

SPECIAL REPORT

20 New Clients in 20 Weeks

**The Complete Guide on How to
Market With a Book and Public Speaking
to Earn Millions as a Consultant**

Henry DeVries, MBA and Karla DeVries, MA

CONTENTS

Acknowledgements

Section I

- 1 The Science of Attracting High Paying Clients
- 2 Creating a Business Book Blueprint

Section II

- 3 Who Else Wants To Turn Client Pain Into Marketing Gain?
- 4 Are You Into Pain?
- 5 How To Be Paid to Market
- 6 30 Tips to Find Clients Through Public Speaking
- 7 Speak the Language of Increase
- 8 How To Fill Your Pipeline In Three Steps
- 9 Cracking Your Marketing Genetic Code
- 10 How To Make High Six Figures By Educating Prospects
- 11 27 Streams of Revenue for Consultants
- 12 How To Enroll More Clients Than You Can Handle
- 13 How To Turn Pain-Into-Gain Teleseminars Into Increased Revenue
- 14 Three Habits That Are Keeping You Poor and 10 Habits That Will Make You Wealthy
- 15 The 10 Biggest Mistakes You Can Make Sending E-mail To Prospective Clients
- 16 Something You Probably Didn't Know About Search Engines
- 17 How To Whip Your Lazy Website Into Shape

- 18 Five Ways To Increase Your Persuasion Power
- 19 How To Turn Strangers Into Clients In Four Easy Steps
- 20 How to Get Inside Your Client's Head

Appendix A: Further Readings

Appendix B: Marketing Plan Template

Appendix C: Helpful Examples

About the Authors

ACKNOWLEDGEMENTS

This is what Henry likes to think about and thank about. I would like to thank my creator, my parents, my sisters, my children, my mentors, my clients, my students, my colleagues and my mastermind for all they have given me. My blessings include a positive mental attitude, sound physical health, harmony in human relationships, freedom from fear, hope of future achievement, faith in my creator, a willingness to share abundance with others, a labor of love, an open mind on all subjects, knowledge of how to have self discipline, insights on how to understand people and financial security through the knowledge of how to create a business that serves the wants of others. May all who read this have cash flow and time to enjoy it.

SECTION I

CHAPTER 1: THE SCIENCE OF ATTRACTING HIGH PAYING CLIENTS

Management visionary Peter Drucker said, “there is only one valid definition of business purpose: to create a customer.” To do this, a business must answer three classic questions: What is our business? Who is our client? What does our client consider valuable? (Drucker, 1954, *The Practice of Management*).

The number one challenge for consultants is creating new clients. Ironically, many marketing consultants feel marketing is too time consuming, expensive or undignified. Even if they try a marketing or business development program, most consultants are frustrated by a lack of results. They even worry if marketing would ever work for them. And no wonder. According to a researcher from the Harvard Business School, the typical sales and marketing hype that works for retailers and manufacturers is not only a waste of time and money for consultants, it actually makes them less attractive to prospective clients.

However, research has proven there is a better way. There is a proven process for marketing with integrity and getting an up to 400% to 2000% return on your marketing investment. At our firm, the New Client Marketing Institute, we call it the Educating Expert Model, and the most successful professional service and consulting firms use it to get more clients than they can handle.

To attract new clients, the best approach is to demonstrate your expertise by giving away valuable information through writing and speaking. Research shows small marketing services providers can fill a pipeline with qualified prospects in as little as 30 days by offering advice to prospects on how to overcome their most pressing problems.

What should you do to increase revenues? First, understand that generating leads is an investment and should be measured like any other investment. Next, quit wasting money on ineffective means like brochures, advertising and sponsorships. The best marketing investment you can make is to get help creating informative Websites, hosting persuasive seminars, booking speaking engagements, and getting published as a newsletter columnist and eventually book author.

Rather than creating a brochure, start by writing how-to articles. Those articles turn into speeches and seminars. Eventually, you gather the articles and publish a book through a strategy called print on demand self publishing (we've done it in under 90 days and for less than a \$1,000 for clients). Does it work? Here are a list of three business best-seller titles that started out self-published (Source: *Southwest Airlines Spirit*, March 2005):

1. *The One Minute Manager* by Kenneth Blanchard and Spencer Johnson: picked up by William Morrow & Co.
2. *In Search of Excellence*, by Tom Peters (of McKinsey & Co.): in its first year, sold more than 25,000 copies directly to consumers—then Warner sold 10 million more.
3. *Leadership Secrets of Attila the Hun*, by Weiss Roberts: sold half a million copies before being picked up by Warner.

Even if you believe in the Educating Expert Model, how do you find time to do it and still get client and admin work done? No business ever believes they have too much time on their hands. Nothing worth happening in business

ever just happens. The answer is to buy out the time for marketing. You need to be involved, but you should not do this all on your own. Trial and error is too expensive of a learning method. Wouldn't it be better if someone helped you who knows the tricks and shortcuts? We can show you how to leverage your time and get others to do most of the work for you, even if you are a solo practitioner.

How much should you invest in marketing? That depends on your business goals, but here are some norms. Law firms generally spend about 2 percent of their gross revenues on marketing, and the average expenditure is about \$136,000. Marketing costs for accounting firms average about 7 percent to 10 percent of gross revenue (Source: *The New York Times*, November 15, 2001). The typical architecture, engineering, planning, and environmental consulting firm spent a record 5.3 percent of their net service revenue on marketing (Source: *ZweigWhite's 2003 Marketing Survey of A/E/P & Environmental Consulting Firms*).

Does the Educating Expert Model work? In the last 15 years we've had very good results guiding marketing services providers to increased revenues through more new clients, more fee income per client and more money from past clients. Here are just a few concrete examples:

1. Through an informational Website and electronic newsletter we helped create, one marketing consultant added an additional \$100,000 in revenue from speaking engagements and sales of information products within 2 years
2. In 45 days one client who is a marketing service provider for the home building industry was able to launch a Website and education expert campaign that helped him double his business in a year
3. Using one strategy alone a Web marketing business client was able to double his income and add \$100,000 of revenue in one year through just one strategy

4. By switching over to the model, a marketing services client was able to receive a 2000% return on investment from its new marketing campaign that featured how-to advice seminars and articles from senior executives
5. When one firm gave up cold calling and switched to our model, the quality of their leads dramatically improved and closed deals quickly increased by 25%
6. Using these strategies of seminars and getting published, a client has grown in a few years from a regional practice to a national firm
7. A well established regional firm client reported they were able to accomplish more in 6 months with our methods than they had in three years on their own
8. An advertising agency used the strategy to double revenues from \$4.5 to \$9.6 million in five years and earn a spot in the *Ad Age* 500

Please know this: the universe rewards activity. Start by asking clients about their pains. Gather information on how to solve those worries, frustrations and concerns. Be the expert who educates people on how they compare to their peers and the best ways to overcome their obstacles. The more prospects you inform how to solve their problems in general, the more will hire you for the specifics. In the words of motivational speaker Zig Ziglar: "You can get whatever you want in life if you just help enough people get what they want."

