

FAST TRACK TO MORE CLIENTS

MARKETING WORKBOOK

7 Simple Steps to Attracting More Clients



The Fast Track to More Clients

Client Workbook

for

**Marketing Mentoring Program
Marketing Action Group
Fast Track Teleconference Program
Fast Track Workshop**

V 2.2

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The Fast Track to More Clients

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Purpose of the Fast Track Program

Purpose

The purpose of the **Fast Track Workshop** is to get your marketing on a fast track and create a simple and clearly defined plan for marketing your professional services. The outcome of implementing this plan will be consistently winning more profitable clients for your firm.

The Fast Track Marketing Approach

In the Fast Track Workshop our approach is to present the Seven Fast Track Steps that are applied to the marketing of your professional service business.

Then we work with these Fast Track Steps to develop simple, yet powerful marketing messages, marketing information, strategies and plans for your specific business.

By the end of the Fast Track Workshop you will be left with three written Marketing Action Plans that you can start to implement immediately.

The Fast Track Workshop provides the structure; you create and implement your own plan.

The Seven Fast Track Steps are as follows:

- 1. Marketing Ball** – The Game of Marketing
- 2. Marketing Mindset** – The Inner Game of Marketing
- 3. Marketing Syntax** – The Language of Marketing
- 4. Core Marketing Message** – The Value of Marketing
- 5. Marketing Information** – The Currency of Marketing
- 6. Marketing Strategies** – The How-To of Marketing
- 7. Marketing Action Plans** – The Structure of Marketing

We'll go into all of these steps in great detail during the program. But first, what would you like to get out of this program?

Your Expectations and Intentions

To a great degree, what you will get out of this program will depend on your expectations and intentions. Expectations are what you hope the program will give you and intentions are what you bring to the program. To get the most out of the program you need to turn your expectations into intentions.

You may have the following expectations from the program: You will get clear on your marketing message, you will develop effective marketing materials and you will create specific marketing action plans. In fact, these results were promoted as expected outcomes from participating in this program.

But a program such as this is not like buying a vacuum cleaner with built-in features that will work despite your intention! This program will only work if you work the program. And this is why expectations will only take you so far. The program provides material, models, exercises, examples and a structure of support. But the program cannot "do your marketing for you." You have to plug the program in, turn on the switch and go into action.

This is where intentions come in. Intentions are the active side of expectations. Take some time to think about what you intend to create during this program, taking full advantage of the resources offered. These might include the following:

- An understanding of how marketing works to attract clients
- A new, more positive mindset about marketing your business
- A good idea of who my ideal clients are
- Insight into exactly why my clients need my services
- Clarity about the outcomes or results my clients receive
- Powerful marketing messages that get the attention of my clients
- Persuasive written marketing materials
- Understand which marketing tactics will work best for my business
- A focused, written marketing action plan

Now take a few minutes to write the intentions you have for this program (in your words) on the following page. This will be the first assignment for your preparation work prior to starting the Fast Track program.

Biggest Accomplishments and Disappointments

Before you start working on your marketing, the next step in preparing for the Fast Track Program is acknowledging your business accomplishments and disappointments from the past year. We often find it hard to move forward because we're stuck in the past. We can dwell on our accomplishments, resting on our laurels or, perhaps more frequently, become preoccupied with what didn't work.

The purpose of this exercise is to be complete about both your accomplishments and disappointments so that you can move on. On the following pages you'll list them. Below are lists of some of the areas you might want to look at.

Accomplishments

- Income from past year
- New clients and projects
- Successful marketing efforts
- Positive client results
- Areas of business or marketing you mastered
- Books read, classes attended
- Skills and abilities broadened
- Other goals you accomplished

Disappointments

- Income goals you did not reach
- Clients you did not get
- Unsuccessful marketing efforts
- Less than positive client results
- Areas of business or marketing that still frustrate you
- Books and classes you did not get to
- Skills and abilities you did not broaden
- Other goals you did not reach

On the following pages write your lists of accomplishments and disappointments from the past year. This is the second assignment for your preparation work prior to starting the Fast Track program.

Step 1 - Marketing Ball - The Game of Marketing

Marketing is a game. The purpose of the game is to turn strangers into prospects, buyers, and clients. Marketing Ball is a model to help you understand this game and play it effectively. (See the Marketing Ball diagram, next page.)

Marketing Ball starts in the "Locker Room." This is where you develop your Core Marketing Message that lets your prospect know who you work with, what issues and challenges you address, and the solutions and outcomes you deliver. We will cover your marketing message in Fast Track step 4.

Once you have your marketing message developed, you get to play and step up to Home Plate. Every prospect you have a connection with is a new "chance at bat." When you make this connection, you have the opportunity to communicate your Core Marketing Message. If you do it well, you generate attention and interest.

When someone is interested in your message, you're on First Base. They're not a buyer yet; they may not even be too enthusiastic about what you're offering, but at least you have their attention. At this point, a prospect is open (at least to some degree), to knowing more about your services. (More on how to accomplish this in Steps 3 & 4.)

Once you're on First Base, you want to get to Second Base. You know you're on Second Base when the prospect is willing to explore working with you. This usually takes the form of a meeting of some kind. And the way you get onto Second Base is by developing Familiarity and providing the right Marketing Information.

Now that you're on Second Base, your goal is to make it to Third Base. The journey from Second to Third is the sales process. And when you're on third, the prospect is ready to buy. They want to work with you. You're almost home. Just one more base before the client is actually secured.

From Third Base, your aim is to get back to Home Plate and score a run (a new client). This step is a matter of agreeing to terms, signing a proposal or contract and getting your first payment. Sometimes this takes a long time and a lot of work. Often it happens immediately after you get to Third (depending on many factors such as the size of the contract, the kind of service you offer, etc.).

When you play Marketing Ball, you know exactly where every prospect is and what you need to do to move them to the next base.

Marketing Ball - The Game of Marketing



Marketing Ball - Playing the Game

Where are your prospects in the Marketing Ball Game? Every prospect can be located on the Marketing Ball Diagram. The following five positions will give you a better sense of where your current prospects are.

Strangers

Which prospects don't know you or have any current affiliation with you who could potentially be future clients? What can you do to create affiliations with them?

Affiliation

Which prospects do you currently have some affiliation with but who are not currently familiar with you? What can you do to become familiar to and with these prospects?

Familiarity

Which prospects are currently familiar with you, but do not have a lot of information about your services? What can you do to provide information to these prospects?

Information

Which prospects have information about your services but do not have a real experience of what you can do for your clients? What can you do to provide an experience for these prospects?

