation that the system provides.

Key Components of the Program







The Get Clients Now! Action Worksheet is the principal planning tool for designing your personal 28-day program. (See the Completed Action Worksheet in Figure 1-1.) Here are the six components of the program included on the worksheet:

- 1. Marketing Strategies** - the two to four strategies you will be using during the twenty-eight days of the program.
- 2. Marketing Stage** - the stage of the Universal Marketing Cycle where you are stuck or on which you need more work.
- 3. Program Goal** - the goal of your program, that is, the results you plan to achieve in the next twenty-eight days. You will set this goal in Chapter 3.
- 4. Success Ingredients** - the missing ingredients you need to be successful in your marketing and that you plan to create during the program. You will discover these in Chapter 4.
- 5. Daily Actions** - ten specific steps you plan to take on a daily or weekly basis during the program. You will choose these in Chapter 5.
- 6. Special Permission** - the permission you need to grant yourself to be successful in areas where you may have failed in the past. There is more about this in Chapter 5 also.

Figure 1-1: Completed Action Worksheet

GET CLIENTS NOW!™ Action Worksheet

What strategies will you use?

					
DIRECT CONTACT & FOLLOW-UP	NETWORKING & REFERRAL BUILDING	PUBLIC SPEAKING	WRITING & PUBLICITY	PROMOTIONAL EVENTS	ADVERTISING
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where are you stuck or what needs the most work?

☒ Filling the pipeline ☐ Following up ☐ Having sales conversations ☐ Closing sales

How much business do you have now? 11 clients

How much business do you *really* want? 20 clients

What would that get you? pay off my credit cards, take a vacation, feel less stressed

What is your program goal? 4 new clients by the end of the program

What will be your reward? go out to dinner and a movie

Success Ingredients	Target Date
1. <u>market niche definition</u>	<u>03/06/13</u>
2. <u>10-second introduction</u>	<u>03/08/13</u>
3. <u>3 live networking venues</u>	<u>03/15/13</u>

Daily Actions

1. Spend 1/2 hour each day on my Success Ingredient projects
2. Send letters or e-mails to 5 new people each week
3. Place warm calls to 2 prospects per day
4. Go to 1 live networking event each week
5. Contact 3 new potential referral partners each week
6. Have lunch or coffee with a colleague once per week
7. Spend 15 minutes interacting with my online network daily
8. Send an item of interest to 3 colleagues per week
9. Ask for a referral once per day
10. Visualize success daily

Special Permission I give myself permission to have enough time for everything

Getting Help to Make It Happen

By using this program, you are going to add a new level of focus, strategy, and structure to your marketing that will substantially increase your likelihood of success. But you can stack the odds even more in your favor by adding some outside help. Here are some of the additional aids that can make your sales and marketing efforts more effective and less stressful:

- **Accountability.** Have someone other than yourself to who you are accountable - someone who will ask you once or twice a week what you have done so far, and what's next.
- **Perspective.** Get a different point of view on your progress or your challenges. Just hearing your problem restated by another person can give you insight that will help you find a solution. When you are feeling low because you haven't reached your goal yet, it's also great to have someone point out that you are more than halfway there.
- **Support.** It's helpful to have someone else to complain to or celebrate out loud with, someone who cares about your progress. If you are up against a roadblock, grousing about it for a few minutes may be all you need to get back into action. And having someone to share your success with can make it much sweeter.

You could use your spouse, best friend, or business partner to provide this extra help, but the individuals closest to you may not be the best choice. The people in your personal life will not always be thrilled that you plan to spend more time on marketing, and your business associates may tend to sidetrack you with immediate problems or day-to-day management tasks. You may find it more helpful to look for accountability, perspective, and support from someone with more detachment, yet who clearly understands the importance you are placing this month on achieving your marketing goals. The best way to get this extra advantage is from a business buddy, action group, or business coach.

A *business buddy* is a friend or colleague who also wants help to get into action and stay on track. The two of you assist each other in reaching your goals by setting up a regular check-in, with each of you reporting on progress, announcing successes, stating challenges, and committing to next steps. The buddy's job is to listen, celebrate, commiserate, ask clarifying questions, and be a brainstorming partner.

Action groups serve the same function for a group of people who wish to work together. You may be able to find an existing group with a business or marketing focus (sometimes called success teams or mastermind groups) through local business organizations, or by

networking online. If you would like to be part of a group whose members are all using the Get Clients Now! program, you can find a group to join via the book's companion website, www.getclientsnow.com. Some groups have a professional leader, while others have each member take turns leading.

You can also hire your own *business coach*, a professional who is trained in assisting businesspeople to achieve goals and increase their effectiveness. Some coaches specialize in working with entrepreneurs or sales and marketing issues. They may call themselves business coaches, marketing coaches, or sales coaches. You might also choose to work with a life coach, executive coach, or success coach. Ask your friends and colleagues if they have worked with a coach to who they could refer you, or get a list of coaches familiar with this program from the Get Clients Now! website.

