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certainly what it's worth

# **7** key **Marketing Strategies**

**To Attract  
More Clients  
*Fast!***

Adam Urbanski

## **Are you struggling to attract enough new clients?**

If you are like many small business owners and service professionals marketing seems like a lot of hard work and takes too much of your time and energy. You want to get new business but find it hard to make your message stand out and differentiate your services from others.

It's likely you get excited about many new marketing ideas you learn only to get frustrated and confused about how to implement them in your business. Not knowing exactly what to do you waste a lot of time creating a better brochure, building a better web and networking as much as your budget will allow – but still you don't have enough prospects and clients in your business.

You see, this is normal. You are an expert in your field - not in marketing and advertising. You may be a highly trained coach, consultant, trainer, dentist, attorney or financial professional – but how much time did you spend studying marketing?

So naturally you are trying to emulate the marketing strategies used by big companies. Or worse - you follow the “advice” from your fellow business associates who typically also suffer from not having enough clients. Talking about the blind leading the blind! All this “common knowledge marketing” stuff simply doesn't work.

## **You can attract all the clients you can handle!**

Marketing doesn't have to be hard. It can be simple if you learn and follow the Principles of Education Based Marketing. As a matter of fact, it can be fun and most importantly - very effective in attracting scores of new clients - even on a shoestring budget.

In the following pages you will learn seven key marketing ‘secrets’ that set apart those who build mega-successful practices, and earn healthy six-figure incomes, from those who seem to never attract enough clients and struggle to make ends meet every month.

I guarantee each lesson will be so full of value and "killer" information that you won't be able to stop reading until you have finished the program.

## There is one catch...

You have to take action! There is no theory here. Every strategy I share with you is time tested and proven to work. In every lesson you will get specific tips and action steps to take. But there is one thing I just can't do for you - I can't implement them for you!

The strategies you are about to learn will help you quickly and inexpensively get a solid flow of new prospects knocking on your doors. But you have to commit time, energy and mental focus for long enough to make a difference in your marketing.

## How to get the most out this course...

- Print this entire workbook. Sure you can read it online, but it's not the same (for example you can't highlight things or make quick notes on the margins)
- Put this program in a three-ring binder where you can keep any additional notes you make or material you create
- Take out your planner right now. (Hey, what are you doing still reading? I said "take out your planner RIGHT NOW!") Select a block of time for every day when you will be able to work on implementing the marketing strategies you learn.
- Find a partner to work with. Do you have to? No. But working with a buddy will give you a chance to discuss the strategies and bounce off the ideas this course will stimulate.
- Take massive action and you will get massive results

Well, are you ready? So buckle up and let's get started!

*Adam Urbanski*

PS. For more marketing ideas, how to tips and tutorial style articles teaching you how to promote your business more effectively go to <http://www.TheMarketingMentors.com>

## Key Marketing Strategy #1

### - Selecting a Profitable Niche -

Are you practicing the “spray and pray” marketing system? So frequently I hear service professionals saying: *"Well, my services could really help just about everyone."* Here is a thought for you to ponder on: "If you have EVERYBODY for a prospect I guarantee you will have NOBODY for a client!" Fact is the more narrowly you define your market the easier and less expensive it will be fill your practice or business with new clients.

You see, building a business is a lot like fishing. When going on a fishing trip the first thing you have to decide on is what type of fish you are after. Why? Because this determines where you will go fishing, what type of equipment you will need and what type of bait you will use.

Now, translate this into business. Frankly, it often seems like most professionals are fishing for sharks in the mountain stream using a fly-fishing lure and pole. They are going after the wrong prospects, looking for them in the wrong places and using the wrong approach!

### Why do you need a niche?

Why would anyone want to narrow down the amount of people to which they market? It almost seems counterintuitive! Think about it - all the opportunities and business you would be missing by not marketing to the masses, right?

Wrong! Fact is "the riches are in the niches." And when you narrow down your target market, three magical things happen:

1. It becomes easier and less expensive to find and reach your prospects. Without a niche you are practicing what I call a “spray and pray” marketing. It’s expensive and creates little results. Inversely, if you know exactly who your potential clients are, you know where to go to find them.
2. Your name and brand spread more rapidly. It’s better to become a big fish in a smaller pond than be just one of the fish in the huge pond. When you focus on servicing a specific, narrow niche your name becomes known faster and people quickly begin to recognize you as an expert.
3. Your services become more desirable. As you become recognized as an expert the perceived value of your services increases dramatically. You will attract higher quality clients, they will be less likely to negotiate with you and more likely to pay you more.

## How to select a profitable niche

Virtually every marketing book and every marketing guru talks about it - problem is nobody tells you how to do it. So how on earth do you go about finding a market that's hungry for your products or services?

Selecting the right niche is not something you want to take lightly. It's a process of matching your knowledge and skills with your passion and the right target audience. I recommend a three step approach:

### Step One - Understand the Four Primary Types of Niches:

- **Based on occupation** (or industry). This niche is made up of people that are employed in the same profession or business in the same industry.  
For example: coaches, CPAs, attorneys, dentists, chiropractors, manufacturing, machine shops, coffee shops, etc.
- **Based on demographics**. This niche consists of people (or companies) who share one or more of the same characteristics.  
For example: income level, weight, height, ethnic origin, value of their home, or level of annual sales and number of employees for a business, etc.
- **Based on geographics**. This niche is simply based on the physical location where people live or conduct business.  
For example: people that live in the same neighborhood, or city, or school district, or county. Businesses located only in certain city, state or region.
- **Based on psychographics**. This group is based on how people think - their likes, dislikes, hobbies, religious and political convictions. This can be an effective way to niche because people spend most of their discretionary income on things they are passionate about.  
Examples of this niche would be Republicans, Democrats, people who are pro-abortion or against-abortion, pro-guns or against-guns, people who hate foreign cars, love Elvis, love big dogs, etc.