Experience

Which prospects have had an experience of you (and what you can do for your clients) but have not yet had a sales conversation with you? What can you do to initiate these sales conversations?

As you'll discover in Fast Track Step Six, a prospect's current location on the Marketing Ball Diagram determines which Marketing Strategies you'll use. So let's look at where your current prospects are:

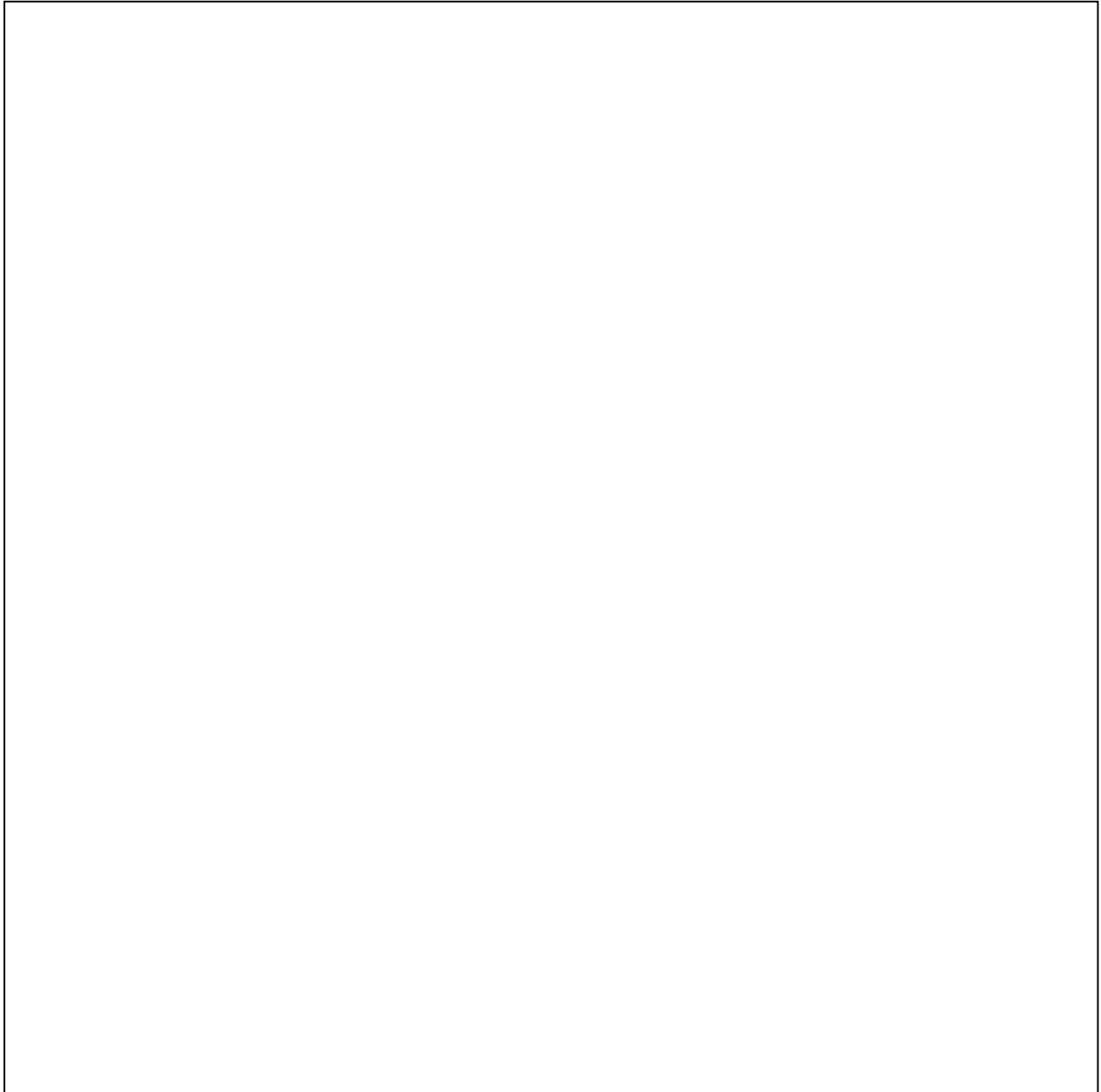
Identifying Your Prospects

Marketing Ball Diagram Location	Prospects – Who and where are they?
Strangers to Affiliation	
Affiliation to Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Appointment	

Step 2 - Marketing Mindset

Mindset Definition: A fixed mental attitude, disposition or way of being that predetermines a person's responses to and interpretations of situations. What is included in a marketing mindset?

WHAT IS A MARKETING MINDSET?

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for the user to write their response to the question 'WHAT IS A MARKETING MINDSET?'.

Step 2 - Marketing Mindset

What Marketing Mindset Shapes Your Current Results?

Marketing starts with how we think about marketing ourselves.

And a great many Independent Professionals have mindsets about marketing that are hindering their marketing efforts much more than helping them.

A marketing mindset, is where we come from about marketing.

It's what we think about. It's our attitudes, thoughts, beliefs, expectations, fears, fixed positions, assumptions, and limitations. You could say that our marketing mindset is the "water that we swim in."

It affects us profoundly, but we don't see it because it's so close to us. What we focus on, what we believe, what we think and what we assume, shape our actions. And if these beliefs, thoughts and assumptions are negative, we see marketing as something bad, something to be avoided.

Here are a few of the beliefs, thoughts and assumptions I've heard from Independent Professionals over the years. Do any of them sound familiar to you? Do you operate from any of these as if they were the gospel truth?

Marketing leads to rejection

It probably won't work anyway, so why bother?

If I ask for referrals it will sound like I'm begging

People won't be interested in what I offer

Marketing doesn't work for this kind of service

Marketing just puts people off

I don't have the time to market myself

Marketing is a complete waste of time and resources

Marketing is hard and it's expensive

Only people with sub-standard services need marketing

Marketing people are charlatans or snake oil salesmen

I can't start until I know exactly what to do

I'm not qualified (educated, experienced, etc.) enough yet

Marketing is a bother and an interruption to people

No one will read my writing – I'm a lousy writer

I can't network – it's too embarrassing

I'm not a good speaker – nobody will listen to me

How many of these are true for you? Go to the next page to articulate your most prominent Marketing Mindset.