Keep in mind that support from a buddy, group, or coach does not have to involve in-person meetings and travel time. Many groups meet via telephone conference lines or live online chats, and your buddy or coach can work with you by phone or e-mail.

Say It and You'll Do It

Laura Whitworth, MCC, CPCC, 1947-2007

"Coaching works for many reasons that overlap and intertwine, but one of the strongest threads in this weave is accountability," contended the late Laura Whitworth, co-founder of The Coaches Training Institute, and co-author of *Co-Active Coaching*. Whitworth maintained,

It is often the accountability alone that draws people to coaching. They may be competent and successful in many phases of their lives, but there is one area where they have found they cannot make the changes they want to make alone. They're just not getting it done, and they want the structure of a partnership to help them do the thing that is hard to do.

How many times in your life have you said you were going to do something, and then not done it because nobody else would know the difference? Just the simple act of telling your plan to another person raises the stakes. On a freezing January morning, you might pull the covers back over your head rather than go to the health club alone. But if you've promised to meet someone there at 7:00 A.M.,

there is a much better chance you'll actually get your chilly butt out of bed and go.

What Works and What Doesn't?

In the Introduction, you learned the first secret of successful professional services marketing: Choose a set of simple, effective things to do, and do them consistently. Here is the second secret: *Marketing a service business is not the same as marketing a product*. Products are tangible; you can see them, touch them, maybe even taste them before you buy. Services are intangible. You can't see them until they are demonstrated. They can't be touched or tasted. Because a service is intangible, until it is performed for you, you have no idea how it will turn out, whether you will like it, or whether it will work for your problem, situation, or opportunity.

Therefore, when clients purchase a service for the first time, they must rely on their judgment about the person or organization delivering it. There is an old saying in sales and marketing: "People do business with people they know, like, and trust." If a potential client gets to know you, learns to like you, and believes that he or she can trust you, you probably have a sale. Without your having at least one of those factors in place, getting the business will be an almost impossible task.

Keep this crucial rule in mind as you look at Figure 1-2, "Marketing Strategies for Professional Services." This diagram operates on three levels simultaneously. First, it shows the six sales and marketing *strategies* that service providers can use. Second, it rates the strategies in order of *effectiveness*, from direct contact at the top to advertising at the bottom. We'll look at each of these strategies in more detail later in this chapter, but notice that there is a strong connection between effectiveness and the know-like-and-trust factor. Strategies 1 through 3 are much more likely to create a personal relationship between you and the buyer than strategies 4 through 6. The exact order of the individual strategies on the diagram is unimportant, but the overall effectiveness ranking is critical to making the right choices about marketing. Direct contact and follow-up is an effective strategy all by itself, but advertising, used alone, almost never works to find clients for a professional, consultant, or coach.

The effectiveness of any one strategy can vary with the situation and your own abilities and preferences. A psychotherapist, for example, would see that direct contact and follow-up with potential clients would be inappropriate, and therefore rely more on networking and referral

building. A consultant who does poorly at public speaking would do well to avoid that strategy and concentrate on writing and publicity instead. But in any case where a particular strategy might not be best, you'll have the most success if you choose another with the highest effectiveness rank possible.

Keep in mind that the effectiveness rating shown in the diagram for these strategies refers specifically to their use in marketing your own services or the services of your firm. This is what the Get Clients Now! system is designed to address. If your business also includes product sales as part of a service package, or as an added option for existing clients, rest assured that this diagram is completely relevant to your business.