## **Step Two – Evaluate Your Skills, Likes and Potential Markets**

- What are you really good at?
- Do you have a lot of experience in certain industry or performing just one specific task?
- What are you most passionate about? (Hopefully this matches your answers to the first question.)
- Is there a one, common need most of your current clients experience that no one is addressing?
- Is there one, reoccurring problem that you seem to be solving for most of your clients?
- When you analyze your competitors is there something they are not offering or something you improve and provide much more effectively and efficiently?
- In the market that's most likely to purchase your products or services is there a segment that other service providers think is too difficult to get involved with?

**Asking these and similar questions will help you identify a niche market to offer your products and services to. But you are not done yet...**

### **Step Three - Evaluate the Viability of the Niche**

When you finally identify a niche that's appealing to you before you actually make a decision to pursue it here are seven questions to help you evaluate if it's a viable choice:

1. Can you easily and affordably contact the niche? (Is there a list, an association, group?)
2. Do people in this niche recognize a certain problem and want to solve it?
3. Can the niche afford your products and services?
4. Is there a successful track record of selling these types of products or services to the niche?
5. How much competition is already in this niche?
6. Can you become credible in this niche? (Are you familiar with this niche, do you have experience in it?)
7. Is this niche big enough to sustain your business?

### **Now, that you have all these questions, what's next?**

I encourage you to read this chapter again and answer - in writing - all the questions. Yes, it will take a bit of your time and effort. But hey, if it were easy everybody would be doing it.

If you remember nothing else from this lesson I want to leave you with this one final thought:

Everyone has a least one subject they know a lot about. Find that one subject for yourself and I guarantee you there is a crowd of people who know less about that subject than you do, and who are hungry for your information. All you have to do is figure out what this "subject" is and find that hungry crowd!

## Additional resources

- **"Getting Business to Come to You"** by Paul and Sarah Edward has an entire chapter on selecting a niche. It's really an in-depth look in the process of finding a narrow(er) focus for your business. You can find this book in my marketing bookstore at [www.themarketingmentors.com](http://www.themarketingmentors.com)
- **Oxbridge Directory of Publications**; this reference manual has demographics information on over 20,000 magazines and newsletters. This will help you find publications that reach specific markets. You can find it at your local library.
- **MediaFinder.com** (put together by Oxbridge Communications); this is the source for subscription, mailing list and advertising information for over 90,000 magazines, newsletters, catalogs, directories, newspapers, journals and other periodicals. Check it out at [www.mediafinder.com](http://www.mediafinder.com)
- **Standard Rate and Data Service (SRDS)**. This is an amazing resource. It contains just about every mailing list available; if there is a list for your market - you will find it here. You can get access to it at your local library or online (for a fee) at [www.srds.com](http://www.srds.com). I strongly encourage you to take a look at it. It will jump-start your creating thinking like nothing else.
- **Bacons.com** is a place to research different media directories. This is another amazing place to find tons of publications targeting the people you want to do business with. Take advantage of their free trial at [www.bacons.com](http://www.bacons.com)

## Key Marketing Strategy #2

# Developing a Magnetic Marketing Message

When people ask what you do how do you respond? Do you launch into a long and boring description of your services? Here is news flash for you:

**People don't care about you and your product or service...  
... all they want to know is if you can help them!**

You've heard the old saying "*people don't care how much you know until they know how much you care*". Let's get honest – people are generally selfish and self-serving. You can argue about this all you want, but fact is most of us walk around thinking "what's in it for me"? We are all tuned into "WIIFM" radio station. But for some reason when we are presenting our business to others we forget about this and broadcast on station "WWD" – what we do!

You may have the best product on the planet and be one heck of coach, consultant, trainer or any other guru you want to be – fact is, if you can't describe what you do in a way that people "get it" your business will dry out and die from lack of clients!

But if you are anything like many other independent service professionals you often struggle with finding a clear and concise way of describing what you do. This is exactly why you need to develop a Magnetic Marketing Message.

## So what is this MMM?

The term "message" in itself implies a communication that is received and understood. Your Magnetic Marketing Message is what grabs your prospects' attention, tells them how you can solve their problem, why they should trust you and why they should choose to do business with you over any of your competitors.

You will use your MMM in all your communication with referral partners, prospects and clients. You will use it when you network. It will be printed in your brochures and posted on your web site.

## Six Step Process to Magnetic Marketing Message

Most service professionals make the same mistake – we forget that others don't think about our business as much as we do. People spend more time thinking about their problems – not solutions! The key to Magnetic Marketing Message is using the language our clients would most likely use. Here is a simple, proven formula to creating an effective MMM

## Six Step Process to Magnetic Marketing Message

### 1. Identify Target Market

For your message to be successful it must reach the people you want to work with. Describe who you work with first – this helps your listeners know if what you offer is for them or they can easily identify other people who fit your description.

*“You know how some coaches and consultants who are really good at what they do...”*

### 2. Describe the Problem

Articulate the problem your target market experiences in a way that’s meaningful to them.

*“... but they always struggle to attract enough clients?”*

### 3. Explain the Predicament

Describe the situation/pain your prospects are in as a result of living with that problem.

*“They are frustrated with their marketing, disillusioned with being self employed, tired of working long hours, and they often consider going back to working for someone else.”*

### 4. Describe Your Solution

Once you identified and described your target market’s problem your next step is to present your solution.

*“What I do is I teach them a simple seven-step marketing program...”*

### 5. Explain the Benefits

Remember that people are run by their emotions. To make your message more “emotionally charged” describe how clients typically benefit from your solution.

*“... so that they can quickly attract a lot more clients with less effort and build a successful practice.”*

### 6. Why You?

Why should your prospects hire you? What makes you different, unique from others who might offer similar services? Make this part brief, palatable and relevant. Present your information in a way that emphasizes your expertise in the area you are offering your services.

*“What makes me different is that I work exclusively with independent service providers and I teach them the strategies I implemented in my own business and I now have a waiting list of prospects.”*

## OK, Your Turn

### **Identify Target Market**

*You know how some...*

### **Describe the Problem**

*But they always struggle to ...*

### **Explain the Predicament**

*Which makes them...*

### **Describe Your Solution**

*What I do is ...*

### **Explain the Benefits**

*... so that they can ...*

### **Why You?**

*What makes me different is...*

## Key Marketing Strategy #3

### Develop Multiple Info-Products

Remember the fishing expedition example? Once you know the type of fish you are after you have to get the right bait to attract the fish. Your potential clients are a lot like fish – you can easily attract them with the right “bait”.