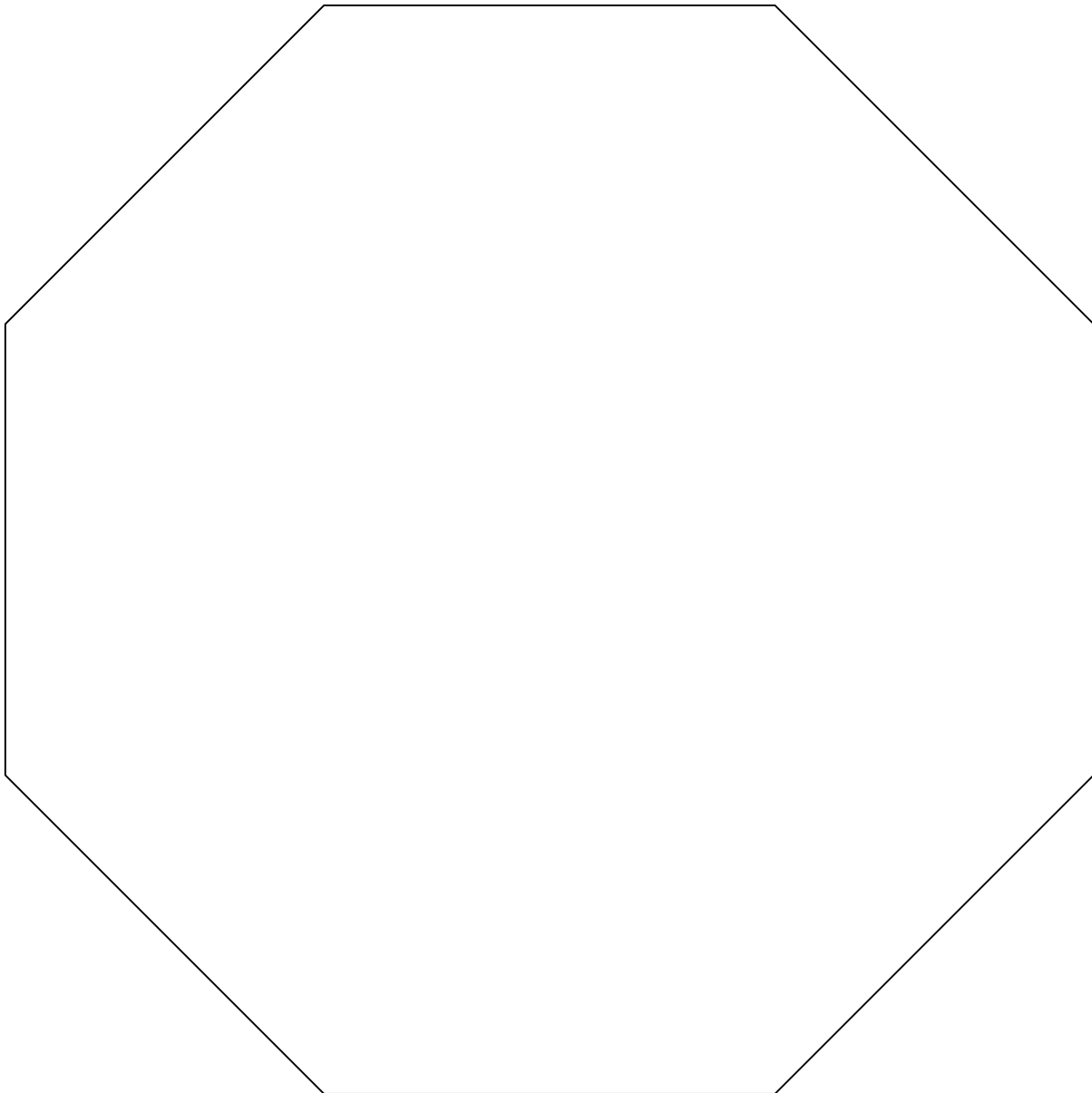
What Mindset Shapes Your Current Results?

Many mindsets are useful: They give us a common reference point and structure that enables us to do the work we do.

Many mindsets are limiting. They define the box we work from and which we cannot work outside of, limiting our possibilities.

Mindsets are malleable. They are agreed upon constructs, not reality. But we act as if they were reality itself.

What Mindset shapes your current marketing actions and results?



Is it Really True?

The big question to ask about all these beliefs, thoughts and assumptions are the following: Are they really true? Or are they just ideas you've bought into and taken on as an inflexible marketing mindset? What if they weren't true but you were operating as if they were? Wouldn't that be operating as if there was a big snake on the floor of your office, when it was really only a coil of thick rope?

The way to change your marketing mindset is to first tell the truth about your current mindset. The following four questions and turnaround, developed by Byron Katie (www.thework.com) are the most effective way to do this, in my experience.

Working on Your Negative Thoughts or Intentions

First choose a thought or belief that is opposing your intention to be a successful marketer of your services. This might be:

"I don't have the time to market myself."

Now ask yourself this first question:

1. Is this thought true?

Answer with yes or no. Then answer the second question if you answered Yes.

2. Can you absolutely know it's true?

Answer with yes or no. Then answer the third question.

3. How do you react when you believe that thought?

List all of the things that you do (or not do), other thoughts and feelings you have when you think the thought you are working on. Then answer the fourth question:

4. Who would you be without that thought?

If that thought was impossible for you to think, how would things be different?

5. Now turn the thought around to its opposite.

A turnaround to this thought would be: "I do have time to marketing myself."

And then ask if the turnaround is as true or more true than the original thought.

That's it. Now you are looking at your original thought in a whole new way. You will find you are less attached or identified with this thought and have new options. This thought lessens it's grip. The thought is no longer "thinking you." You have the choice of what thought would serve you better to achieve your goal.

Doing The Work

Your limiting mindset or thought:

Is it true? (Yes or No?) _____

Can you absolutely know it's true? (Yes or No?) _____

How do you react when you believe this thought? _____

Who would you be without this thought? _____

Turnaround the thought (Is the turnaround as true or truer than the original thought?)

What are three examples of how this turnaround is true?