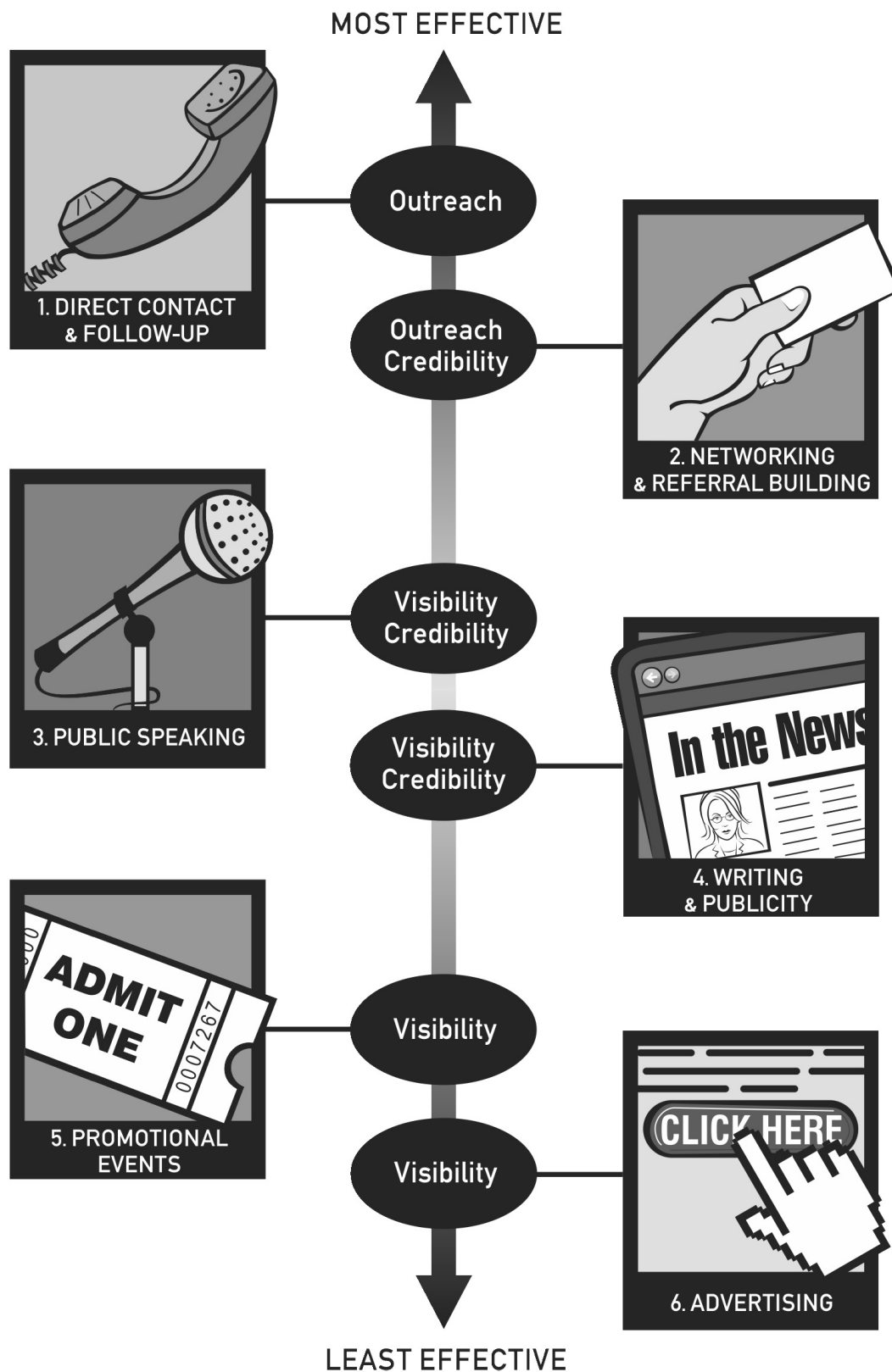
For example, a chiropractor who sells nutritional supplements to his clients or a corporate trainer who suggests that training clients purchase her companion workbook will both find this ranking of strategies to be quite accurate. However, defining appropriate marketing strategies to sell products *separately* from your services - whether in your place of business or online - is outside the scope of this book.

The third level of information shown in Figure 1-2 is the *impact* that each strategy creates: outreach, visibility, and/or credibility. Knowing the impact of a strategy will also help you determine how to use it. Direct contact and follow-up is an outreach strategy, and networking and referral building is both an outreach and a credibility strategy. Public speaking and writing and publicity have the impact of both visibility and credibility, and promotional events and advertising have only the visibility impact.

Notice also that the impacts themselves have an effectiveness ranking. Outreach strategies are clearly the most effective, and visibility-only strategies are the least. Strategies that combine visibility with credibility are ranked in the middle.

Looking at this diagram, you may wonder where the Internet and social media fit in. How effective is online marketing or social media marketing compared to the six strategies shown here? The answer depends on how you choose to use the Web to market your business. The relative effectiveness of your online marketing activities follows exactly the same pattern as any other type of marketing you could choose. So online networking will be more effective than online publicity, for example, and writing for the Web will be more powerful than advertising on the Web. The Internet and social media are not marketing strategies in and of themselves; they are simply additional channels for employing a wide variety of marketing choices. You'll learn more about these choices in the remainder of this chapter.

Figure 1-2: Marketing Strategies for Professional Services



It's a Matter of Trust

Elinor Stutz, www.smoothsale.net

“Building business is all about establishing credibility and trust,” asserts Elinor Stutz, CEO of Smooth Sale, LLC, and author of *Nice Girls DO Get the Sale: Relationship Building That Gets Results*. Stutz adds,

With the development of social media, we no longer get word out about our business solely in local neighborhoods but instead we message worldwide. Posting online for all to see is quick and easy, but more than ever, to build relationships and trust, your words, actions and deeds all need to be in alignment with integrity.

Whether you network in person or online, use video and blogs or tweets and posts, others will quickly notice whether you are attempting to serve the needs of your clientele or just serve yourself. Within seconds, people make a snap decision about whether to ignore your communication or take action on it. Contacts will help spread your marketing messages when they receive useful information and sense your integrity. Your intended audience will ask to connect for further conversation.

Check your client list to see how you are scoring in this regard. What are your percentages for returning clients, referrals, and testimonials received? These results provide the measuring mechanism for how successful you have been in developing trust throughout your marketing efforts.

You need to know just how far you are willing to go for business and when to put on the brakes. How do you wish to be remembered? What type of role model do you wish to be for your family and/or community? Are you willing to bend the truth to make a sale? Your words, actions, and deeds become part of your brand. What you stand for, provide to clients, and uniquely deliver, should be apparent in each and every communication.