Potential buyers are always hungry for information and simple, inexpensive info-products can be just the right bait to attract more prospects than you can handle.

You see, your prospects hire you because of your know-how. But – unlike taking a car for a test drive – testing your services is almost always not possible. By creating info-products you allow your potential clients to “test-drive” your services and experience your knowledge and expertise first hand.

### What is an information product?

Simply put info-products are your answers to your prospects most pressing needs but delivered without the repetitive involvement of your time. You are reading an info-product right now.

Here are just a few possible info-products you can easily create:

- Articles
- Special Reports
- Newsletters and ezines
- Free Talks
- Audio CDs
- Teleclasses
- E-books
- Books
- and much more...

### Why you should have an info-product.

If you are a service professional it should be your top priority to create info-products. This is especially true if you are a coach, consultant or a trainer, but other professionals can easily benefit from creating educational info-products as well. Consider just these few benefits:

- ✓ **Increase leverage**; with little investment of time, money and effort you can create tangible products that deliver your most powerful marketing message over and over again - even when you are not there!

- ✓ **Gain trust and easily attract potential new clients;** your info-products give your prospects what they are looking for – information and education - while eliminating what they hate – the hard sales pitch.
- ✓ **Maintain your dignity;** when selling by sharing your advice you avoid the feeling of begging or “prostituting” yourself to get business.
- ✓ **Gain credibility and authority;** your prospects begin to see you as a highly credible source of information and advice.
- ✓ **Lower marketing costs;** identify and market only to those who are interested in your products or services.
- ✓ **Save time;** your info-products educate your potential clients and answer most commonly asked questions so you don’t have to spend time answering them.
- ✓ **Differentiate yourself from your competitors;** by providing valuable advice your message will stand out from your competitors’ sales solicitations.
- ✓ **Increase referrals;** by educating clients and strategic partners you make it easier for them to describe what you do. They appreciate your valuable advice and gladly share it with others.

## So how exactly do you use info products?

Here is just a sample list of different uses for info-products:

- ✓ Send as a follow-up to potential clients you meet while networking
- ✓ Give to all new clients to quickly educate them about your services
- ✓ Give to clients and referral partners to pass along to their associates and use it as a referral tool
- ✓ Use them as a part of your direct marketing programs. (I had successfully used info-products in direct mail campaigns to increase response to as much as 60%)
- ✓ License to strategic partners to use as a value-added bonus for their clients
- ✓ Sell as a stand-alone product

## Five Simple shortcuts to creating great info-products

Once you create your first information product you will realize that it's quite simple. However, many of us are our own worst critics. This is especially true when we are writing – often our internal editor turns itself on and we can't write a single sentence.

Let me share with you a few tips that can jumpstart your creativity and help you create products faster than you ever thought possible.

1. **Respond to a client's question.** Does it ever happen that a client sends you a question via email and you take 20-30 minutes writing your response? Take a second look at your answer; you may have just written a great “how-to” article.
2. **Write a response to the most commonly asked questions.** Ask a few of your clients (and maybe even prospects) about their biggest problems and challenges in your area of expertise. Then simply type up the answers to those questions. This may be a great “Top 10 Tips to...” article or you may have enough material for several separate articles.

### HOT TIP:

If you absolutely can't write - record yourself talking and have it transcribed. You can have recordings transcribed for as low as a penny a word and in as little time as one day at <http://www.idictate.com>. Or post your project at <http://www.elance.com> and find someone who will do it for you inexpensively.

3. **Have someone interview you;** Chances are if you are passionate about what you do all it takes is the right question and you can't stop talking for hours.
4. **Conduct a workshop or a teleclass,** record it and transcribe it.
5. **Use screen capturing program to record on-screen presentation.** It's very easy to do with software like Camtasia Studio ([www.techsmith.com](http://www.techsmith.com)). And if you are on a budget there is a similar program called Cam Studio. It's a little less sophisticated but you can't beat the price tag – it's free. Find it at [www.course.ws](http://www.course.ws)

### HOT TIP:

Don't have anyone to interview you? Contact a local college and find someone studying to be a journalist. Offer them to interview you as a practice project for them.

## Additional resources

- [www.audaciousaudio.com](http://www.audaciousaudio.com) – If you want to learn how to record your own audio products (like cassette tapes and CDs) Rob Schultz is the guy to go to. I took one of his programs a while ago and found it very helpful to get me started.
- [www.audiogenerator.com](http://www.audiogenerator.com) – If you can make a phone call and have access to your web site files you can add audio to your web site. I use this tool to collect testimonials. It's super easy to use. (\$29/month)
- [www.sonicmemo.com](http://www.sonicmemo.com) – This product will also allow you to add audio to your web site but you need to have a bit more technical “know-how” to make it work. I use it all over my web sites and find it easy to use but many of my clients tell me it's a bit intimidating for them at first. The big advantage over AudioGenerator – it's a one time fee of \$99 and the program is yours to use forever.
- [MakeYourKnowledgeSell](#) – If you've been toying with an idea of developing an info-product and selling it online but you don't know where to start Key Evoy is the guy to learn from. At over 1000 pages this is the most comprehensive guide to developing and online business.

## Key Marketing Strategy #4

### Follow-up, Follow-up, Follow-up...

Studies on the subject of sales show that over 80% of sales take place after seven contacts with a prospect. Experts advise that to be effective in getting your marketing message across you need to have at least seven to ten “contact points” with your potential clients.

Yet most service professionals drop the ball after one or two “exposures”. Even those more experienced in sales often run out of reasons to approach the prospects after third or fourth contact.

So how do you consistently, effectively and with minimum effort keep your marketing message in front of people who may potentially buy your services? You need a “keep in touch” program.