Doing The Work

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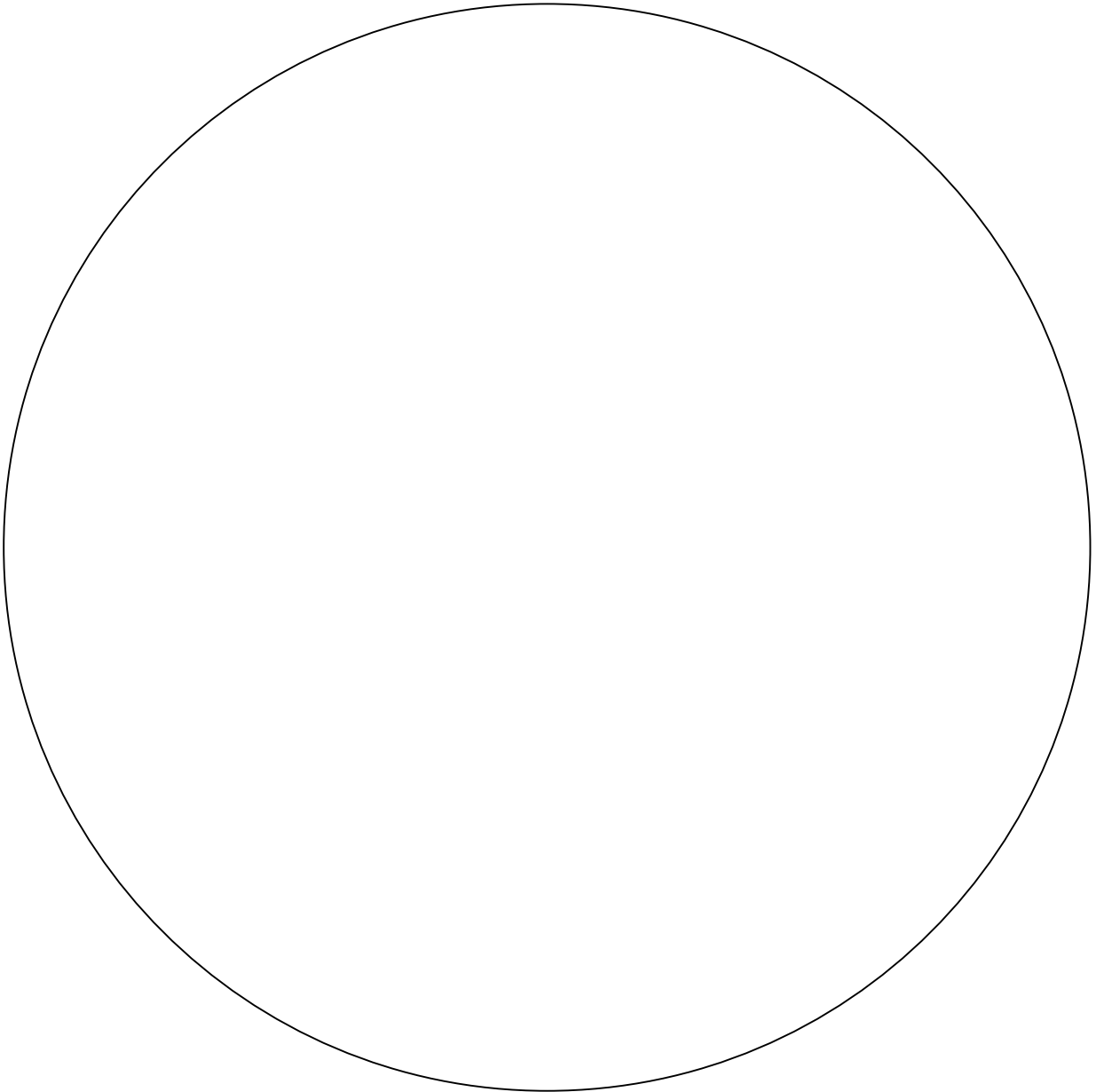
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Your New Marketing Mindset:

What's a new Marketing Mindset that would actually empower you to move forward with your marketing?

My new Marketing Mindset is:



What's possible with your new Marketing Mindset?

With a new Marketing Mindset you will start to see marketing differently.

How would you speak differently?

How would you act differently?

What would you let go of?

What would you take on?

What would you risk that you're not risking now?

What would the future be like?

The Getting Unstuck Process

Are You Stuck?

What is a specific result you want that you don't have now, and that you are stuck or struggling with or blaming someone (or yourself) for?

If you're not stuck, no problem. When we are not stuck, we are moving effortlessly towards our desired goals. We are completing our projects, getting what we want and experiencing satisfaction and fulfillment.

If only that was the case all the time! But it's not. We are often stuck in moving forward. But we don't realize that the stuckness has nothing to do with external conditions or circumstances (although that's where we usually pin the blame).

We don't have the time, we don't know how to do it, or someone else is thwarting us. These are all reasons for being stuck. And we believe that if we changed the conditions, we'd get unstuck.

But that's not the case. Conditions and circumstances can change and we often remain stuck. Then we find new reasons and excuses. We are literally stuck inside our own stuckness.

Being stuck is a matter of being identified with a "constrictive way of being." Constrictive ways of being include overwhelm, confusion, discouragement, fear and perfectionism. The way you are being determines your thoughts, feelings, behavior and results.

The first step in getting unstuck is to identify the constrictive ways we are being and how those ways of being are affecting us. In the chart on the next page, identify the ways you are being about marketing that are keeping you stuck.

The next step is to ask what you would have to believe to be that way. Your way of being is always generated by a belief. Then you do **The Work** on that belief as you did with the Marketing Mindset.

The getting unstuck process, if done with a commitment to discover the truth, can have a profound impact on our ability to get what we want.

People have asked me, "What the most important part of your marketing system?" That's pretty hard to say, as all the pieces fit together and are interdependent on each other. But if I only had an hour or two and could teach you only one thing, the thing I'd teach was how to get unstuck!

Who are you being when you're stuck?

Constrictive ways of being	Expansive ways of being
Accusing Angry Annoyed Apathetic Avoiding Blameful Critical Confused Cynical Defensive Depressed Destructive Disappointed Discouraged Disliking Disorganized Distracted Exhausted Fearful Frustrated Hesitant Hopeless Impatient Insecure Irritable Isolated Judgmental Miserable Mistrustful Overwhelmed Panicked Perfectionist Pessimistic Resentful Scarce Scattered Selfish Self-Conscious Stagnant Struggle Taking Uncomfortable Unreliable Withdrawn Withholding Worried	Forgiving Calm Pleased Enthusiastic Engaged Responsible Supportive Clarity Trusting Receptive Joyful Creative Satisfied Encouraged Liking Organized Attentive Energized Fearless Successful Decisive Hopeful Patient Secure Content Integrated Accepting Happy Trusting Centered Peaceful Excellent Optimistic Grateful Abundant Focused Generous Self-Confident Dynamic Ease Contributing Comfortable Reliable Expressive Participative Peaceful

Getting Unstuck with The Work

What is a specific result you don't have now and that you are stuck or struggling with or blaming someone (or yourself for)?