What Goes into a Strategy?

Think of marketing strategies as the highest-level organizing principle for your marketing and sales activities. When you are trying to decide if you should spend more effort on networking or publicity, for example, remember that networking is ranked as more effective. If you are wondering whether to plunk down a large sum of money for an ad special, ask first what that money would buy if you spent it on promoting yourself as a public speaker, since speaking has a higher rank than advertising.

Every strategy is made up of one or more tactics, or to put it another way, you use specific tactics to execute a chosen strategy. After the definition of each strategy in the sections below is a list of tactics you might use to employ it. And Part III of this book contains detailed marketing recipes that will tell you much more about how to use these tactics.

The following descriptions of marketing strategies will help you begin to consider what activities you will include in your Get Clients Now! program. Don't worry about selecting specific tactics at this point. Focus on the overall strategies and think about which ones might work best for you.

One important note before you begin to read about marketing tactics: you are not going to use all of these tactics in the next twenty-eight days! You are not even going to use all the tactics listed for each strategy that you choose to adopt. The first secret of successful professional services marketing is to choose a set of simple, effective things to do, and do them consistently. You will be using only a few of these tactics at any one time. So don't allow the list of possibilities to overwhelm you, just let it inform you.



Strategy: Direct Contact and Follow-Up

Direct contact means making person-to-person contact with a prospective client, in person, or by phone, mail, fax, email, text message, or online. To get results, your first contact must be truly personal, not a form letter, bulk email, or generic social media post. If you make contact in writing, address your communication to a specific person and mention some issue you know he or she is facing, or a connection you both share. If you don't do this, you are merely generating advertising, whether you send a letter in the mail or post it on a social media platform.

After your initial contact, more impersonal direct communication, like postcards, e-zines, or broadcast email can become effective follow-up techniques. But for interested prospects, use one-to-many approaches like these as a supplement to personal contact, not a substitute for it.

Note that the marketing strategy of direct contact and follow-up refers here to contact with a prospective client. It does not refer to the contact and follow-up activities you may do with colleagues and others while you are using the strategy of networking and referral building.

Tactics for Direct Contact and Follow-Up

- **Cold Calling.** Call a complete stranger on the phone. Works best if you have reason to believe the person currently needs your service and you can easily explain why that is.
- **Warm Calling.** Call prospects with whom you have some connection—people you have met before, who have been referred to you, or who belong to a professional or personal community where you are also a member.
- **Lunch or Coffee (with prospects).** An excellent follow-up tactic when your services are expensive or difficult to explain, or the sales cycle is long.
- **In-Person or Phone Appointments.** What many people do to hold a sales conversation to discuss their services in detail. May lead to a proposal or quote, or directly to a sale.
- **Personal Letters and Emails.** Send a personal letter by postal mail or email to a hot prospect. Most effective when it is truly personal, not just boilerplate, and is coupled with a follow-up phone call.
- **Text Messages, Instant Messages, and Social Media “Shouts.”** Brief messages sent by text, instant message, online chat, or social media post aimed at an individual. Useful for quick hellos, reminders, or requests to prospects who are active on the platform you are using.
- **Announcement Card or Letter.** A great way to let everyone know what you’re doing if you’re just getting started or have made changes in your business. Best when followed up with phone calls.
- **Nice-to-Meet-You Notes.** When you meet someone and collect his business card, send a follow-up note by mail, enclosing your card. Or an email with your contact information.
- **Sending Articles or Links.** Keep in touch with prospects in a nonpromotional way by mailing articles or forwarding links to websites or online posts they might find useful.

- **Extending Invitations.** Invite prospects to a meeting or seminar you are planning to go to anyway. It's a good reason to re-contact them without doing any selling.
- **Reminder Postcards or Mailers.** An occasional mailing reminds people what you have to offer. Postcards and self-mailers can be easier and cheaper than a print newsletter.
- **Newsletters and E-Zines.** A powerful follow-up technique when your services provide valuable information. Use print or email newsletters to show off your expertise and remind people you're available.
- **Broadcast Email and Autoresponders.** Broadcast emails can provide prospects with additional reasons to hire you. You can set up an automated sequence of emails to follow up with prospects over time. Broadcast email should only be used when a prospect has already expressed interest in your offerings, and opted in to receive your email.



Strategy: Networking and Referral Building

Don't limit your picture of networking to mean circulating through a room exchanging business cards. Nor should networking be defined by the time you spend making social media posts. A broader view of networking is creating a pool of contacts from which you can draw clients, referrals, resources, ideas, and information. You can network by phone, email, and online as well as in person, but networking is by definition interactive.

Some of the people you meet through networking will be prospective clients, but you will also make other valuable contacts. Just as you would follow up with a prospect by placing a call or suggesting lunch, you can build your network of colleagues and referral sources in the same way.

You don't have to wait for word of mouth to build in order to start getting referrals. You can seek out potential referral sources by identifying people who are in contact with your target market and getting to know them. After an initial meeting or conversation, you can stay in touch using some of the same tactics as shown for direct contact and follow-up, plus the following tactics more specific to networking and referral building.