### Examples of effective keep in touch programs.

A good keep-in-touch program should put you in front of your clients, prospects and referral partners from once a week to not less frequently than once every five to six weeks. People have short memory and contacts that are over six weeks apart are less effective.

Here are a few examples of good “keep-in-touch” marketing programs:

- ✓ **Produce a newsletter.** You can print and send one via snail mail or create an electronic one and distribute it via email. Personally, I found the online newsletters (ezines) to be one of the most effective and least expensive marketing tools for service professionals; there are no printing costs and the distribution can be free or very inexpensive.
- ✓ **Write articles and submit them to publications that interest your potential clients.** If you don’t want to take the time to regularly publish a newsletter at least write a few articles every year and try to get them published. Then send reprints to all your current and potential clients.
- ✓ **Send postcards and greeting cards.** When going on vacations and exotic trips take your address book with you and send postcards to everyone on your list. Find out people’s birthdays and important dates and send them hand-written greeting cards.
- ✓ **Send greeting cards on little known holidays** (like Groundhog Day, First Day of Spring or Winter.) When sending greeting cards during major holiday like Christmas and New Year your card gets lost in the crowd. But sending it on an off-beat occasion it will stand out and get the attention you hope to get. (Best part of this is that you can outsource this and still make it look like you took the time to hand-write the card – check out [www.CardSenders.com](http://www.CardSenders.com))

- ✓ **Give free public presentations to professional associations.** When you do - make sure to invite all your current and potential clients.
- ✓ **Leverage your networking time.** Sadly, most professionals do not get the results they could from networking. When you plan in advance to attend certain events why not invite both your current and potential clients – especially if there is a good presentation involved. Facilitate introductions and let your existing clients sell you to your prospects. Nothing sends a more powerful message than your customers hanging out with you and talking about how your services help them.

## How to automate your follow-up activities

If you have a good lead generation system in place chances are you have a lot of people to follow up with and every one of them can be in a different stage of the process. Frankly, you can drive yourself crazy trying to keep track of your follow-up activities without a good system in place.

Luckily, there is an abundance of free or inexpensive tools you can use to simplify and automate your follow-up activities.

For internet based follow-up use auto-responders. They are email messages that are automatically sent to your prospects or clients at a predetermined time. Once you write the messages and decide when you want them sent, the system will automatically send the right message at the right time.

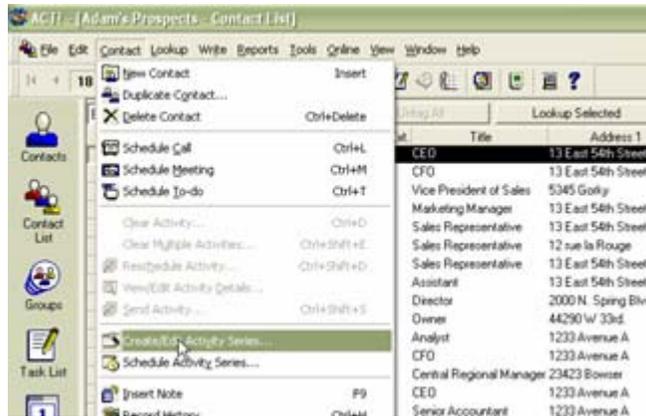
The autoresponders became so popular that you can now find many companies offering a very good service at little or no cost. I personally used and recommended to clients [www.FreeAutobot.com](http://www.FreeAutobot.com) (it's not very sophisticated but it's free). Another option is [www.aWeber.com](http://www.aWeber.com) – which is one of the most popular autoresponder systems on the internet.

For hosting your electronic newsletter you can use [www.ezEzine.com](http://www.ezEzine.com) to start – it's easy to get started and there is no set up cost or any fees if you send less than 1000 messages a month.

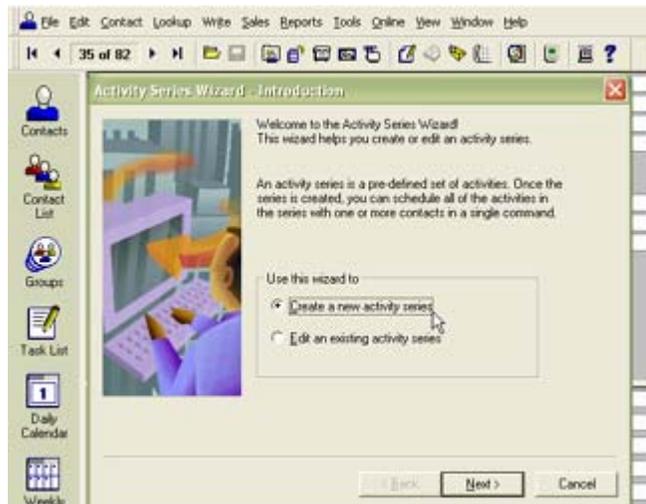
For a more powerful system (that's the one I use) try [www.1CashCart.com](http://www.1CashCart.com) – it's a complete ecommerce solution – with auto-responders, broadcasting capability and a shopping cart for automating the sales of your info products.

For keeping track of your off-line follow up activities you can use something as simple as Microsoft Outlook (if you are working on a PC chances are you already have it on your computer), [ACT!](#) (this is the one I personally use) or [GoldMine](#) contact management software. By the way if you don't need to have the latest version of those two pieces of software you can buy it relatively cheap at places like [www.pricegrabber.com](http://www.pricegrabber.com) or search other discount outlets on the Internet.

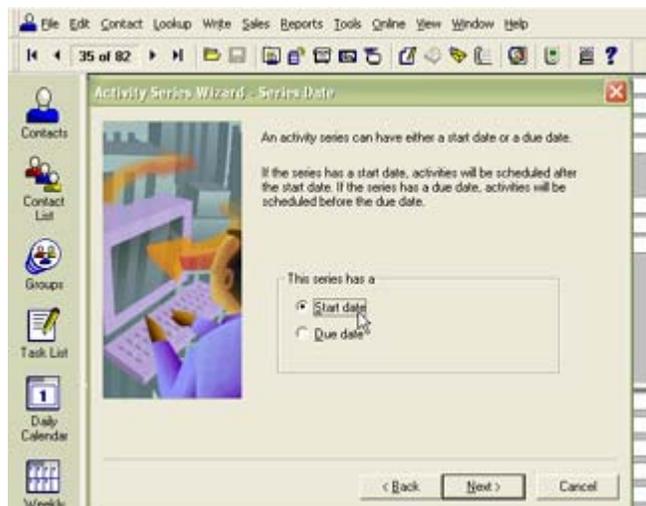
## Here is a simple, auto-pilot, step by step follow-up system you can set up using ACT!