Who are you being that is preventing you from getting that result?

(Constrictive) _____

What would you have to believe to be that way?

Is that belief true? (Yes or No?) _____

Can you absolutely know it's true? (Yes or No?) _____

How do you react (act, think, feel) when you attach to that belief?

Who would you be if you couldn't have this belief?

(Expansive) _____

Turnaround the belief (As true or truer than original belief?)

What are the actions you will take to move towards your goal?

Getting Unstuck with The Work

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(Expansive) _____

Turnaround the belief (As true or truer than original belief?)

What are the actions you will take to move towards your goal?

Step 3 - Marketing Syntax - The Language of Marketing

Marketing has a language. The purpose of this language is to get attention, generate interest, arouse desire, and stimulate action.

But most of us don't understand this language or even realize that it exists. I call this language Marketing Syntax and this is how it works: It's simply a matter of putting your marketing communication in the right order. The correct order of your marketing ideas always gets better results than if the ideas are in the wrong order.

Marketing Syntax for verbal communications:

- 1. Target** - Who are your ideal clients?
- 2. Problem** - What is your prospect's issue or challenge?
- 3. Outcome** - What result or outcome would they prefer?
- 4. Story (Proof)** - Stories or case studies of moving from problem to outcome.

Continuing Marketing Syntax for written communications:

- 5. Benefits** - What's everything clients get when they work with you?
- 6. Process** - What do you actually offer and how does it work?
- 7. Credibility** - What qualifies you to do what you do?
- 8. Call-to-Action** - What do you want them to do next?

By playing Marketing Ball and using Marketing Syntax, your marketing effectiveness will increase automatically. You now have a language that you can use to communicate about your services with impact.

Correctly used, Marketing Syntax is what gets you to First Base. It's the language that makes sense out of your offering; it interests prospects in what you have, and makes them want to know more.

The best way to understand Marketing Syntax is through developing and practicing your own marketing messages. On the following pages you'll develop your Core Marketing Message, develop an "Audio Logo" and be taken through the steps of the "Marketing Conversation."

Step 4 - Core Marketing Message

Your Marketing Message is More than a USP or Value Proposition.

It is the complete message that needs to be consistently communicated to your prospects and clients. It answers the following four key questions:

1. Is this service for me? (target/ideal client)
2. Why do I need this service? (problem/issue/challenge)
3. What do I get from this service? (solution/outcome)
4. Does this service really work? (proof/story)

The Core Marketing Message consists of four parts:

Target Market/Ideal Client

Who are the ideal clients for your service? What are the demographics and psychographics - industry, position, needs, values, etc? What's the "personality profile" of an idea client?

Problem/Issues/Challenges

Why do your ideal clients need this service? What's not working or could work better? What's missing? What's broken? What's frustrating or what are they struggling with?

Ultimate Outcome

What actual results will your clients be left with when they use your service? What ultimate result will make them happy? Ask, "If they got that result, would that be enough?"

Success Stories (Proof)

Who else has used your service and what were the results? What's an actual story of working with a client and moving them from where they were to your ultimate outcome?

Core Marketing Messages are used every time you communicate about your business. Use your message in "Marketing Conversations" web sites and brochures, presentations and talks, articles and newsletters, and in "Selling Conversations."

Now, let's go into more detail about your Core Marketing Message on the next page. You'll develop the main components of this message.

Summarizing Your Core Marketing Message

Target Market/Ideal Client
Problem/Issue/Challenge
Solution/Outcome
Success Story

Marketing Conversations - The "Audio Logo"®

What do you say when someone asks you what you do? This is a great opportunity to use Your Core Marketing Message, utilizing Marketing Syntax. The combination of Target - Issue - Outcome - Story will typically get more attention and interest than talking about your process, benefits and features.

The formula is:

What do you do?

We work with _____ (This Target Market) _____

Who _____ (Have this Issue or Challenge) _____

How do you do that?

We help them get _____ (Ultimate Outcome) _____

Tell me more

A good example is _____ (Success Story) _____

Construct your own:

What do you do?

We work with _____

Who _____

How do you do that?

We help them get _____

Tell me more

A good example is _____

Step 5 - Marketing Information - The Currency of Marketing

Marketing Information is the **Currency** of marketing.

Marketing Information is currency. It's what people want more of once you have their attention and interest. If you give prospects the right information, at the right time, you buy their time, their trust, and their commitment.

What Marketing Currency Actually Does

Marketing Currency moves your marketing forward. If you have good marketing currency, you'll see the following results when you provided it to your prospects.

- ✓ They will become more interested in your services as it communicates the benefits of what you offer.
- ✓ They will understand how your services relate to them and their issues and challenges and want to know more.
- ✓ They will see the results your services deliver and want to have the same kind of results themselves.
- ✓ They will feel you are credible and experienced and feel more comfortable doing business with you.
- ✓ They will know what to do next to take the steps to contact you and work with you.

Without marketing currency, you have none of this. Marketing currency is your primary marketing tool.

Marketing Information can be presented in the following formats:

- Web Site Content
- Articles and Reports
- Brochures and Flyers
- Surveys and Scorecards
- Newsletters and eZines
- Presentations and TeleClasses
- Audio and Video recordings

Your job as a marketer is to conceive, design and develop all of this Marketing Information. Below, we discuss the content of your Marketing Currency.

The Content of Your Marketing Currency

What information do you need to give in your Marketing Currency? The key is to provide information that answers a prospect's key marketing questions. These eight areas cover the most important information. All of this can be communicated on a web site as shown.

- 1.** What exactly is this service and why should I be interested?
Home Page of a web site gives an overview of your business.
- 2.** Is this service for me? Will it work for me and/or my business?
Is This You? Page. Talks about the needs and problems your clients face. This page is about your clients, not about you.
- 3.** What kind of results can I expect with this service?
How We Work Page. Gives information on the results they can expect plus other information about how you work.
- 4.** Who else has used this product or service and what were their results?
Case Studies Page. Includes several case studies or stories of successful clients projects or engagements.
- 5.** How exactly do your services work? What's the process and structure?
Services Page. Explains in detail how your services work. What will your services do for the client and how are they structured.
- 6.** Are you credible? Do you have the experience to help me?
About Us Page. Tell about your background and experience and why you are qualified to do what you do.
- 7.** What do I have to do next to get and use your services?
Contact Us Page. Explain the steps a client will take in working with you and what will happen first when they contact you.
- 8.** What information can I get right now from you?
Free Stuff Page. Give away a free article or report and capture their name and email by signing them up for your eZine

If your Marketing Information effectively answers these questions, your prospects will move closer to doing business with you. If these questions are not adequately answered, they will tend to move away from doing business with you.