Tactics for Networking and Referral Building

- **Attending Meetings and Seminars.** One of the best ways to meet people, because many of them have come for the express purpose of making new contacts. Also a good follow-up technique if you keep returning to the same group.
- **Developing Referral Partners.** Get to know people who serve the same type of clients you do, no matter what their business is. Some professionals get most of their business from alliances with partners like these.
- **Participating in Online Communities.** Interacting with the members of online discussion groups, message boards, chat rooms, and social networking platforms, or the readers of blogs, allows you to network without leaving your home or office.
- **Lunch or Coffee (with contacts).** A good way to become acquainted with referral partners, colleagues, and centers of influence. Your goal is to get them to know, like and trust you.
- **Staying in Touch with Former Clients.** Your best source of referrals can be people who have already worked with you. Keep in touch and don't be afraid to ask them to refer others.
- **Volunteering and Serving on Committees.** Volunteer your professional services for a high-profile nonprofit to get recognition. Serve your professional community as an officer or committee chair to gain more visibility.
- **Sharing Information and Resources.** Pass along articles, posts, or websites of interest, invitations to events, and other ideas and opportunities to the people in your network. They will come to think of you as a resource and refer others to you.
- **Collaborations and Strategic Alliances.** An excellent way for any small business to expand contacts and visibility. Your collaborator may know another whole circle of people.
- **Swapping Contacts.** Exchange leads or past clients with a referral partner in a noncompetitive business. You could even send letters introducing each other.
- **Leads Groups.** A group of people who meet regularly to exchange contacts, leads, and referrals. If you can't find one you like, start your own.
- **Giving Referrals.** One of the best ways to get people to refer you business is to refer business to them. Always be on the lookout for opportunities to refer.

People Do Business with People

Maria Elena Duron, www.mariaduron.com

“Anyone can look good in a short exchange, Twitter tweet, or Facebook status update,” shares Maria Elena Duron, “but relationships and trust are built from ongoing interaction.” Duron is a marketing coach who acts as a personal “buzz agent” for her clients. “Consistent interaction gives us a chance to sample someone's competence, motivation, and character.” Duron goes on to explain,

Regular networking produces the cornerstones for a growing business—good relationships and new connections. It also provides access to insights from others. Other people's experience is just as valuable as other people's money. From access to knowledge to referrals, your business connections can yield plenty as they become relationships through networking. It makes good business sense to have a regular networking schedule and a list of people you want to connect with in different ways.

No matter whether you represent a company or you are a solopreneur, people do business with people. To take it one step further - people do business with people they know, like, and trust. And, in our fast paced, time deprived society, this is one activity that is worth our time. Even if we can accelerate it through social networks, time is still a key ingredient for developing relationships and trust.



Strategy: Public Speaking

Think of speaking in front of a group as an immensely powerful form of networking. People are much more likely to remember you if you are standing in the front of the room instead of seated in the back. If you are new to public speaking, try starting out small. Volunteer to introduce speakers at an event, or offer your services on a panel. Then gradually work your way up to solo presentations or full-length workshops.

A word of caution about public speaking: look for an already organized group to present to rather than trying to invite your own guests. Hosting a program of your own is a promotional events tactic, and often less effective than speaking for someone else's group. You may be surprised to find how many civic, business, and professional groups are eagerly seeking free speakers for their meetings. Getting booked as a speaker can be easier than you may think.

Tactics for Public Speaking

- **Acting as Master of Ceremonies.** Any excuse for standing up in front of a group will make you more visible and memorable. If you serve a group as an officer or committee chair, you'll have opportunities to make announcements or introductions.
- **Serving on Panels.** An easy way to break into public speaking without having to prepare an entire talk. Let colleagues know you are available to speak on your area of expertise.
- **Making Presentations.** Every meeting or conference needs speakers. Most of them are people like you, speaking for free to promote their business. It brings you visibility and credibility both.
- **Virtual Speaking.** Many speaking opportunities exist on webinars, teleseminars, and online chats sponsored by associations, vendors, and professional schools. You can speak to an international audience without traveling.
- **Giving Classes or Workshops.** If you really enjoy speaking or teaching, this is an effective way to expose prospective clients to your expertise. If they like you, they will want more of you.



Strategy: Writing and Publicity

Writing articles, a column, or a blog about your specialty is an excellent way to gain visibility and credibility you couldn't manage otherwise. If you have never been published before, you might begin by publishing yourself. You can provide articles to an online article directory, or write for your own newsletter or blog. The newsletters or blogs of colleagues can also be good places to get exposure for your writing. Once you have had a few items published, you can graduate to better-known venues. Don't rule out these tactics if you're not an expert writer. A ghost writer or professional editor can help turn your words into publishable prose.

Just as you can publish your own writing online, you can also generate your own publicity via social media. Posting on platforms like Facebook, Twitter, LinkedIn, Google+, and YouTube allows you to share news and expertise with those who follow you.