Being a published author is the quickest path to becoming an expert that attracts new clients. So why doesn't every business have a book?

Thanks to new technologies, today it is not only possible to produce a professional-looking copy of your book for under \$1,000, you can also market the book (traditional version and ebook) through reputable sales channels.

A decade ago, there weren't too many options for consultants and consultants to get into print as a book author. If a traditional publisher wasn't interested in your manuscript, your only other option was to spend tens of thousands of dollars with a

subsidy press or custom printer. And then, without ready distribution, good luck trying to *sell* the books.

But that has all changed because alternative publishers are able to print both paperback and hardcover books as they're needed due to the bold new digital publishing technology known as "print-on-demand." Going digital allows books to be produced in small quantities — even one at a time — almost instantaneously. No longer does publishing require behemoth offset presses, hangar-size warehouses, and fleets of trucks.

These alternative publishers have made a conscious decision to offer their services to everyone, rather than give control to an elite clique of editors and agents, as is often true in traditional publishing. While incoming manuscripts are checked for formatting before a new title goes online, alternative publishers do not edit for style and content. These consultants do not make value judgments about the literary merit of books. The author decides what the public reads, and the public decides if it makes good reading or not. It is a purely market-driven approach, and allows almost anyone to make a new book available to millions of readers, at a small fraction of the cost of traditional publishing methods.

There are challenges, of course. Because print-on-demand books are not typically stocked on bookstore shelves, authors need to do a good job of marketing through publicity, direct mail and the Internet. But if you are a nonfiction author willing to be a self-promoter and whose book targets an identifiable market, then alternative publishing may be right for you.

Print-on-demand has enormous implications for writers, readers, publishers and retailers. Because titles are produced "on demand," there are never wasted copies ("remaindered" as they used to be dubbed in the old days). Paperbacks and hardcover books are priced competitively, with authors receiving royalties of 30 percent or more.

Compare those with traditional publishing industry standards of five to 15 percent, and the appeal becomes a bit clearer still.

What about the writing? If you can write articles, then you can write a book. And if you can't, hire a freelance writer to help you do it.

CHAPTER 2: CREATING A BUSINESS BOOK BLUEPRINT

Before you write a book (or work with a ghost writer to help you write a book), you need a plan. By following the questions in this chapter a consultant can create a blueprint for a book that will attract clients. The important aspect to focus on is to have the book in alignment with the area of consulting expertise.

The *50 New Clients in 50 Weeks* philosophy is that a book should position a consultant as a subject matter expert. The key to attracting high paying clients is to be sought out for your expertise on a particular subject.

The Book Store Question

Visit a bookstore like Barnes and Noble (if, by the time you read this, there are any bookstores left in the world). The average Barnes and Noble bookstore has about 200,000 different books available for sale. Take a moment to study the bookstore and you will quickly see the organization scheme (maybe your book only be available online, but Amazon.com and BarnesandNoble.com follow the same organizational structure).

The first question to ponder for your book is, where will my non-fiction book be shelved in a Barnes and Noble store? Here are your 39 choices. Choose one and only one.

1. African Americans
2. Antiques & Collectibles
3. Art, Architecture & Photography
4. Bibles & Bible Studies
5. Business
6. Christianity
7. Computer & Technology
8. Cookbooks, Food & Wine
9. Crafts & Hobbies
10. Education & Teaching
11. Engineering
12. Entertainment

13. Foreign Languages
14. Games
15. Gay & Lesbian
16. Health, Diet & Fitness
17. History
18. Home & Garden
19. Humor
20. Judaism & Judaica
21. Law
22. Medicine
23. New Age & Spirituality
24. Parenting & Family
25. Pets
26. Philosophy
27. Politics & Current Events
28. Psychology & Psychotherapy
29. Reference
30. Religion
31. Science & Nature
32. Self Improvement
33. Sex & Relationships
34. Social Sciences
35. Sports & Adventure
36. Study Guides & Test Prep
37. Travel
38. True Crimes
39. Weddings

Business Subsections

Let's assume, if you are like most consultants, that your book would be in the business shelves. But where exactly? The business shelves are divided into subsections. Which subsection category would work for you? (You cannot make up a new category, it has to fit into one of these.)

1. Accounting
2. Business & Commercial Law
3. Business Biography
4. Business History
5. Careers & Employment
6. Economics
7. Human Resources
8. International Business
9. Libros en Español
10. Management & Leadership
11. Marketing & Sales
12. Personal Finance & Investing
13. Professional Finance & Investing
14. Real Estate
15. Small Business
16. Women in Business

Speaking Engagement Topics

One of the most important ways to promote a book, and your consulting practice, is through public speaking. The following are the speech classifications from Vistage International, the largest CEO peer group in the world.

The following is how Vistage categorizes its speakers. Where would fit on the Vistage list? The eight main categories are: Beyond Business, Business Services, General Business, Finance & Accounting, Human Resources, Marketing & Sales, Personal/Professional Development, and Technology.

Beyond Business

Family & Relationships
Health & Well Being
Leisure/Entertainment
Politics & World Events
Religion & Spirituality
Personal Finances
Purpose & Passion
Mortality & Death

Business Services

Environmental Concerns
Facilities Planning/Management
Insurance/Risk Management
Legal Services Patents, Trademarks & Copyrights
Real Estate
Security
Transportation

Finance & Accounting

Banking/Financing
Bankruptcy
Credit & Collection
Economics
Financial Management
Financial Systems
IPOs
Purchasing/Inventory
Taxes

General Business

Benchmarking
Board of Directors/Advisors
Business Brokerage, Mergers & Acquisitions
Change
Consultant
Evaluation & Selection
Corporate Communications
Corporate Culture
Creativity/Innovation
Crisis Management/Turnarounds
Ethics
Family Business
Franchising
Future Trends
Government Regulations
Growth Management
Industry Issues
International Business
Joint Ventures/Strategic Alliances
Management
Organizational Development & Lifecycles

Productivity & Process Improvement
Project Management
Strategic Planning & Visioning
Valuation

Human Resources

Compensation & Benefits
Employee Termination
Employment & Labor Law
Hiring, Recruiting & Retention
Mentoring/Coaching
Motivation/Empowerment
Outsourcing, Alternative Employment
Performance Mgmt. & Appraisal
Program/Policy Design & Compliance
Safety in the Workplace
Teambuilding, Conflict Resolution
Training, Management Development
Unions/Organized Labor
Workers' Compensation
Workforce Diversity
Manufacturing/Distribution
Automation
Distribution
Industrial Engineering
Manufacturing
Plant/Warehouse Management
Product Research and Development
Product Safety

Marketing & Sales

Branding
Customer Service
Market Research
Marketing
Pricing
Public Relations/Advertising
Sales & Sales Force Management

Personal/Professional Development

Communication/Presentation Skills

Delegation
Goal Setting
Leadership Assessment
Leadership/Role of CEO
Life Planning & Personal Growth
Meeting Planning & Facilitation
Negotiation
Problem Solving/Decision Making
Productivity/Time Management
Retirement/Succession Planning
Stress Management
Women in Business
Self Knowledge

Technology

Computer Security
Internet, Electronic Commerce
Technology Design/Development
Technology Evaluation/Selection
Technology Strategy and Management
Technology Training & Support
Technology, New & Emerging Telecommunications

Pulling it All Together: Your Subject Matter Expertise

What subject matter expert positioning do you want? Based on the exercise of where your book will be placed in Barnes and Noble and what topic Vistage CEOs would hear you speak on, complete the following:

This book will position me as a _____ subject matter expert. The book also opens up multiple opportunities for speaking engagements and publicity around the subject of future trends in _____ .