You'll notice that this information also follows the pattern of Marketing Syntax and the Core Marketing Message. The right Marketing Information needs to be readily available to prospects when they need it.

For further assistance in this area, the [Web Site ToolKit](#) will give you an in-depth structure to develop the content as outlined above.

Marketing Currency - Executive Summary

An Executive Summary is a one-page overview of your services. It has to say a lot in a short space. An Executive Summary is something you might fax or email to a prospect who wanted a quick summary of your services. It's something you might hand to those in your networking group. It could be reworked to be the home page of your web site. It communicates the essence of the Core Marketing Message for all your services.

The formula is as follows:

Problem-Oriented Headline

Key Issue or Challenge Facing Prospect

Solution-Oriented Sub-Head

Outcome they would prefer to have

Problem-Oriented Opening Paragraph

More details about prospect's Key Issue or Challenge. Make it crystal clear that you understand what your prospects are experiencing by discussing their issues, problems and challenges.

Outcome-Oriented Second Paragraph

Discuss what's possible or what things will be like when your prospects' problems are solved and they are getting the results and outcomes they want.

You're Not Alone

Why your prospects are stuck in the problem and haven't already arrived at a solution. Assure them they are not alone.

What You Need to Do

What are the key steps to success in this area? What do they have to do to solve the problem and get the outcome?

Call to Action

A statement of who you are, what you do, how you can help, and an invitation to the prospect to take the next step (offer).

Your Action Step

Write an Executive Summary of your business following this outline. When you're writing compact information about your services, it can be a lot harder than writing more detailed information. Every word has to count. You have about five paragraphs to give a concise snapshot of what your business is about.

Marketing Currency - Executive Summary

You're Not Alone Paragraph _____

What You Need to Do Paragraph _____

Call-to-Action Paragraph _____

Marketing Information - A Presentation

In a presentation, you can either tell everything your service will do (process) or you can put more focus on the need for that service and the outcomes this service delivers. Your presentation might be at a conference or professional association, at a briefing for current or potential clients, or an in-house presentation.

The formula is as follows:

Problem-Oriented Opening

Hit a nerve as to what is not working or is missing

Ultimate Outcome-Oriented Follow-Up

Express hope that you've found a solution

More in-depth about the Issues and Challenges

What have you discovered? Get on the same page as prospect

Reveal the Ultimate Outcome

Show that you've solved the problem and have a solution

What you need to do (bulk of presentation)

What are the things they need to do to reach that outcome?

Success Stories

Tie it all together with a story or two

Structure or Process of Service (optional)

Explain concisely some of the things included in your services

Answer Questions

Try to keep the focus on outcomes and results

Call to Action

Make a request of the audience what to do next

Your Action Step

Develop the outline of a presentation that clearly communicates your Core Marketing Message utilizing correct Marketing Syntax. If you're using PowerPoint, only have enough slides to make your key points. Look at the examples of presentations before you start.

Step 6 - Marketing Strategies - The How-To of Marketing

A marketing strategy is a statement that outlines how you intend to attract clients to your business. In Marketing Ball terms, it defines how you will move your prospects from home to second base.

The Marketing Strategy you choose will depend on where your prospects are located on the Marketing Ball Diagram. You will use very different strategies to get the initial attention of strangers than you'll use with prospects who already have an experience of you.

Strategies can't be completed in a single-step. Instead, they are broad initiatives that are broken down into a series of tactics.

Each strategy can fulfill one or several intentions. Consider the intention you have when selecting a particular strategy to use. The main strategies used by professional services businesses and why you would use them are listed below. You won't necessarily use all of these strategies. Depending on your situation, you may just use a few of them.

You need to determine which of the strategies below are most appropriate for you and your business.

1. **Advertising:** get attention of strangers/affiliates, maintain familiarity, deliver information
2. **PR:** get attention of strangers/affiliates, maintain familiarity, deliver information
3. **Strategic Alliances/JVs:** get attention of strong affiliates
4. **Referrals** (WOM, Viral Marketing): get attention of strong affiliates
5. **Special Events** (Tradeshows, Open Houses): get attention of strangers/affiliates, maintain familiarity, deliver information
6. **Networking, Industry Affiliation, Conferences:** get attention of affiliates, maintain familiarity, deliver information
7. **Online** (Web site, blog, forum "commenting"): get attention of strangers, maintain familiarity, deliver information, give an experience
8. **Articles/Publishing** (offline and online): get attention of strangers/affiliates, deliver information, give an experience

9. **Speaking, Presentations, Briefings, Workshops:** get attention of strangers/affiliates, maintain familiarity, deliver information, give an experience
10. **Direct Outreach** (Setting appts., letters or email, follow up calls): get attention of affiliates, maintain familiarity, deliver information, give an experience
11. **Keep in Touch** (Newsletter or eZine, postcard mailings): maintain familiarity, deliver information, give an experience

Choosing Your Strategies

Some services may utilize several strategies, while other services may utilize only one strategy. In many cases, completely different strategies need to be used for different services. One way to think of marketing strategies is as “marketing recipes” with a specified number of ingredients and processes.

Each Marketing strategy includes all the previous five steps: The process of Marketing Ball, Marketing Mindset, Marketing Syntax, Core Marketing Message, and Marketing Currency. Finally, each Marketing strategy requires a Marketing Action Plan (Fast Track Step 7).

Choosing your strategies: The chart on the following page outlines all the strategies you might employ in attracting clients. They are categorized under the various stages of the Marketing Ball diagram.

Plot out your own Marketing Strategies. On the pages that follow are charts with specific marketing strategies and tactics you might employ for an overall marketing strategy such as Networking, Speaking or Marketing Online. Then in the forms that follow that, you can plot out your own strategies and tactics.

Books on Marketing Strategies

I highly recommend getting several of the following books that contain detailed marketing strategies. When you plug these strategies and tactics into the overall marketing game, you will have more success than if you implement these strategies randomly.

The InfoGuru Marketing Manual – Robert Middleton

Get Slightly Famous - Steven Van Yoder

Become a Recognized Authority in Your Field - Robert Bly

The Obvious Expert - Elsom Eldridge

Rain Making - Ford Harding

Marketing Strategies – Big Picture

Work with your Marketing Coach to determine which strategies and tactics below are the most appropriate for your business.

