

Marketing Action Plan - Service - MAG 18 - Alan Siege

Marketing Tactic or Vehicle: (Networking, Publishing, Speaking)

I plan on sending out a letter to people "familiar" with me personally, but who are not fully aware of the work I do, along with my new E.S., asking them to introduce me to potential clients.

Purpose – What is your main intention for this activity?

I want to transform the many (20-30) people in my "familiar" category into people who act as my "agents" or "influencers" to direct prospects to me.

Intended Results - What additionally do you want to accomplish?

My goal is to speak with and/or meet with some of these people, but in all cases I will follow up to determine if they received the letter, clarify who my target customers are, and encourage them to see me as a resource.

Your Target Market - Whom you will approach?

The people on my "familiar" list include:

- Past and Current clients (the letter will be modified for them)
- Members of the Seminar and Women & Minorities' Committees of the Brooklyn Chamber of Commerce
- Relatives
 - Barry/Mara
 - Mick/Kat
 - Vicky/Joel
 - Marc/Sarah
 - Virginia
- Select members of my congregation
- Select people who live on my block
- Parents of kids who go to school with my kids
- My Accountant and Lawyer
- Friends
 - Martha Rose
 - Peter B.
 - Alvin

Core Message – Problem you address and Outcome you deliver

As I have written in my letter, my core message is I have the skills, experience and passion to be a very effective resource for people starting up and/or seeking to grow their business.

MAPP Program – Worksheet 6

Marketing Information – What marketing materials will you need?

Along with the two-page letter, I will attach my newly written Executive Summary and a copy of article I wrote that was recently published in The NY Enterprise Report, a NYC based periodical devoted to small businesses.

Value and pricing – How will you price this service? (Use this only if your plan is around promoting a specific service, program or product)

While the pricing information is really for the actual clients – not the people who will receive my letter – I am prepared to describe how I can be of help to their colleagues at different price points depending on their need.

Basic Game Plan - Strategy and tactics.

In my letter, I am highlighting three points:

1. I recently received an MBA in Entrepreneurship
2. My new business is an extension of my past successful work on behalf on non-profit organizations.
3. I have already amassed several “success stories” for business clients

The point is to suggest that I am credible, experienced and proven. By including the E.S. and the article, I am providing specific proof of my claim.

Heart of Activity - Central part of your marketing tactic.

The most important part of the tactic is demonstrating that I can solve and/or address a wide range of distinct business situations

Offer and Call to Action - How and when will you ask for action?

In the follow-up calls, I will ask them for specific names of people, not just to keep me in mind.

Follow-Up - How and when will you follow up? (if appropriate)

As I wrote in my letter, I will call them to follow up immediately, but I will sequence the sending of the letters and the calls so that I speak with no more than five people a week.

Resources Needed – What else will you need for success?

Perhaps the biggest need I have is time, I will have to carefully allocate the necessary time to send, follow up and then follow up on their leads. I will also have to update any materials I send out as my situation changes.

Action Steps and Timeline

| Action Step | Due Date | Comp Date |
|------------------------------------|----------|-----------|
| Selecting people to receive letter | 11/20/06 | |
| Sending out the letters | 11/22/06 | |
| Following up to the letters | 11/30/06 | |
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Name _____ November, 2006
Company _____
Address _____
City, State Zip _____

Dear _____:

These days when most of us communicate by e-mail or telephone, why write a letter?

It's really simple. I want to let you know about some major developments in my life and that deserves a more formal approach. I would also appreciate your help.

Many of you know that after spending over four years in grad school (going part-time) I was awarded a Masters of Business Administration (with honors) from the Lubin School of Business in 2004. I'm now using this credential to help build a new business.

My MBA had a very particular focus – Entrepreneurship – which translates into helping businesses grow and thrive. Yet, I'm quite familiar with developing businesses as I've been helping companies come into their own for some time. Since 1996, I've been an independent consultant to non-profit organizations where I helped many groups identify new sources of income while refining their operations. In fact, over this ten-year period, I raised over \$5 million for nearly 50 organizations and assisted many more realize their mission.

Now I'm turning my attention to small for-profit companies who could benefit from the same in-depth analysis, personalized care and deep commitment that I give to the many non-profits who have entrusted me to improve their organization's financial position.

MAPP Program – Worksheet 6

I've formed a company – **Small Business Management Consulting** – whose goal is to be a resource for small businesses. What does that mean?

SBMC is about helping entrepreneurs reach their business goals while learning new skills that they can use throughout their business. SBMC is about helping entrepreneurs and established business reach their sales potential. Finally, SBMC is about passion, passion to give businessmen and women the support and encouragement they need to build and operate successful businesses. (Please take a moment to read the attached statement to learn more about my services.)

So how do you come into the picture?

Like all new businesses, I am seeking clients. Like you, some of my friends have small businesses or are thinking about starting one. But they may not know where to turn to get the help they need to make sure they're on the right track and making the right decisions with their limited resources.

Who's a good prospect?

Someone with a retail store, a service provider, or a restaurant. They could be a lawyer, doctor, graphic designer, architect, photographer, nutritionist, massage therapist, interior designer or any service provider who wants to identify new markets and/or improve their financial position. Right now, I'm helping several individuals start businesses here in New York City. (See the statement for descriptions of current clients.)

I'd greatly appreciate it if you take a few minutes to reflect on possible prospects. My specific request is that you suggest that they give me a call, send an e-mail, visit my website, pass on the enclosed Statement or, if you prefer, you can give me their number. I will be following up this letter with a brief phone call to talk with you personally about how I help people.

Finally, all new prospects receive a free 45-minute business evaluation session, and if they retain the company, my rates are reasonable and my terms are flexible. But The most important thing they will get, however, is my undivided attention, and a commitment to help transform their business dreams into reality.

Thank you for your time. I hope all is going well for you in your personal and business lives.

Cordially,

Alan Siege

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