Preliminary Book Structure

What will the look and feel of the book be? Here are some options:

1. Textbook (50,000+ words)
2. Business How-To (35,000 to 45,000 words)
3. Tips Book (10,000 to 15,000 words)
4. Parable Book (7,000 to 10,000 words)

What will this book convey?

1. New information
2. More information
3. Better information
4. Different information

What Type of Story?

Every business book should tell a story. There are eight stories that humans want to hear over and over again. What type of story are you telling?

There are eight basic story structures a book can take, based on the classic eight structures that almost all “stories” follow.

1. **Overcoming the Monster.** A terrifying, all-powerful, life-threatening monster whom the hero must confront in a fight to the death. An example of this plot is seen in *Beowulf*, *Jaws*, *Jack and the Beanstalk*, and *Dracula*. Most business books follow this plot. There is some monster problem in the workplace, and this is how you attack it. Business book example: *Slay the E-Mail Monster*, *The E-Myth Revisted*, *Whale Hunters*,
2. **Rags to Riches.** Someone who has seemed to the world quite commonplace is shown to have been hiding a second, more exceptional self within. Think *The Ugly Duckling*, *Jane Eyre* and Clark Kent (“Superman”). The business books in this category discuss how someone raised themselves up from nothing to success. One of Henry’s early favorites was *Up From Slavery* by Booker T. Washington. Donald Trump books don’t count. He raised himself up from riches to mega riches. Business book examples: *Moneyball*, *Purple Cow*, *Up the Organization*, *Grinding it Out*
3. **The Quest.** From the moment the hero learns of the priceless goal, he sets out on a hazardous journey to reach it. Examples are seen in *The Odyssey*, *The Count of Monte Cristo*, and “Raiders of the Lost Ark.” Business book examples: *The HP Way*, *In Search of Excellence*, *The One Minute Manager*, *How to Win Friends and Influence People*

4. **Voyage and Return.** The hero or heroine and a few companions travel out of the familiar surroundings into another world completely cut off from the first. While it is at first wonderful, there is a sense of increasing peril. After a dramatic escape, they return to the familiar world where they began. *Alice in Wonderland* and *The Time Machine* are obvious examples; but “The Wizard of Oz” and “Gone with the Wind” also embody this basic plotline. Business book examples: *The Prodigal Executive*, *The Innovator’s Dilemma*
5. **Comedy.** Think of the movie “Tootsie” or “Some Like it Hot.” Following a general chaos of misunderstanding, the characters tie themselves and each other into a knot that seems almost unbearable; however, to universal relief, everyone and everything gets sorted out, bringing about the happy ending. Shakespeare’s comedies come to mind, as do Jane Austen’s novels like *Sense and Sensibility*. Business book example: *2030: What Really Happens to America, A Whack on the Side of the Head*
6. **Tragedy.** A character through some flaw or lack of self-understanding is increasingly drawn into a fatal course of action which leads inexorably to disaster. King Lear, Madame Bovary, The Picture of Dorian Gray, Bonnie and Clyde—all flagrantly tragic. Business book example: *Too Big to Fail, Barbarians at the Gate*
7. **Rebirth.** There is a mounting sense of threat as a dark force approaches the hero until it emerges completely, holding the hero in its deadly grip. Only after a time, when it seems that the dark force has triumphed, does the reversal take place. The hero is redeemed, usually through the life-giving power of love. Many fairy tales take this shape; also, works like *Silas Marner* and “It’s a Wonderful Life.” Business book example: *Out of Crisis, Seabiscuit*,
8. **Mystery.** This appeared from the time of Edgar Allan Poe. From Sherlock Holmes to C.S.I. Miami, the plot that involves solving a riddle has gained immense popularity in the last 150 years. Business book examples: *Good to Great, Think and Grow Rich, Cracking the Personality Code*.

What Type of Audience

Every subject matter expert has a DNA that guides their expertise. What is yours? Here is an exercise to find out.

What is the name of your business? Is it clear what you do? Is your name a part of the business?

In 11 words or less, who is your target client and what result do you achieve for them?

What are the pains, worries and frustrations that you help clients deal with?

What is your solution for helping clients? Do you have a model, methodology or proprietary process?

What is the common misperception that holds many potential clients back from overcoming their pains, worries and frustrations?

What do your prospect clients need to do in general to solve their problems that you are the expert in? In other words, do you have basic steps that most clients should follow?

In addition to solving their main problem, what other benefits do clients receive from following the course of action that you advocate?

Working Title of Your Book

Now, and only now, that you have answered the preceding questions are you ready to brainstorm a working title of your book. Working title means the title you start with to guide the project. Often during the writing of the book a better title will materialize. So be it. But you have to start somewhere.

Marketing Considerations

Remember, books don't promote authors. Authors promote books. When consultants promote their books, they are really promoting their consulting practices. Here is a quick checklist of 25 marketing items to consider. Create the book with the end in mind.

1. Testimonial blurbs for book back cover from famous people or companies
2. Foreword for book written by well-known person
3. Website with PDF of table of contents and chapter one of book
4. Blogsite that you post weekly blogs from book
5. Twitter linked to blogsite
6. Facebook linked to blogsite
7. Linked In linked to blogsite
8. Ezine (electronic newsletter) with articles from book

9. PR Newswire news releases on tips from book
10. Review copies sent to journalists and bloggers
11. Free speaking engagements (pro bono)
12. Fee speaking engagements (paid)
13. Small scale seminars that author hosts
14. Teleseminars that author hosts or appears on
15. Conference based around the book
16. Book launch party
17. Flyer for book
18. Postcard for book
19. Business card for book
20. Articles excerpted from book chapters for publications
21. Internet column based on book
22. Print publication column based on your book
23. Sponsorships for personalized copies of books
24. Institutional buyers that will buy books in quantity
25. Bulk book buyers that will buy books in quantity

SECTION II

CHAPTER 3: WHO ELSE WANTS TO TURN CLIENT PAIN INTO MARKETING GAIN?

If you are a consultant who is a little frustrated about how to attract enough clients, you are not alone. Many independent professional consultants – advertising agencies, public relations firms, interactive Internet/Web companies, and graphic design studios – struggle with marketing and hope that networking will bring them enough clients. This isn't exactly hoping and wishing for clients, but it is darn close.

There is a better way to get consulting clients. First you probe for pain, then you educate prospects how to solve their pains in general. The more you educate how to solve their pain in general the more that will hire you for specific services.