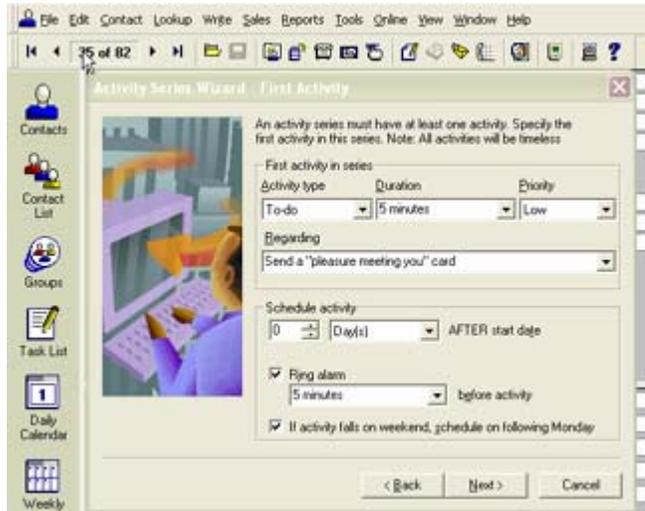
In ACT! go to “Contact” tab and click on “Create/Edit Activity Series”



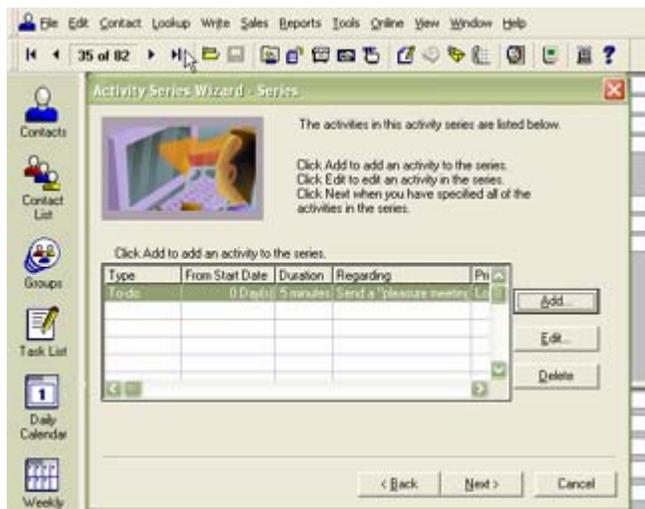
Select “Create activity series”



You want your series to be “triggered” by a start date, so select “start date” option



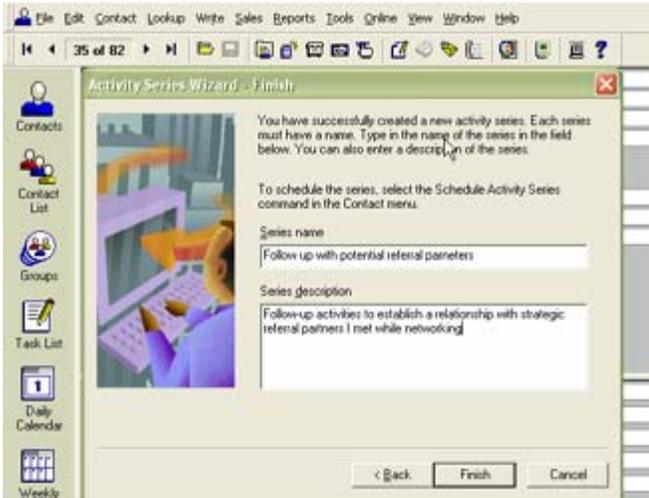
Select type of activity and in the “regarding” field enter a brief description. In the schedule activity field indicate when you want this specific follow-up step to take place. Set the alarm option “on” so you can be reminded when this task needs to be done.



Simply click the “Add” button to create more steps in your follow-up series. (see next slide)



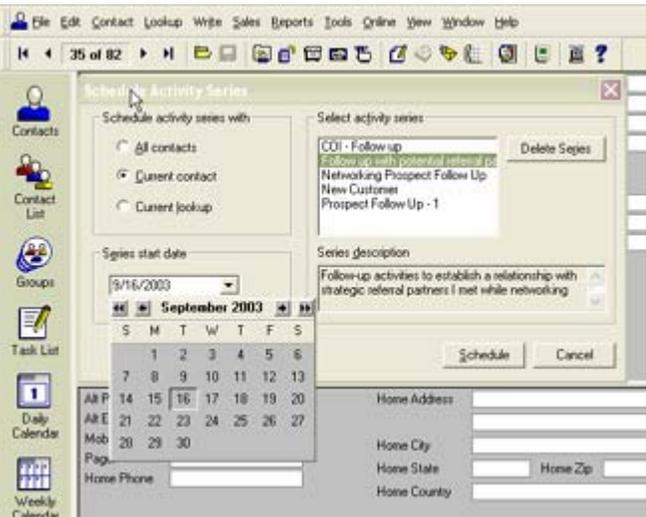
As you can see in this example there are 10 steps scheduled – the last of them to take place 55 days after the start day.