Getting interviewed by the mainstream media or trade press can be considerably harder, but you can start small or wherever you have connections. Local radio and newspapers like to profile local experts. Associations and online communities often feature their members. Vendors sometimes interview their customers. When approaching the media, always remember that you need to provide them with an engaging story. Tell the editor or producer exactly why their readers will be interested in what you have to say.

Be aware that unless your piece appears on the home page of the New York Times, you shouldn't expect a deluge of phone calls and Web traffic. You are more likely to receive congratulations from people you already know than to hear from a flock of new prospects. Writing and publicity techniques are better for steadily building your credibility and name recognition than for filling your marketing pipeline all at once.

Tactics for Writing and Publicity

- **Publishing Articles or Tips.** When you publish an article or brief tip online or in print, people not only read it and get in touch; you can also send it to your mailing list, link to it from your website or social media posts, and use it in your marketing kit.
- **Reprinting Previously Written Articles.** Get more mileage out of each article you write by finding multiple publications and websites to publish it.
- **Writing a Column.** When you appear regularly in the same publication or site, people who read your column will remember you and consider you as an expert.
- **Publishing a Blog.** Making regular posts to a blog can prove your expertise, keep you in touch with prospects, and attract new people to your pipeline.
- **Being Quoted by the Media.** You can make this happen by writing to journalists, commentators, or bloggers when you see or hear your area of expertise being discussed. Next time, they may contact you for a quote or refer to your work.
- **Having Stories Published About You.** Send a press release about your work, opinions, or achievements to editors that cover your area, or publish a release online. You can also contact a freelance writer in your field, and let her know how interesting you are.

- **Being Interviewed on Broadcast Media.** Pitch yourself to producers as a fascinating subject for radio, TV, or webcast interviews. Once you have appeared in just one media outlet, others will often be eager to have you as a guest.
 - **Getting Others to Link to Your Website.** Increase your Web presence by letting people know about the useful content on your website via your e-zine, blog, or social media posts.
 - **Posting to Social Media.** Making posts on social networking platforms can expand your visibility and credibility, once you have built a network of followers. You can post helpful tips or resources, news about your business, updates on your professional activities, or photos and videos showing your work.
-

Your Parents Love You, But Who Else?

Susan Harrow, www.prsecrets.com

“Publicity markets your services more effectively than advertising... or your parents,” points out Susan Harrow, media coach and author of *Sell Yourself Without Selling Your Soul*. Harrow says,

Your parents love you. They think you are the best thing that ever walked this earth. And they’re right. They’re also biased. And everyone knows that. So when they say great things about you to anyone who will listen, those people’s eyes tend to get that opaque and uninterested glaze. A similar thing happens when an audience reads or sees advertisements. Even when someone is looking for a specific product or service, they know that anyone who has the money can buy space to plug their products.

When a journalist writes a story about you or your business, you are already one step ahead of those people who choose advertising. Why? You have literally and symbolically passed through a gatekeeper—the editor or producer who has judged that you have something of value for his audience.

People perceive a journalist or producer as an unbiased source of information. The person who is included in an article or is on a radio or TV show has passed through a journalist’s or producer’s screen. We credit the media with knowing a good story when they see one. You can’t buy the kind of prestige that puts you on the front page of a major newspaper.



Strategy: Promotional Events

Putting on a show, or being part of someone else's, is a time-honored way of attracting customer attention. Participating in a trade show, or co-sponsoring a fundraiser, can put you in direct contact with potential clients, and bring you an audience you couldn't afford to reach alone. But look out for the cost! Renting a booth, setting up a display, and distributing literature to hundreds of people can be extremely expensive. Before committing to a live event like this, evaluate the cost per head of each likely prospect you expect the event to generate, and see if you couldn't beat that price by using some other marketing method.

If you want to try producing your own live event, such as a seminar or reception, figure out how much it might cost you to put on the event and fill the room; then see if the expected business will be worth the expense. Publicizing events like this can require a substantial outlay for paid mailings and advertising. Look to see what the result might be if you spent the same amount of time and money on generating business through other strategies.

Hosting a virtual event, such as a webinar, teleseminar, or online contest, can be inexpensive to produce. But you still have to publicize it in order to get people to participate. If you don't already have a substantial prospect list or social network you can invite, you may find it no easier or cheaper to find prospects for your promotional event than it is to find paying clients.

Tactics for Promotional Events

- **Trade Shows.** Booths at big shows can be very expensive, but many associations put on more affordable tabletop expos. Trade shows are better for making contacts than for closing sales.
- **Live Seminars, Workshops, or Demonstrations.** Offer a free demonstration or low-cost workshop to your existing prospect list. If you can fill the room, this can be a useful credibility booster.
- **Virtual Seminars.** Offering a workshop via webinar, or giving a talk via teleseminar allows you to invite prospects from around the world.
- **Open House or Reception.** Find an excuse to throw a party, and invite prospects and referral partners. People who don't return your calls may surprise you by showing up.