Unfortunately, many marketing services firms who learn this truth find the idea of writing and speaking about client pain too daunting and even mysterious. Most feel this is only for a select few mega-minds like David Ogilvy, Peter Drucker or Tom Peters, but that is a miscalculated view. You don't need to write three dozen books and have them translated into 30 languages. Just becoming a local guru can work wonders.

Understanding the psychology of clients provides critical evidence of the validity of the “speak up and get published” approach. Consulting is what economists sometimes call “credence” goods, in that purchasers must place great faith in those who sell the services. How can potential clients trust you if they never hear what you have to say?

The good news is there exists a body of knowledge that some have discovered to grow their consulting businesses. As an example, management consulting firms like McKinsey & Co. pioneered the approach beginning in the 1940s and now have it down to a science. Ad agencies like Ogilvy and Mather refined the art. We have named it the Educating Expert Model for finding clients.

How do you get started as a independent consulting guru? First, understand that generating new clients is an investment and should be measured like any other investment. Next, quit wasting money on ineffective means — don't stone me before hearing me out — like brochures, advertising and sponsorships. Rather than creating a brochure, start by writing how-to articles. Those articles turn into speeches and seminars. The best marketing investment you can make is to get help creating informative Websites, hosting persuasive seminars, booking speaking engagements, and getting published as a newsletter columnist and eventually a book author.

Please know this: the universe rewards activity. Start by being curious and asking clients about their pains. Gather information on how to solve those worries, frustrations and concerns. Be the expert who educates people on how they compare to their peers and the best ways to overcome their obstacles. The more prospects you inform how to solve their problems in general, the more will hire you for the specifics.

CHAPTER 4: ARE YOU INTO PAIN?

Did you know that psychologists and sociologists have repeatedly found that people are more motivated to avoid pain than to seek pleasure?

Your target market experiences its own unique frustrations and pains. The secret to maximizing your attraction factor is to articulate the worries, frustrations and concerns that you solve. As the old adage states, "People don't care what you know, until they know that you care." Truly identifying your market's predicament tells them that you understand and empathize with them.

The Pain-Into-Gain Riddle

How will clients hire you unless they trust you?

How, in turn, will they trust ideas they have not heard?

How, in turn, will they hear without someone to speak?

How, in turn, will you speak unless you have a solution?

How, in turn, will you have a solution unless you understand their pain?

How will you understand their pain unless you listen?

If you are a consultant who struggles with marketing, you are not alone. Many independent consultants are tired of the rejection, frustration and mystery of marketing.

There is a better way to attract clients. The secret is to turn their pain into your gain. Start by asking clients about their pains. Then gather information on how to solve those worries, frustrations and concerns.

Let us ask you this (now be honest): Do you really understand the problems of your prospects and clients? Or do you just think you know? Make no doubt about it, the stakes are high. Wrong marketing messages will cost you potential clients and lead to more struggles and frustration.

So here's how to become a new client magnet. Each group of prospects experiences its own unique frustrations and pains. What's the secret to crafting a marketing message that will maximize your attraction factor? Ask them (or have someone ask for you) about their pains. Start by asking a sample about their ideal business, and then segue into problems. Listen carefully to the exact words they use (you will want to mimic them in your marketing messages).

Christ Stiehl, a marketing research consultant and my co-author on *Pain Killer Marketing*, created this tool. When you interview some current, past and potential clients about the pains you solve, here are 10 questions you should always ask:

1. Describe for me the "ideal" experience with a _____ (your profession or line of consulting). How do most compare to this ideal?
2. Describe for me a recent time that the experience was less than ideal.
3. What are the three most important aspects of doing business with a _____.

4. If I said a _____ was a good value, what would that mean to you?
5. In what ways does dealing with a _____ cost you besides money (time, hassle, effort, etc.)?
6. What is the biggest pain about working with a _____.
7. Would you recommend a _____ to a friend or colleague? Why, or why not?
8. How does working with a _____ help you make money?
9. What does a _____ do really well?
10. If you had the opportunity to work with a _____ again, would you? Why, or why not?

CHAPTER 5: HOW TO BE PAID TO MARKET

Would you like to add \$100,000 or more to your annual income? Read on.

One day Henry was taking my two teenage sons from our home in San Diego to Disneyland. Along the way Henry stopped to give a speech to a group of Orange County business owners while the boys munched on a fast food breakfast in the car. While that speech generated five figures worth of revenue for Henry as he picked up various paid speeches and consulting work as a result of my talk, the speaking fee was a few hundred dollars. As Henry came back to the car he tucked his honorarium check (more honor than rarium) in the glove compartment. His older son Jack, 15 at the time, asked about the check and Henry told him these business owners actually paid me to market my services to them. "Sweet," said his son, "that is the perfect crime."

The Five Ways To Get Paid To Market

Here are some more examples of this perfect crime, committed by coaching clients we are especially proud of. A marketing research consultant I coached complained that he wasn't getting any consulting business for the past six months from a Fortune 500 client. There are more ways to get paid than straight consulting, I told him. Often companies that don't have money for consultants have money in their training budgets. So he organized a seminar, held the event near the company's headquarters and sold 11 seats for \$600 a piece to that same Fortune 500 client. After the event, several attendees found some budget and he landed about \$75,000 in marketing research consulting projects. Later he charged another client \$1,500 (he is worth much more) for a 90-minute talk at a company meeting that will net him consulting contracts in the five figures.

A public relations firm owner Henry coached was able to double her revenue in a year (we're talking over \$100,000 more) just by having different conversations about her

pricing with potential clients. Actually, when she raised her rates, it was a signal to the business community that she was in demand and a hot commodity. But alas, how to make even more money. She soon realized there are only so many hours in a week (168, to be precise) and only so much you can charge clients per hour. To increase her revenue she needed to leverage her time. She created some self published guide books and started offering her expertise through workshops. This leverages her time and she is creating new streams of revenue.

This chapter is not for those who want to calm their nerves as they approach a podium. There will be no words of wisdom about how to conquer those common fears of public speaking (I hear Toastmasters is great for that). This is about professional speaking, not public speaking. This is for professionals and consultants who know that promoting their business with public speaking is the best way to build credibility and keep their pipeline filled with qualified prospects.

Truly, the best proactive lead generation strategy is to regularly demonstrate your expertise by giving informative and entertaining talks in front of targeted groups of potential new clients. The trick is knowing who to contact to get booked as a speaker and developing a topic that will draw the right audience.

Here are five potential perfect crimes, being paid to market your services. These are venues that write checks to consultants to speak:

1. **Keynotes and breakouts at association and trade group meetings.** A keynote is typically 30 to 90 minutes and usually focuses on a broad topic of interest to all attendees. A breakout session is one of the side sessions at a meeting and last from 45 to 90 minutes. This is the glamour field of professional speaking. Competition is fierce and the big fees go to celebrities (the group is trading on their star status to attract attendees). I put speaking at Vistage groups (formerly TEC) of

about a dozen company presidents for half a day at \$500 per speech in this category.