Marketing Ball Diagram Location	Spectrum of Marketing Strategies What you do and where you start depends on where your prospects are in the marketing ball game.
Strangers to Affiliation	<ul style="list-style-type: none"> ▪ Joining Professional Organizations ▪ Online - Joining forums and discussion groups ▪ Search engine strategies, eZine sign up ▪ Articles/Publishing (offline and online) ▪ Special Events (Tradeshows, Open Houses) ▪ Advertising, PR
Affiliation to Attention and Familiarity	<ul style="list-style-type: none"> ▪ Networking, Industry Affiliation, Conferences ▪ Online Networking (Web site, blog, forum "commenting") ▪ Face-to-face meetings ▪ Telephone meetings, email exchanges ▪ Referral (WOM, Viral Marketing) ▪ Community involvement, volunteer work
Familiarity to Information	<ul style="list-style-type: none"> ▪ Keep in touch (Newsletter or eZine, postcard mailings) ▪ Recordings, podcasts, videos ▪ Material and resources on web site ▪ Online (Blog, LinkedIn, Facebook, forum "commenting") ▪ Direct Outreach (Letters or email, follow up calls)
Information to Experience	<ul style="list-style-type: none"> ▪ Speaking, Presentations, Briefings, Workshops ▪ TeleClasses and Webinars ▪ Joint Venture presentations ▪ In-depth online interaction
Experience to Selling Conversation	<ul style="list-style-type: none"> ▪ Follow up calls and emails - exploring interest, qualification, and appointment-setting. See "The Art and Science of Telephone Follow-Up."

Your Marketing Strategies - Networking Sample

Marketing Ball Diagram Location	Tactics for Networking Marketing Strategy <p>What you do and where you start depends on where your prospects are in the marketing ball game.</p>
Strangers to Affiliation	<ul style="list-style-type: none"> • Join and get involved in professional associations, industry groups or chambers of commerce. • Have clients and associates introduce you to new potential clients.
Affiliation to Attention and Familiarity	<ul style="list-style-type: none"> • Spend time meeting with people through various networking, social and community functions. • Follow up with those you've met and find out more about their business.
Familiarity to Information	<ul style="list-style-type: none"> • Meet over lunch or coffee to learn more about their business and to share about yours. • Provide information in the form of articles, case studies, newsletter and eZine.
Information to Experience	<ul style="list-style-type: none"> • Build relationships through association activity, board of directors and community involvement. • Become a presence and force in your networking community. Walk your talk.
Experience to Selling Conversation	<ul style="list-style-type: none"> • Offer a complimentary session with you that follows the "Free Sessions That Sells" model. • When you make solid connections with those who need your service, follow-up for appointments.

Marketing Strategy for Networking

Marketing Ball Diagram Location	Pick Your Marketing Strategies What you do and where you start depends on where your prospects are in the marketing ball game.
Strangers to Affiliation	
Affiliation to Attention and Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Selling Conversation	

Your Marketing Strategies - Speaking Sample

Marketing Ball Diagram Location	Tactics for Speaking Marketing Strategy <p>What you do and where you start depends on where your prospects are in the marketing ball game.</p>
Strangers to Affiliation	<ul style="list-style-type: none"> • Research groups and organizations where you could give presentations. • Explore online communities and organizations where you could give teleclasses.
Affiliation to Attention and Familiarity	<ul style="list-style-type: none"> • Contact organizations by phone and email with information about your talk or teleclass. • Send a package of information (press kit) and follow-up to book the talk or teleclass.
Familiarity to Information	<ul style="list-style-type: none"> • Develop promotional materials for talk or teleclass for email, web page or flyer/brochure. • Get this material disseminated to your target audience (with your sponsor's help)
Information to Experience	<ul style="list-style-type: none"> • Practice your presentation. Give a powerful talk or teleclass that gives true value and involves your participants. • Invite participants to be on your eZine list.
Experience to Selling Conversation	<ul style="list-style-type: none"> • Offer a complimentary session with you that follows the "Free Sessions That Sells" model. • Follow up from talk or teleclass and set up the complimentary session.

Marketing Strategy for Speaking

Marketing Ball Diagram Location	Pick Your Marketing Strategies What you do and where you start depends on where your prospects are in the marketing ball game.
Strangers to Affiliation	
Affiliation to Attention and Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Selling Conversation	

Your Marketing Strategies - Online Sample

Marketing Ball Diagram Location	Tactics for Online Marketing Strategy What you do and where you start depends on where your prospects are in the marketing ball game.
Strangers to Affiliation	<ul style="list-style-type: none"> • List your site on search engines. Mention your site on blogs, and in discussion groups. • Post articles on the web through iSnare.com
Affiliation to Attention and Familiarity	<ul style="list-style-type: none"> • Send those you know to your site. Through networking (online and off), blogging and articles, direct people to your site. • Offer a free report, and sign up people to your eZine.
Familiarity to Information	<ul style="list-style-type: none"> • Send the eZine regularly, and provide useful information. • Provide other free information sources on web site, such as past eZine articles, recordings of teleclasses, reports, etc.
Information to Experience	<ul style="list-style-type: none"> • Invite those on your eZine list to attend an introductory teleclass. • Personally answer questions from those who respond to your site via email or a personal call.
Experience to Selling Conversation	<ul style="list-style-type: none"> • Follow up teleclass with invitation to learn more about your services through an initial consultation. • Follow up teleclass with a link to online products or services.

Marketing Strategy for Online Marketing

Marketing Ball Diagram Location	Pick Your Marketing Strategies What you do and where you start depends on where your prospects are in the marketing ball game.
Strangers to Affiliation	
Affiliation to Attention and Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Selling Conversation	

The Selling Process – Second Base to Home

The most successful sales interviews are where you've determined issues and needs and also agreed on desired outcomes. Sales interviews are not a place to bombard the prospect with too many features and benefits.

The formula is as follows:

Problem-Oriented Opening

Hit a nerve as to what is not working or is missing.

Ultimate Outcome-Oriented Follow-Up

Express that you can help them resolve their challenges.

Discuss the Prospect's Current Situation

Go into depth to learn about the prospect's situation. Don't talk about problems, but really get to know them.

Discuss their desired Ultimate Outcome

Find out what their biggest goals and dreams are. Go into this deeply, exploring why this goal is important to them.

Ask the prospect about their issues and challenges

What is currently in the way of them achieving their goals and dreams? What is it costing them to have these challenges stop them?

Discuss what it would be like if they overcame their challenges

Get the prospect to tell you what they'd really like things to be like if they got past their challenges and achieved their goals.

Present Your Services

Tell how the service works and how the service is structured to get past their challenges and reach their goals.