- **Co-Sponsored Events.** Co-sponsoring a workshop, symposium, or fund raiser with a nonprofit will attract clients who support the cause. Collaborating with colleagues on an event will maximize your resources and extend your reach.
- **Networking Lunch, Breakfast, or Mixer.** Invite clients, prospects, and referral partners to meet each other for their own benefit. Tell everyone to bring a guest.
- **Giveaways, Contests, and Surveys.** Offer a free gift, or a drawing for one, in return for collecting a prospect's contact information. Or conduct a survey of potential clients and offer to share the results with all participants. Be sure to target your audience carefully to avoid cluttering up your prospect list with people who will never become clients.



Strategy: Advertising

Many professionals, consultants, and coaches have found paid advertising to be quite ineffective at filling their marketing pipeline with paying clients. Remember the know-like-and-trust factor: Ads don't allow clients to get to know you personally, nor do they build trust. This doesn't mean that advertising should be completely eliminated as a possible strategy. Increasing website visibility, for example, is an advertising tactic that many businesses will want to pursue at some point.

For some professional service providers, print or Web advertising can be a reliable source of new prospects. A paid ad in an online or print directory, for example, can bring new inquiries to a professional who people often seek in an emergency, like a attorney; need only rarely, like a résumé writer; or prefer to locate privately, such as a psychotherapist. For professionals with date-dependent offerings like seminars and groups, advertising via direct mail, flyers, and online calendars is often necessary. But in most cases, advertising alone rarely generates business; it must be coupled with direct contact and follow-up tactics in order for it to pay off.

To determine what role advertising should play in your marketing, ask yourself this question: "How do clients usually find a service like mine?" If your immediate answer is "by referral," you will probably find most advertising to be a waste of money. But if your clients often do find businesses like yours from advertising, you may need to consider some forms of it.

Take a look at your competition and see where and how they are advertising. Ask questions of your colleagues about what type of advertising has and hasn't worked for them. Advertising can be an expensive proposition. Evaluate the potential return on any advertising investment. How many clients will it bring you before it pays for itself? And is there some other more effective way you could spend the same money?

On the Web, for example, you might choose to have a website for your business but not to invest additional funds in advertising it with pay-per-click ads or paid directories. You can instead use some of the other approaches discussed in this chapter to attract traffic to your site. Strategies like public speaking or writing and publicity are more likely to generate Web visitors that quickly turn into clients. You'll have a much harder time closing sales with people who get to your site by clicking on an ad.

Tactics for Advertising

- **Increasing Website Visibility.** A website by itself is a tool rather than a tactic. You may wish to use your site primarily as an online brochure: sending visitors to it with other tactics rather than expecting it to attract traffic on its own. Or you can increase website traffic without paid ads by getting your site ranked more highly in search engines and local search directories. Building a site that includes relevant search terms in its text, and offers extra value with helpful articles, a blog, or other useful tools will improve your rank, and encourage others to link to your site.
- **Pay-per-Click Advertising.** You pay for these online ads each time someone clicks on one to visit your site. Costs can add up quickly, so evaluate your potential return carefully before choosing this option.
- **Online Directories.** Listing your business in directories used by your prospective clients can increase your visibility. Some directories charge a fee to list you; others are free.
- **Print Directories.** Use of general print directories like the Yellow Pages is waning, but consumers still turn to them in emergencies and for household services. Specialized directories for your industry or profession can be a better bet.
- **Online Classifieds.** Best used when your business serves consumers who may be regular users of classified services such as Craigslist. Ads can be free or paid. Your ad should be narrowly targeted and ask for an immediate response, perhaps with a special offer.

- **Newspaper or Magazine Classifieds.** May appear in the print edition, Web edition, or both. Track every response you get to see whether your ads are worth the investment.
- **Banner Ads.** For these display ads on websites, in e-zines, and via smartphone apps, you'll typically pay a flat fee for a length of time or per issue. Be sure you know the number of viewers who will see your ad before you buy.
- **Print Display Ads.** Ads like these in newspapers, magazines, and trade journals are typically more for visibility than direct response. You usually need a big budget, and repeat advertising, to make them work.
- **Event or Conference Programs.** Another visibility booster that may need a big budget. Works best if people who already know your business will notice the ad.
- **Unsolicited Bulk Email or Text Ads.** Sending unsolicited bulk email or text message ads, otherwise known as spam, to market your professional services is probably the least effective advertising tactic you could choose, and the most likely to annoy your prospects. Just don't do it.
- **Direct Mail.** Postal mass mailings to people who don't yet know you have nowhere near the impact of personal letters, and are often a waste of money. Consider narrowing your target group and using direct contact and follow-up tactics instead.
- **Brochure or Flyer Distribution.** Brochures and flyers can be used to develop interest with a targeted group. They can be left at a place of business your target audience frequents or posted on a bulletin board in your community.
- **Radio or TV Ads.** You need a substantial budget to go this route. Ads must be repeated to have any effect. If you do this, get professional help in scripting and producing your ad.
- **Billboards.** For professional services? Well, people have done it. You can probably find better ways to spend the money—like one of the other tactics already mentioned.