2. **Corporate training.** These are typically half-day or full-day seminars and workshops conducted for a private client, usually a corporation, for a group of its employees. This might be the most lucrative field for speaking because there are many consultants that have training budgets. Several clients who make hundreds speaking for Vistage make thousands when they deliver the same presentations to consultants. This one-two punch has made several clients an extra \$100,000 per year.
3. **Sponsoring your own public seminars.** This is typically a full-day seminar or workshop where registration is open to the public. You market the event and earn a profit (or loss). This business is about getting people into seats. Many times it is a break even proposition getting the attendees there, and then you make your real money selling information products and consulting services at the back of the room after the event is over. Fees can range from \$800 to \$1,000 per day per attendee all the way down to my three-hour Lunch and Learn seminars for \$25.
4. **Teaching at colleges and for public seminar consultants.** An alternative to running the seminar yourself is to find a sponsor. This might be for a company like Career Tracks or The Learning Annex. Or you might approach the adult education marketplace through a college or university extended studies program. Typically you might earn 25 percent of what the students pay all the way up to \$1,000 for a day.
5. **Speaking at fundraising workshops where you split the gate.** Another alternative to running the seminar yourself is to approach a trade group or association and offer to stage a fundraising seminar. They promote the event to their constituents and you agree to split the profits (typically 50/50 and you may or may not offer them 10 percent of any informational products like books and CDs that you sell in the back of the room after the event).

The Best Book We've Read On The Subject

If you want to read one book on the subject we recommend *Money Talks: How To Make A Million As A Speaker* by Alan Weiss, author of *Million Dollar Consulting*. The paperback book is published by McGraw-Hill and sells for \$16.95. If you are really interested in the subject, we personally recommend the Odd Couple CD set Weiss sells on his Website for \$150. If you want to join the ranks of the top paid consultants, those who make \$1 million a year, this is a great investment.

Bestselling author Weiss used to give speeches for free. Now his income from professional speaking and consulting totals more than \$1 million a year.

Weiss is a contrarian. Many books on professional speaking say you start by coming up with a few great topics. Weiss couldn't disagree more.

"Listen carefully because few in speaking heed the following, and I'm as sure of this advice as any I've offered in seven books: Always define yourself in terms of lasting value to the client," writes Weiss. "When someone asks you, 'What do you speak about?'" it's an amateurish question. But when you dignify it and satisfy it with 'I speak about x, y and z,' that's a career-limiting response."

Before studying what Weiss had to say we would say things like "I speak on marketing, I convey networking skills, I provide publicity advice," and so on. That's putting it in speaker's terms. Now we speak in buyer's terms. We say we improve lead generation, maximize revenues, reduce wasted marketing that erodes profitability, increase lead conversion rates and challenge attendees to exceed to higher goals. That's what speech buyers, the people who actually write the checks, want to have happen.

What is the value that you bring to the buyers of speeches? Not the participants, but the people who write the checks. This is the star that should guide you as you

navigate your paid speaking journey. Speaking clients want their situation improved because of your speech.

“If you don’t leave the client in a better position than the client was in before you got there,” writes Weiss, “then there is no point in having you there at all.”

CHAPTER 6: 30 TIPS TO FIND CLIENTS THROUGH PUBLIC SPEAKING

1. First, let's acknowledge a universal truth: Nobody likes public speaking. At least, not at first. Standing in front of a group of strangers can be nerve-wracking. Luckily, there's a cure, and it's simple: practice, practice, practice.
2. Few things make as much client seduction sense as speaking. Your prospects get to see you and hear you sharing expertise without any risk. Speeches are a perfect opportunity to be seen, heard, and most important, *remembered*.
3. Securing speaking engagements, however, is not as easy as throwing your name into a hat. You have to prove yourself and your credentials: A strong business track record, a unique message worth hearing, and compelling speaking skills.
4. If you need to learn how to speak, join Toastmasters. Not only is such a group likely to attract other success-oriented professionals, it's also a great, low-threat way to pick up practical pointers, watch other dynamic speakers in action, and begin to get used to the idea of speaking to groups.
5. Start with family, friends and colleagues. Just ask. As with other things in life, our circle of influence is often more connected to what we want than we might realize. Want to talk to local hiring managers at technology firms? Ask around and you might be surprised how many people in your network can suggest groups you might approach.
6. Package yourself. Write a one-page letter that explains who you are, what your background is, and three to five topics on which you are prepared to speak. Make this your standard "speech pitch." Also make sure you have a one-paragraph

biography, introductory paragraphs for each speech, and a pre-written introduction (to YOU) available for the people who book you.

7. Prepare a 30-second commercial for your speaking. Condense what you have to offer to an audience as much as possible: “I’m Joann Blough, and I’m an expert on Tax Savings. I speak to more than twenty groups a year on unique tax strategies, leveraging international tax law, and expanding tax savings through an international approach.” Use this “elevator speech” when you network and socialize.
8. Search the Internet for directories of clubs and organizations.. This kind of directory can be an invaluable resource when you’re sending out emails offering your speaking services.
9. Contact group staff and committee members, who can tell you about each group’s procedures for selecting speakers.
10. Contact university continuing education instructors in your field and offer to be a guest lecturer. Be sure to use handouts that are printed on your stationery that includes your phone number and Web address. Extended studies students are often more motivated, better educated and more attuned to forming alliances than the average person in the industry.
11. Or, get paid to speak—as a university extension instructor, or with such organizations as The Learning Annex.
12. Offer to do in-house training for corporations. It’s a low-pressure way to hone your skills and really dig deeply into your subject of expertise. You’ll also discover the need to make your speaking more interesting and animated when you’re working with a group for a longer period of time—good lessons for anybody who wants to spend more time at the podium.

13. Approach conferences that are scheduled to take place in your area, or in your industry. Send them your speaker's introduction kit and topic list. Follow up with a phone call.
14. After a speech, offer to hold a small roundtable discussion for those who are interested. This can be later in the day, at a coffee break or over cocktails, and is a great way to solidify your position as a trustworthy expert, and to extend the impact and influence of what you've said to the larger group.
15. Consider going pro. The National Speakers Association (NSA) offers practice and networking for experts who get paid to speak. Once you're proficient at talking about your expertise, check them out and watch the opportunities expand.
16. When trying to woo and win clients, professionals and consultants need to remember that nobody loves a salesman. Just ask Scott Love. "The problem with actively selling your professional services to prospective clients is that it screams, 'I have no business right now,'" says Love, an author and an internationally recognized expert on leadership. "And if you have no business, how good can you be?"
17. Love maintains that prospects only want to do business with the sought-after and busy consultants, not the ones scrambling for new projects. How good can an empty restaurant be if no one is eating there? How good can a professional be if he has to actively solicit business?
18. "Instead of selling, focus on bringing the business to you by creating the perception that you are the premier expert in your field," says Love. "By following four practical steps your credibility factor will skyrocket."