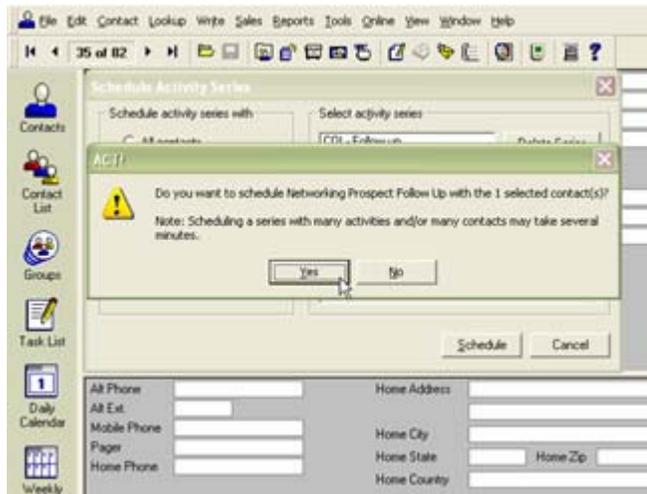
Before you finish setting up your activity series give it a name and write in a short description. This is very helpful if you have multiple series.



To “attach” a specific contact (or contacts) to activity series go again to “contact” tab and this time select “Schedule Activity Series”



Indicate which activity series you want to start and select the starting date.



That's all.

Now all you have to do is check your scheduled tasks every morning and complete the ones due on that day. But you no longer have to worry about what to send to whom - the system will keep track of that for you.

## Additional resources

- [www.EzineQueen.com](http://www.EzineQueen.com) – My favorite follow-up/keep-in-touch tool is my ezine. If you are not publishing an ezine yet – you need to start – end of story. Ali Brown, the Ezine Queen, offers the most comprehensive manual “Boost Business with Your Own Ezine”. She also regularly offers free teleclass and paid tele-bootcamps to help you get started with your ezine. [Click here to find out more...](#)

## Key Marketing Strategy #5

# Package Services Into Easy to Sell Programs

America increasingly becomes a nation of “self-doers”. People generally believe that if they just know how, they can do many things themselves. As a matter of fact, every service professional’s biggest competitor is – the prospect himself.

That’s right! Your prospects are constantly evaluating the possibility of doing themselves the work they would hire you to perform. Sometimes because they really can, but often because they don’t understand the depth of services you provide. So what’s the solution? Develop and sell close-end educational programs.

You see, the benefits of hiring a service professional are not readily obvious. However, educational programs usually carry a clear promise of teaching very specific information. And that’s exactly what makes them more attractive and easier to sell.

## Why programs are easier to sell:

- ✓ They offer specific information; think about it – when you are about to take a class you usually know exactly what you will learn.
- ✓ They are less expensive to get involved in; typically the class is offered to a group so the cost is divided between many participants. Also, programs have a predetermined price tag as opposed to consulting or coaching assignments which can be a bit ambiguous about the final cost of the project.
- ✓ They lower the perceived risk of failure because everyone is just part of the group; when an individual or a company hires a specialist to help with a specific problem it’s implied that they will take action to implement the solutions. And the suggested action/solution may cause some discomfort (nobody like change). When signing up for a program the only commitment people make is to simply get some more information. That’s it – it’s up to them if they want to do anything else with the stuff they learn.

## Why should you develop programs?

Besides being much easier developing programs offers many more benefits:

- ✓ **Increased income.** The lower price point makes them more affordable to a greater number of people. However, since there are many people in the group you end up being paid more for your time.
- ✓ **More prospects.** Since it's more affordable to get involved in group programs more people will. So the programs can serve as "client incubator" – a place where prospects hang out while they are getting ready to engage with you at a greater capacity at some later time.
- ✓ **Greater marketing leverage.** Programs allow you to demonstrate your expertise to a group of people at once rather than marketing to one person at a time.
- ✓ **Increased recognition.** When you are teaching a program you are automatically perceived as an expert on the subject.
- ✓ **Opportunity for repeat sales to existing clients.** Developing multiple programs allows you to sell again and again to existing clients – so you don't need to be constantly searching for new prospects.
- ✓ **Opportunity for creating passive income:**
  - As your program grows and gains recognition it may be possible to outsource the actual facilitation of the program to someone else
  - You can license the program and allow other professionals to sell it and pay you a percentage for every participant
  - With time you can standardize and systemize the delivery of your program, turn it into a packaged product and automate the sales process so it requires very little of your time to maintain it.

### HOT TIP:

Best programs have a narrow focus. They deliver highly specialized, in-depth content. Consider surveying your current and potential clients to find out what topics they are most interested in.

### HOT TIP:

Don't stop with one program. If possible develop multiple programs that make a natural sense for clients to "graduate" from one to another. Build into each program "cross-marketing links" to promote them.

## 13-step quick-start guide to developing great programs that sell like hot cakes:

1. Decide why you want to create the program – to make more money or to attract more clients.
2. Identify the market (people who know they have a problem, they have already decided to solve it and they are actively searching for solutions)
3. Ask your market specifically what they want
4. Identify the big, hairy problem that people are emotionally charged about and want to solve
5. Research for similar programs offered by someone else
6. Identify the 25 to 100 points to address in your program
7. Write an outline for your program
8. Identify additional three to five products you can offer to your clients once they take the first program
9. Come up with a winning title
10. Write the sales letter for your program
11. Develop the content
12. Ask your best clients to evaluate the program and give you feedback
13. Offer special incentives to first participants to evaluate the program, work out the kinks and get endorsements and testimonials

### Additional resources

[www.FreeConference.com](http://www.FreeConference.com) – Are you still paying \$20, \$40 or even more to rent a bridge line for your teleclasses? Now you can have your own bridge line at absolutely no cost. If you've been holding back because of the cost of the bridge line – you no longer have an excuse not to regularly offer teleclasses. And this is not some stripped version of an outdated system; FreeConference.com comes with quite a few nifty features.

## Key Marketing Strategy #6

# Create Strategic Partnerships

One of the biggest challenges service professionals are often faced with is the isolation of being a one-man show. They get stuck with the idea that the only way to grow their business and increase their income is to do all the work themselves.

“Going it alone” is the hardest way! You can grow your business much faster by leveraging your talents, time and money more effectively by creating strategic partnership or joint ventures.

My clients often share with me that they don't understand this concept. It seems like something only large corporation do. Nothing could be farther from truth.

You see, JVs don't have to be hard and complicated and they don't have to take months to put together. Frankly, once you grasp this concept and try it a couple of times it will likely become one of your favorite marketing strategies.