Making Your First Selection

After reading this overview of potential marketing strategies and tactics, you probably have some idea of which strategies you might like to use in your Get Clients Now! program. Consider which two, three, or four strategies you think you would most like to employ. More than four strategies are too many to attempt in a twenty-eight-day period, and fewer than two won't give you enough flexibility. Two or three is usually best.

If you're unsure which strategies might be best for you, keep reading. You'll find more guidance on selecting strategies in Chapter 2.

Get Personal About Your Marketing

Tony Alessandra, Ph.D.; www.alessandra.com

Tony Alessandra, the author of 27 books, including *Collaborative Selling* and *The Platinum Rule for Sales Mastery*, points to experienced salespeople as powerful role models for professionals selling their own services. He asserts,

The successful sales rep seems to just sit back and respond to calls. The orders roll in, and she seems to be getting rich without effort. What we generally don't see are the years she spent building her network, and investing in her personal visibility.

This successful salesperson is using personal marketing. She's marketing herself just as a company would market a product. Just as it takes time to build brand loyalty, it takes time and hard work for personal marketing to pay off, but it's worth it in the long run. If your best potential clients have been made aware of you in advance of your contact with them, you'll find it much easier to set up an appointment, establish a relationship, and consummate the sale.

Keep in mind that it's better to work on getting multiple exposures to a smaller target group than to spread your effort and have fewer exposures to more people. Potential clients in your target market should be reading your articles, receiving mail from you, hearing you speak or give a seminar, bumping into you at a social function or trade show, and hearing about you and your expertise from their fellow association members and friends.

The reason it's so important to invest your time in these methods is that the quality of an incoming lead is almost always better than

the lead you get in a cold call. The prospect who calls you has already identified his need for your service, and he's calling to get your help.

When you effectively use personal marketing, you'll find that little by little, people will start to recognize your name, your company, your product, and your face. Pretty soon the phone will start to ring for you, and your image as an established expert will start to take hold.

But What About Selling?

In thinking about what marketing strategies to use, it may have occurred to you to ask where selling enters the picture. This is another way in which marketing a service can differ from marketing a product. When you are selling professional services, marketing and sales are not two separate activities that occur at different times; instead, they must be seamlessly integrated. Think about it. If you are talking to someone about what you do, you may think you are networking. But if she expresses an interest in doing business with you, you are instantly in a selling situation.

The opposite is equally true: If you make contact with a prospect in order to sell your service, the person may tell you that he isn't interested but has a colleague who might be. Then you would switch from selling to networking.

The marketing strategy of direct contact and follow-up could also be thought of as personal selling. But it would be misleading to call it that, since in many cases when you make contact, you are not "selling" at all. You may be asking a potential client how her business is going or what she's working on these days. You could be inviting her to your upcoming open house or speaking engagement. When you are speaking with a prospect, selling may not always happen, but it can begin at any point in the conversation.

So think about everything you do to get clients as being both marketing and sales at the same time. Think about every marketing strategy as a selling strategy, and vice versa.

***I hope you've enjoyed this sample chapter of Get Clients Now!
To purchase the book and get your free MP3 of The Secret to
Marketing - It's Not What You Think!, visit
www.getclientsnow.com/gcn-book***

ABOUT C.J. HAYDEN



C.J. Hayden, MCC, CPCC, is the bestselling author of *Get Clients Now!*, *Get Hired Now!*, *The One-Person Marketing Plan Workbook*, *50 Ways Coaches Can Change the World*, and over 400 articles. C.J. is a business coach, trainer, and speaker who helps entrepreneurs get clients, get strategic, and get things done. Her company, Wings for Business, specializes in serving self-employed professionals, solopreneurs, and service business owners.

C.J. is a former systems and productivity consultant with over 35 years experience in business management. She has been a professional trainer since 1978, a business advisor since 1990, and a coach since 1992.

A popular speaker and workshop leader, C.J. has presented hundreds of programs on marketing, entrepreneurship, and overcoming barriers to success, to corporate clients, professional associations, and small businesses. She has taught marketing for John F. Kennedy University, Mills College, the U.S. Small Business Administration, and SCORE. Her articles have been published internationally in *Home Business*, *Selling Power*, and *Sales and Marketing Management*. She contributes regularly to dozens of websites and ezines, including RainToday, SalesDog, and About.com.

C.J. holds the credentials Master Certified Coach from the International Coach Federation, and Certified Professional Co-Active Coach from the Coaches Training Institute. She has completed advanced coach training with the Arbinger Institute and is a member of the Arbinger Coaches Network.

As a citizen activist and social entrepreneur, C.J. is the former vice chair of the San Francisco Social Enterprise Alliance, and a co-founder of A Good Deed Tea.

C.J. has been featured in *Investor's Business Daily*, *Information Marketing Journal*, *Home Office Computing*, and *Costco Connection*, and in numerous books. She has been widely profiled internationally by newspapers, radio, and TV.

To invite C.J. to speak for your group, email info@getclientsnow.com or call (415) 981-8845.

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