19. The most effective way to build credibility is to create a perception that you are the "guru" in your field. Here are Love's four steps to accomplish that:
20. Step one: Target the industries in which you work. Clearly identify those industries in which your value is the highest.
21. Step two: Contact the associations that serve those industries. Initially speak to the editor of the association newsletter and offer articles that they can print for free on a subject in which you are an expert, something that solves a problem of their members or helps them raise the bar.
22. Step three: The association editors will never turn you down because they are always looking for good content. In fact, put several articles on your Website as a collection for them to download at will. (For an example of how Love set this up, visit his Website at www.scottlove.com.) Tell them that the articles are already written and they don't have to worry about deadlines because the work is done. Ask them to send you a copy of the publication and that they must print your non-salesy byline at the end of the article. "And don't make the byline a commercial," adds Love. "Have just your name, company name, what you do, and your Website or e-mail or phone number."
23. Step four: Once your article is printed in their magazine or newsletter, contact the head of their education department or their meeting planner for their conventions. Tell them that you are an expert in your field and are recognized by many of their association members. In fact, tell them to turn to page 37 of this month's magazine so that they can see your article in it. Because you are in their very own publication, they will see you as an expert in their industry. Offer your services in terms of speaking and training for their association.

24. "Charge for this. Don't give it away," says Love. "If you don't charge for your speaking they will believe that you do not value your time or your message. Sure, they know you'll get business from it. But you need to charge for it." Love believes your initial refusal to give it away sends a message that you believe your message has tremendous value.
25. If it ends up that there is no way at all they will pay you, then negotiate something which costs them nothing, but has value to you. Ideas for free remuneration include: getting their mailing list, being a regular columnist in their newsletter, getting free advertising in their newsletter or a banner link on their site to yours, obtaining free advertising in the conference program guide, receiving free sponsorship of an event, and having a free booth at their convention.
26. Whenever you can, charge money for your information. When people see that you value your time and your professional expertise, it sends a signal to the association, which is then conveyed to the rest of the industry.
27. "When you give your presentation, NEVER EVER sell your services from the platform," says Love. People hate that and will go out of their way for the rest of their lives to never do business with you if they perceive your breakout session to be a 90-minute commercial. Instead, give away all of your secrets and tell your audience that anytime they have a quick question that they can call you for no charge. (Be sure to put your phone number and Website address at the bottom of every single page of your handouts). The ones that call you are the ones you want to talk to anyway, because they see you as the expert.
28. "And when they call, give them your best advice, letting them know in advance that you cannot spend more than just a few minutes off the clock with them," says Love. "They will then see the value of your expertise, and they will inevitably ask for more information on your services if they see a benefit."

29. "Follow these steps and watch your business explode," concludes Love. "By creating credibility in your firm, you will have a hard time keeping up with all the business that will soon seek you out."

30. Even though surveys consistently show that people would rather visit their in-laws than speak in front of a group, speeches and presentations are absolutely essential to long-term success for professionals and consultants who follow the Educating Expert Model.

CHAPTER 7: SPEAK THE LANGUAGE OF INCREASE

You should read the best-selling works of the classic success authors such as Napoleon Hill, Clement Stone, Dale Carnegie, Og Mandino, Earl Nightingale, Norman Vincent Peale, Zig Ziglar, and today's leading success authors such as Stephen R. Covey, Anthony Robbins, Rhonda Byrne and Brian Tracy.

But if you want to go to the source, read a book that inspired all of these authors titled *The Science of Getting Rich* by Wallace Wattles. Byrne told a *Newsweek* interviewer that her inspiration for creating the 2006 hit film *The Secret* and the subsequent book by the same name, was her exposure to Wattles's *The Science of Getting Rich*. Byrne's daughter, Hayley, had given her mother a copy of the Wattles book to help her recover from a breakdown.

To attract clients, Wattles taught that we need to convey the impression of advancement with everything we do. In addition, communicate that we advance all who deal with us. "No matter how small the transaction, put into it the thought of increase, and make sure the customer is impressed with the thought," wrote Wattles.

Create the impression of increase if you want to attract others to you. According to Wattles, increase is what all men and women are seeking. His advice was that you should feel that you are getting rich, and that in doing so you are making others, like your clients, rich and conferring benefits on all who deal with you.

So when potential clients ask you what you do, please do give them a list of services and capabilities. Instead, use the language of increase to describe your consulting services. You can say that you:

1. *Improve* lead generation
2. Help clients *maximize* revenues

3. *Increase* lead conversion rates
4. *Improve* productivity
5. *Reduce* waste
6. Enable clients to *maximize* prices
7. Help their departments *exceed* goals

Add this language to your conversation, your Websites and your proposals. This is what clients want. There are fortunes to be made by giving clients what they want. Back these statements up with testimonials that document the increase with numbers, percentages and time factors and you are way ahead of the competition. Here are some real (but not real names) examples:

"In one year all of the approximately 70 employees we have hired have gone through XYZ personality profile testing and candidate screening. This improved hiring process, combined with the improvements in our sales management leadership, has helped our company increase productivity per sales person a total of 21% in the last two years. In addition, while the national average for sales person turnover in our industry is 40%, we've been able to cut that in half with the help of this sales force testing and screening."

John Smith
President, ABC Company

"AAA agency has been working strategically with 123 Company partners for over a year now and they're an integral part of our partner program. We saw great success with partners in the program last year in terms of their retention rate of their new hires. The average retention rate of new employees brought on as part of that program was 70%, compared to the typical rate of 20%. Overall, the performance of the program more than doubled our first year expectations. We believe that this is due, in large part, to the work done by your firm, including the use of your profiling method and their active participation in the recruiting and hiring of the new sales people."

Maria Gomez
Director of Sales and Marketing
123 Company

“During the past 18 months our work with AAA Agency to train new sales people has helped us double year-over-year revenue growth and employee satisfaction. AAA Agency helps us understand if the candidate is right for us and then how to best to manage each employee to make them more productive.”

Kent Clark
President, Big Company

CHAPTER 8: HOW TO FILL YOUR PIPELINE IN THREE STEPS

Would you like to fill your pipeline with qualified prospects? Here is a three-step approach that works wonders:

1. **Identify Target Prospects.** Step one is to find a potential market niche that will be profitable. In today's market, clients demand specialists. You want fewer prospects to be interested in you, but much more intensely interested. This requires focus. It doesn't mean you'll turn down a client who doesn't fit into your two or three chosen verticals—it simply means you won't be actively shaping your marketing campaigns toward them. Evaluate your business. Have you sold most of your services to golf-ball manufacturers, pet stores, and electrical suppliers? Then THOSE are the three places to start thinking. But if pet stores in general don't have the budget for your services, you'll need to look harder.
2. **Make Prospects A Promise.** Step two is to determine what promise you or your firm is making to your target market. This includes your unique selling proposition: what you do, who you do it for and how you are unlike competitors—all in 25 words or less. What measurable results do you obtain for clients? You need to decide what makes you different than everybody else, and you need to overcome fear of focus—the desire to want to be everything to everybody. People hire consultants who specialize. Very few people would hire a surgeon who says he can do everything from tonsillectomies to facelifts and open-heart procedures. When you're in pain, you want a specialist—not just somebody who's "good with a knife."
3. **Harvest E-mails on Your Website.** Step three is to create an easy-to-update Website that demonstrates your competence, rather than asserts how great you are. The Website is the cornerstone of your marketing, and must not be a mere electronic brochure. Your Website is the silent salesperson that

prospective clients visit before making the decision to grant you permission to meet. There should be plenty of free articles with great how to advice for prospects. The home page of the Website should have a headline that makes it clear who your target is and what pains you solve. The Website should include an offer a free special report in exchange for the visitor's e-mail address. This special report should contain valuable information that tells prospects how to solve their problem in general. Then e-mail these prospects tips and invitations to get more ideas from you at seminars, workshops and telephone seminars. Remember, the more people you tell how to solve their problems in general, the more will hire you for the specifics.