Simply put joint ventures are a way of profitably taking advantage of your untapped capabilities and resources by partnering with other companies. But rather than trying to explain it let me share with you a few examples:

### Joint Venture Example One:

**Copy writer and list broker.** Strategy - free 30-minute consultation with a copy writer to every new client that purchased a list. Who benefits?

- List broker has a way to differentiate his services from competitors by offering valuable advice. He also gets more repeat business; typically people don't know how to write persuasive sales materials, they don't get good results from direct mail, they blame it on the list and never return as a client. Copy writer helps them overcome that problem.
- The copy writer gets exposure and access to potential new clients. Many free consultations result in immediate new business or referrals.
- The clients get valuable advice that's likely helping them get greater results and increase their return on investment into the list (even if they don't hire the copy writer.)

### Joint Venture Example Two:

**Custom software development company and computer network consultant.** Strategy – free network assessment before installation of new software. Who benefits?

- The software company has frequently experienced problems with networks when installing its product for clients. They wasted time waiting for the issues to be resolved. Evaluating the computer network and fixing bugs prior to the installation of new software eliminated the problem.
- The computer network specialist gained access to new prospects. Again – many became immediate clients and others resulted in referrals.
- The clients experienced smooth installation of new software with less down time. They saved time and money and have a properly networked computer system.

### Joint Venture Example Three:

**Life coach and a local health club.** Strategy – free workshops on goal-setting and stress-reduction techniques for health club members. Who benefits?

- Health club gains an additional high perceived value benefit to offer to its members without paying for it. The workshops also generate increased good will and loyalty from members.
- The coach gains access to new prospects. Same, as in other examples, become new clients and others become a source of referrals.
- Health club members have access to valuable information to help them live a more balanced lifestyle.

### Joint Venture Example Four:

**Voice-over-internet system company and a speaking coach.** Strategy – teach people how to record an effective message for your web site. Over the past few months having audio on web sites became increasingly popular. Several companies offered programs to make it possible for people with little or no technical knowledge to record their own audio. However, many people did not know how to do it effectively. A speaking coach wrote a short, informative manual and offered it for free to people using the services of the voice-over-internet providers. Who benefits?

- Voice-over-internet providers have an easy way to teach their current and potential clients how to maximize the result from using their service. By teaching their clients how

to take full advantage of the system they provide they ensure greater customer loyalty and reduce attrition.

- Speaking coach captures contacts of thousands of new prospects and can now market to them his fee-based services and products.
- Clients gain access to valuable information and training and increase their return on investment by using audio-over-internet services more effectively.

Can you begin to see how you can start using strategies like this to build your business?

## Some of the benefits of joint ventures:

- ✓ Quick access to large groups of qualified prospects. Instead of slowly building your data base one prospect at a time you can instantly get introduced to many highly qualified potential clients.
- ✓ Instant credibility. Because you get introduced to your partner's database you are taking advantage of their credibility and good will they have established with their clients over a period of time.
- ✓ Lower marketing costs. Focusing on specific group of people allows you to create and deliver an attractive offer saving you time and money.

## How to identify potential JV partners?

By now you must be thinking “this JV business sounds good but how do I go about putting one together?” I recommend you begin by asking some questions:

- What's your reason for putting together a JV?
  - to quickly get more clients
  - to earn more money from my existing clients
  - increase name/brand recognition
  - increase customer good will and loyalty
  - other...
- What are some of your greatest assets you are not taking full advantage of? (List tangible assets – like extra capital, unused equipment, extra office space, etc. and intangible ones – like specialized knowledge, large customer base, extra time, access to influential people, etc.)
- Who is already marketing to / working with people you want for clients?

- What's missing from the products and services offered by your "competitors" that you can easily deliver?
- When you get a new client who else benefits?
- What are some of the big problems your clients are experiencing that you are not solving but can find someone who does?

There are certainly a lot more questions you can ask but these will give you a good start.

**HOT TIP:**

When identifying potential JV partners look for people/businesses who have the potential to generate greater benefits than you. What!? Am I nuts? No, not really. But if you

## Key Marketing Strategy #7

### Create Marketing Action Plan

In the next 15 minutes you can create a simple, action oriented marketing plan.

There is no doubt that businesses with a clear business/marketing plan do much better financially and have a greater chance for success than the one without a plan. Yet so many businesses operate “by the seat of the pants” and go from “putting out one fire to putting out another” without having any direction or guidelines.

Frankly, every client I ever talked to recognizes the importance of having a plan but many don't know how to create one. Over the next few minutes I will share with you a simple method for creating a quick, action based marketing plan for your business. There is no need for long definitions and fancy forms. What I am about to share with you will fit on one to three pages at the most and can serve as your daily guide.

### 15-minute Practice Building MAP (Mktg Action Plan)

1. Take a blank piece of paper and draw a line in the middle.
2. At the top write “Marketing Categories” at the left and “Action Steps” at the right.
3. Now, list the marketing categories you want to focus on. Here is a small list you can choose from:
 

• Press Releases,	• JVs,
• Referrals,	• Networking,
• Publishing Articles,	• Direct Mail,
• Internet Marketing,	• Advertising,
• Speaking,	• Cold Calls,
4. On the right side - next to each category – write your goal for that category and list specific action steps you need to take to achieve your goal.
5. Place this MAP in a place where you can see it every day.
6. Take action!

That's it! That's how simple this is. As a matter of fact I'm afraid that you may dismiss this strategy altogether because it seems to be so common sense.

This is just a first step. You can enhance your MAP by adding more elements to it – but then again, it's the simplicity that makes it so effective.