Answer Questions

Try to keep the focus on outcomes and results.

Call to Action

Determine next steps to take to move things forward.

Signed Agreement

Prepare a proposal or agreement based on stated outcomes

Payment Terms

When and how will you be paid?

Step 7: Marketing Action Plan - The Structure of Marketing

Each marketing strategy needs to have a specific Marketing Action Plan that includes the following components:

Service Offered - What is the service you are offering?

Target Market - Your ideal prospects for this service.

Value and Pricing - What will you charge for this service?

Marketing Strategy - Marketing activity you'll employ

Purpose - Main outcome you intend to produce

Intended Results - Additional desired outcomes

Written Materials - Marketing materials to convey your message

Resources - Ideas, money, time, and people required for success

Heart of Activity - Most important element of the strategy

Call-to-Action - What you'll ask the prospect to do next

Timeline & Basic Game Plan - Exact details on how this strategy will be executed - Action steps with dates

This Marketing Action Plan incorporates all the seven Fast Track Steps. It is your ultimate marketing blueprint. Now that you have done all the previous Fast Track Steps, it is relatively easy to create Marketing Action Plans. You have all the principles and components to implement a plan that is in alignment with your primary marketing objectives.

A true marketing plan for any organization is simply a collection of detailed Marketing Action Plans that are developed, tested, implemented, measured, and fine tuned. When you have a Marketing Action Plan that is working, it is doing one thing: Moving prospects through the Marketing Ball Diagram until they have become profitable clients.

A Marketing Action Plan needs to be developed like a gourmet recipe or a finely tuned machine. If you follow the Seven Fast Track Steps faithfully, you can expect a very high degree of success with your marketing.

On the following pages are templates for creating Marketing Action Plans. In Fast Track Step 7 you will create several Marketing Action Plans for your business. These will form the foundation for the plans you'll ultimately implement.

Marketing Action Plan for _____

Service _____

Target Market _____

Pricing _____

Objective _____

Intended Results _____

Materials Required _____

Resources Required _____

Heart of Plan _____

Call-to-Action _____

Marketing Action Plan for _____

Service _____

Target Market _____

Pricing _____

Objective _____

Intended Results _____

Materials Required _____

Resources Required _____

Heart of Plan _____

Call-to-Action _____

Marketing Action Plan for _____

Service _____

Target Market _____

Pricing _____

Objective _____

Intended Results _____

Materials Required _____

Resources Required _____

Heart of Plan _____

Call-to-Action _____

Marketing Action Plan for _____

Service _____

Target Market _____

Pricing _____

Objective _____

Intended Results _____

Materials Required _____

Resources Required _____

Heart of Plan _____

Call-to-Action _____

Marketing Action Plan for _____

Service _____

Target Market _____

Pricing _____

Objective _____

Intended Results _____

Materials Required _____

Resources Required _____

Heart of Plan _____

Call-to-Action _____

Marketing Plans Implementation

What are you going to do to make sure these plans are implemented? You need to be clear about what you want, who is going to make it happen and what steps you'll take to get there. As they say, "This is where the rubber meets the road." Better an imperfect plan that gets implemented than a perfect plan that doesn't get implemented.

You want to get very clear on the following steps and get into alignment with those on your team about each of them. As you start to implement your plans, one of your objectives should be to "fail fast" so that you can make corrections, fine tune and keep moving towards your goals.

Goals

What are your top ten marketing goals for the next year? Which are the most important? What will give you the best ROI? What will help you achieve your One Big Goal? What must you focus on in order to make sure it's accomplished?

Accountability

Who is going to take the responsibility for this goal being achieved? Who will take a stand for making it happen? Who will support the achievement of this goal?

Timeline

What is the timeframe for the accomplishment of this goal? When will it be started? What are the many steps necessary for its accomplishment? When will it be done by?

Daily Schedule Form

On the next page is a form for planning your day. List your scheduled appointments on the left and you priority to-do items on the right. Don't put everything you need to do on your daily list (keep a master list for that), but only those items you really intend to accomplish that day.

Goals, Accountabilities, Timeline

What are the first things you'll do to get your marketing plan up and running?

Goal	Who	When
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Date		
Today's Big Goal		
	Schedule	Action Items and Calls
8:00		
9:00		
10:00		
11:00		
12:00		
1:00		
2:00		
3:00		
4:00		
5:00		
6:00		
7:00		
8:00		

FAST TRACK MARKETING - Wrap Up

What are the three most valuable things you gained from the Fast Track Program?

1. _____

2. _____

3. _____

Your Personal Action Plan

What are the five things you're going to work at putting into action immediately?

1. _____

2. _____

3. _____

4. _____

5. _____

Recommended Books

All of these books cover similar territory. But it's useful to get at least two or three of them, as they contain somewhat different strategies and tactics.

Get Slightly Famous - Steven Van Yoder

Become a Recognized Authority in Your Field - Robert Bly

The Obvious Expert - Elsom Eldridge

Rain Making - Ford Harding

Other very useful books on specific aspects of personal marketing

BRAG! - The Art of Tooting Your Own Horn - Peggy Klaus

Million Dollar Networking - Andrea Nierenberg

All Marketers are Liars - Seth Godin

How to Develop Self-Confidence And Influence People

By Public Speaking - Dale Carnegie

Million Dollar Consulting - Alan Weiss (pricing and proposals)

What Clients Love - Harry Beckwith

Turn Browsers into Buyers - Michelle Howe

And these are important books that will help you think about business differently:

Yes! 50 Scientifically Proven Ways to be Persuasive – Robert Cialdini et al.

9 Lies That are Holding Your Business Back - Chandler and Beckford

Make it Stick - Chip Heath and Dan Heath (messages)

A Clear Eye for Branding - Tom Asacker

Love is the Killer App - Tim Sanders (business relationships)

The War of Art - Stephen Pressfield (persistence)

The Secret – Rhonda Byrne (intentions)

Loving what Is - Byron Katie (getting past limitations)

Recommendations:

After Program Resources

After the workshop there are resources to help you implement what you learned today. To access this information, go to this web page:

www.actionplan.com/ftwkpresources.html

1. Copy of this Workbook
2. Links to Executive Summaries
3. Links to Marketing Articles
4. Links to Effective Web Pages
5. Links to sample Marketing Action Plans
6. Links to Action Plan Marketing Products

We ask that you do not share this page with people who have not taken the Fast Track Program. Instead, direct them to the home page of the Action Plan Marketing web site where they can sign up for the More Clients eZine.