CHAPTER 9: CRACKING YOUR MARKETING GENETIC CODE

Is your marketing for clients pathetic or genetic? Pathetic marketing communicates the message that “I’m in business too.”

Here is the *Reader’s Digest* version on cracking your marketing genetic code. Before you can begin attracting clients, you need to create a marketing genetic code that is attractive to clients. All of your marketing messages, from networking discussions to speeches, will contain the elements of this marketing DNA that positions you as the Educating Expert. Here are 10 steps that will help you create these all-important marketing genes.

1. **Name your biz without your name.** Create a business name or a Website name that gives potential clients a hint at the results you can produce for them. The worst possible business name or Website name is your name. We know, we know, Ford, McKinsey and Price Waterhouse are named after the founders. But you are not them. At least, not yet. Sorry to say, clients don’t want us, they want results.
2. **Boil it down.** Write a headline for your Website and marketing materials that describes your audience and the results you produce for them. Do this in no more than 10 words.
3. **Name your client’s pain.** What are your client’s worries, frustrations and concerns that you help solve? This is also called the FUD factor: fear, uncertainty and doubt.
4. **How to fix it.** Describe your solution or methodology for solving these pains. What process do you follow to produce results? Offering a proprietary problem-solving process that you name and trademark is best. This answers

the all-important question in their minds: “Why should I do business with you instead of one of your competitors?”

5. **The myths.** State the common misperception that holds many back from getting results. Why doesn't everybody do what you named in step 4?
6. **Step by step.** Tell your clients what they need to do in general to solve their problem. Pretend they weren't hiring you and you had to describe the steps they should take for success.
7. **The extras.** List any other benefits they get from following your methods. What other good things do people get when they do what you advise?
8. **Track record.** Elaborate on your track record of providing measurable results for clients. Be specific as much as possible. Use numbers, percentages and time factors.
9. **Give it away.** Create a Website with free tips articles on how to solve these pains. Each article should be about 300 to 600 words. What's a good format? Consider the numbered tips approach you are reading right now (easy to write, easy to read).
10. **An offer they can't refuse.** Make prospects an offer of a free special report on your Website. You are offering to trade them a valuable piece of information for their e-mail address. Tell them they will also receive a tips e-newsletter from you. Assure them you will maintain their privacy and they can easily opt off your list any time they want.

CHAPTER 10: HOW TO MAKE HIGH SIX FIGURES BY EDUCATING PROSPECTS

What is it that you hate about marketing? Expensive brochures? Humiliating cold calls? You can fill your practice with desirable clients, without any of that.

If you are like many small consulting services providers, trying to find new clients can be frustrating. Maybe you are struggling with your marketing message. Or maybe referrals aren't paying off like they used to. Maybe you are concerned about wasting time and money on unproductive efforts. If marketing seems like a lot of hard work with little or sporadic payoffs, you are not alone.

How would you like to attract more clients than you can possibly handle, without breaking the bank? The good news is the American Dream of creating a consulting business that provides a high six figure income is alive and doing well. That is, if you take the time to get the knowledge how to do it. Best of all, these techniques require a minimal investment.

Face facts. Other successful consultants have found the way. How can you model their success? To attract new clients, the best approach is the Educating Expert Model that demonstrates your expertise by giving away valuable information through writing and speaking. In addition, you can increase closing rates up to 50% to 100% by discovering and rehearsing the right questions to ask prospective clients.

Here are the five ways prospects judge you (Aaker, 1995, Strategic Market Management) and my views of how the Educating Expert Model is the perfect fit:

1. **Competence.** Knowledge and skill of the professional or business and their ability to convey trust and confidence (you demonstrate and prove your expert knowledge by speaking and writing)
2. **Tangibles.** Appearance of physical facilities, communication materials, equipment and personnel (you do this by the appearance of your Website and how-to handouts)
3. **Empathy.** Caring, individualized attention that a firm provides its clients (educating people to solve problems before they hire you proves you care)
4. **Responsiveness.** Willingness to help customers and provide prompt service (when you promise to give people things like special reports and white papers, do it promptly)
5. **Reliability.** Ability to perform the promised service dependably and accurately (prospective clients will judge you on how organized your seminars, speeches and Website are)

CHAPTER 11: 27 STREAMS OF REVENUE FOR CONSULTANTS

To attract new clients, the best approach for consultants is the Educating Expert Model that demonstrates your expertise by selling valuable information through writing and speaking. In a matter of months you can have a system that positions you as an easily recognized and respected expert. This will most likely require two days of your time per week and very little of your cash.

Do you realize how much you can make if you decided to get serious about growing your practice?

Do you have a burning desire to grow your practice while making a high six-figure income and having fun doing it?

Do you want to develop multiple streams of income that can create passive income and an incredible cash flow?

Do you want more visibility and promotion to achieve that financial reward that so many other consultants have achieved?

If you answered yes to these questions, the answer is to develop multiple streams of income. Here are 27 streams to choose from:

1. Long-term retainers
2. Increased hourly fees (you probably are undervaluing your services)
3. Traditionally published books
4. Self published books (you can be a published author in 90 days)

5. Audio books
6. Profit-participation
7. Electronic books (you can be an e-book author in 30 days)
8. Industry specific training workshops
9. Tele-seminars
10. Webinars (online seminars)
11. Keynote speaking presentations
12. Membership Website access
13. Being a rep for other products and services
14. Administrative services
15. Web-based distance education
16. Coaching/mentorship program
17. Adult continuing education
18. Compiled reference guides
19. Special reports and white papers
20. Paid syndicated column
21. Workshops at conventions
22. Form a trade association
23. Licensing
24. Direct mail newsletter
25. Multi-media products
26. Practice-building systems
27. Public open enrollment seminars

CHAPTER 12: HOW TO ENROLL MORE CLIENTS THAN YOU CAN HANDLE

How do you turn prospects into clients? Enrolling clients is different than selling products. Products are sold by professional sales people who typically don't see the buyer once the sale is made. But consultants must enroll clients, which means building a personal relationship. Here, in a nutshell, is the four-step process for helping prospects enroll as your client.

1. **Make Those Calls.** Step one is to have set times in your weekly schedule to call prospects that have raised their hand. The objective is to make contact and determine if it is worth your time and their time to meet. Following a script outline can dramatically increase phone call success. But never talk about services or money at this stage (prescription before diagnosis is malpractice).