OK, here is a sample MAP for you to take a look at

Marketing Categories	Goals & Action Steps
<p><b>Press Releases</b></p>	<p><b>Goal:</b> Have at least four press releases accepted over the next 12 months</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> identify targeted publications,</li> <li><input type="checkbox"/> find out contact information for news editors,</li> <li><input type="checkbox"/> find a “newsworthy angle/story” and submit a new press release at least once a month</li> </ul>
<p><b>Publishing Articles</b></p>	<p><b>Goal:</b> Write a new article every month, have four articles published in targeted publications over the next 12 months</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> identify targeted publications</li> <li><input type="checkbox"/> find out contact information for news editors,</li> <li><input type="checkbox"/> send article query to targeted editors,</li> <li><input type="checkbox"/> establish a personal editorial calendar,</li> <li><input type="checkbox"/> schedule one day a month to write an article,</li> <li><input type="checkbox"/> once a month submit articles to several publications</li> </ul>
<p><b>Internet Marketing</b></p>	<p><b>Goals:</b> Increase the number of visitors to 6,000/month, have 40 new relevant web sites linking to my web site, publish 12 issues of ezine, build a database of subscribers with 15,000 subscribers</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> optimize my web site for good placement in search engines</li> <li><input type="checkbox"/> schedule two hours a week to search for web sites relevant to my target market, contact owners of those sites and exchange links</li> <li><input type="checkbox"/> find an ezine hosting/publishing system</li> <li><input type="checkbox"/> publish one ezine with a new article a month</li> <li><input type="checkbox"/> develop a strategy to invite visitors to subscribe to my ezine</li> <li><input type="checkbox"/> once a month search for new info-products that could be of value to my target market, evaluate the product and if possible provide a great testimonial for the product author</li> </ul>
<p><b>Speaking</b></p>	<p><b>Goals:</b> Deliver two free presentations a month and four paid presentations a year</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> identify local groups that regularly invite speakers,</li> <li><input type="checkbox"/> develop 3-5 attention grabbing presentation titles,</li> <li><input type="checkbox"/> develop a simple “speaker’s kit” and send it to programs chairs</li> <li><input type="checkbox"/> schedule one hour a week to follow up on mailed materials</li> <li><input type="checkbox"/> develop a “feedback form” to capture audience’s contact info</li> <li><input type="checkbox"/> record presentations and create a sample audio CD to send to event planners</li> </ul>

Marketing Categories	Goals & Action Steps
<p align="center"><b>Joint Ventures</b></p>	<p><b>Goal:</b> Create one new joint venture every quarter</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> make a list of my assets and needs,</li> <li><input type="checkbox"/> make a list of people/businesses who target the same clients,</li> <li><input type="checkbox"/> make a list of people who benefit when I start working with a client,</li> <li><input type="checkbox"/> identify problems your clients want to solve that you don't address,</li> <li><input type="checkbox"/> schedule one hour a week to research/approach potential JV partners</li> </ul>
<p align="center"><b>Referrals</b></p>	<p><b>Goal:</b> Increase average number of referrals to 3 per client</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> develop a referral acquisition strategy,</li> <li><input type="checkbox"/> identify 5-7 "best times" to ask for referrals,</li> <li><input type="checkbox"/> develop referral tools (free info-products, referral &amp; thank-you cards)</li> <li><input type="checkbox"/> develop a "keep in touch" program – ideally 2 contacts per month,</li> <li><input type="checkbox"/> find a way to consistently create a "wow" effect with your clients,</li> </ul>
<p align="center"><b>Networking</b></p>	<p><b>Goals:</b> Attend 6-8 networking events every month</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> select 2 to 5 groups that attract my target market</li> <li><input type="checkbox"/> in each group identify centers of influence and develop strong relationship with them</li> <li><input type="checkbox"/> for each group identify their needs as a group and find a way to serve</li> <li><input type="checkbox"/> find a way to be highly visible during the networking function (take on a leadership role or volunteer to help out)</li> <li><input type="checkbox"/> schedule one to two hours of free time after each networking event to enter new contacts into data base and send follow-up materials</li> <li><input type="checkbox"/> focus on fewer contacts and stronger connections</li> </ul>
<p align="center"><b>Direct Mail -and- Advertising</b></p>	<p><b>Goals:</b> Create two direct mailing campaigns &amp; and place four direct response ads per year</p> <p><b>Action Steps:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> become familiar with SRDS &amp; identify target markets,</li> <li><input type="checkbox"/> identify publications which your target market subscribes to,</li> <li><input type="checkbox"/> find a list broker and direct response copy writer,</li> <li><input type="checkbox"/> develop irresistible offers and write persuasive copy,</li> <li><input type="checkbox"/> test your offers with existing clients,</li> <li><input type="checkbox"/> develop a 7-10 step follow-up strategy for each response,</li> <li><input type="checkbox"/> schedule best times to place advertising and run direct mail camps.</li> </ul>
<p align="center"><b>Cold Calls</b></p>	<p>I do not make cold calls! All my marketing strategies work so great I'm busy working with clients that love me and love to pay me!☺</p>

## About the Author



### Who is this Marketing Mentor & why should you listen to him?

Hi, I'm Adam Urbanski - a Small Biz Marketing Maverick. In 1989 I immigrated to United States from Poland with less than \$200 and a very limited ability to speak English. Since then I've owned and co-owned several successful companies. Some of my businesses generated millions of dollars in sales.

In the past five years I've been working with Independent Service Professionals – coaches, consultants, trainers, financial professionals, health practitioners, attorneys, CPAs, and many others - helping them attract **more clients**, build **profitable businesses** and develop a **quality lifestyle** they desire.

### An Invitation from Adam Urbanski:

#### \$125 Free Consultation

**Give Me Two Hours and I Will Show You How to Generate an Avalanche Of New Clients, Get Current Customers to Come Back More Often & Them to Spend More!  
(On a Shoestring Budget!)**

If reading this book inspired you to take action, but you don't know where to start or how to make a specific idea work for you – I will give you 20 minutes of my time to help you get started. That's a \$125 value consultation – free. Pick my brain on any marketing issue you want.

There is one catch – my time is limited so I can only give away 12 of these free sessions each month. It's always first come first serve so you may have to wait a couple of weeks.

Simply call me at 949-651-8286 or email me at [adam@themarketingmentors.com](mailto:adam@themarketingmentors.com) and we will schedule time to talk.

Here is to your success

*Adam Urbanski*

PS. By the way, you have no obligation to purchase anything during or after this call.