2. **Make A First Meeting Agreement.** Step two is to arrange meetings with potential prospects. A good diagnosis is the result of asking the right questions. You need to monopolize the listening, not the talking. Consultants must ask questions to uncover problems, budget and who makes the hiring decision. Not only is it polite to talk about money at this step, it is essential.

3. **Qualify The Prospective Client.** Step three is ask questions to make sure the prospect has pain, budget and a deadline to solve the problem. Then be clear on the next step before you leave the meeting and then confirm it with an e-mail within 24 hours. A common complaint of consultants is that this can turn into a game of hide and seek (the potential client now hides and you seek awaiting a decision).

4. **Make Presentation Meeting Agreement.** Step four is to never fall into the "send a proposal trap." You can waste considerable time and energy sending premature proposals. Trade a proposal for a meeting where you present. Sending

proposals without meeting prospects is a game for losers (as in, you lose the business).

CHAPTER 13: HOW TO TURN PAIN-INTO-GAIN TELESEMINARS INTO INCREASED REVENUE

What do April, March and October have in common? These are the top three months for consultants to host a teleseminar.

To make teleseminars fill your pipeline with qualified leads, first scrutinize your proposed topic by asking yourself some hard questions. If prospective clients attend this teleseminar, what beneficial information will they receive? Is this information that my competition either cannot, or does not, offer? Is this information a strong enough pull to justify them spending their precious time with us?

Next, examine how you spread the word. Do you have the right e-mail list for prospects (they gave you permission to e-mail them) and mailing list for suspects (these are strangers you don't know yet)? Maybe e-mail and direct mail alone are not enough to deliver enough prospects to your next teleseminar. A key to attracting high-level executives is to reinforce e-mail direct mail messages with phone calls. These calls also can provide valuable feedback on how prospects view the seminar topic and subject matter.

Event letters or invitations should be mailed or e-mailed approximately four weeks prior to the event. Another e-mail blast a few days before an event can also work well. Give registrants the option to call the 800 number, fax, e-mail or utilize the online event registration application on the Internet to register for an event. When possible, it is helpful to provide an overview of what will be covered.

Here are some business-to-business teleseminar scheduling guidelines:

No business teleseminars on weekends

Avoid Monday and Friday

Avoid teleseminars in a holiday week (Fourth of July, June commencement)

Check for conflicting industry events

The best months to hold a teleseminar, in rank order, are:

1. March
2. October
3. April
4. September
5. November
6. January
7. February
8. June
9. May
10. July
11. August
12. December

Telemarketing calls can increase registrations five percent beyond the registration rate from direct mail. Calling is conducted one to three weeks prior to the event. Many seminar experts recommend three calls attempts per contact with voice messages on the first and third attempts.

Typically, only 40-50 percent of those who say they will attend a free teleseminar actually attend. To minimize no-shows, confirmation e-mails are another option to consider. Send an e-mail confirmation 48 hours prior to the event. The e-mail confirmation will act as a reminder of the event and provide them date, time, location and directions. E-mail confirmations can greatly increase the attendance rate at the event.

CHAPTER 14: THREE HABITS THAT ARE KEEPING YOU POOR AND 10 HABITS THAT WILL MAKE YOU WEALTHY

It's a shame for you not to make great money as a business, especially when others do it so easily. Of course, not everyone is doing it with ease. Most consultants who have tried typical marketing are frustrated by a lack of results. After trial and error they feel marketing is too time consuming, expensive or undignified.

So they adopt the simple, dignified and easy approach. Here are three habits they adopt, but you should avoid: Relying on networking to find enough clients, hoping referrals will produce enough revenue, and depending on a single stream of income.

Fortunately many are learning the Educating Expert Model is the better way. Here are 10 Educating Expert habits to develop:

1. **Turn e-mail addresses into gold with an e-mail subscription link.** Offer prospective clients solid reasons for giving you permission to e-mail them; free reports, studies, white papers, or notifications of key Website updates. And of course, state clearly that subscribers can easily opt out of your list whenever they want.
2. **Educate potential clients about how to solve their problems in general.** They will hire you as the proven expert to specifically apply your knowledge to their unique situation.
3. **Build a bridge of trust.** Give them valuable ideas on how to improve their business and their lives. Face-to-face seminars and speeches are best; then comes telephone seminars, online seminars and getting published.

4. **Hold free or low-cost small-scale seminars.** The best proactive tactic you can employ is to regularly invite prospects by mail and e-mail to small seminars or group consultations.
5. **Hold paid seminars and charge for your expertise.** Sell information products like teleseminars, workbooks, CDs and DVDs.
6. **Always collect e-mail addresses and send e-newsletters.** By signing up for your newsletter lists, prospects are telling you that they are interested in what you have to say but not ready for a relationship now.
7. **Your weekly reader.** Send e-mail prospects valuable how-to information and event invitations on a weekly basis until they decide to opt out of the list.
8. **Attend networking events and trade shows.** This is an excellent place to gather business cards and ask for permission to include them on your e-newsletter list.
9. **Get involved in community groups and associations.** Everyone likes to do business with people they know, like and trust.
10. **Get how-to articles published in client-oriented press.** Better than any brochure is the how-to article that appears in a publication that your target clients read.

CHAPTER 15: THE 10 BIGGEST MISTAKES YOU CAN MAKE SENDING E-MAIL TO PROSPECTIVE CLIENTS

Bad news. Your e-mails to prospects are not getting through. Open rates for marketing e-mails dropped 29 percent in a recent business quarter, according to a study by eROI. Click through rates fell 21 percent in the same period. Why did that happen?

This chapter is about the reason why, a four letter word that I am not going to use. The word starts with sp, ends with am, and we could call it special meat product that comes in a blue and yellow can. For this chapter, let's just call it smeat (not its real name).

What is smeat? Well, 96 percent of e-mail users define it as an e-mail "that intends to trick me into opening it;" 93% define it as "coming from an unknown sender." Many of us, myself included, are using smeat filters so we don't get so much of this kind of e-mail. (If you think I am being over the top calling it smeat, consider that even including the name of this "meat that shall not be mentioned" can trigger the filters).

So how do you maintain credibility with prospects and still prevent your honest e-mails and e-zines from being blocked? Here are 10 mistakes to avoid, advice culled from Websites of the filters themselves.

1. Be open and honest and plain in your e-mails. If you try to hide things, or try to use tricks to bypass smeat filters, you'll look like a smeater and you'll be treated like a smeater. The statistics for use of these various techniques show that it occurs far more frequently in smeat mail than non-smeat, and the filter rules reflect that.
2. Do not use "cute" spellings, don't S.P.A.C.E out your words, don't put str@nge letters Or characters into your e-mails.

3. Don't include a disclaimer that your e-mail isn't smeat. Don't claim compliance with some legal criteria, especially one which is not actually law in your country. Only smeat needs to *claim* compliance — non-smeat is supposed to already be in compliance.
4. Don't type all in caps. A hallmark of the Nigerian Bank Scam, typing all in caps isn't just rude; it may get your e-zine forwarded to a blacklist. Additionally, make sure to capitalize the beginnings of your sentences and otherwise use professional grammar and punctuation. An unprofessional e-mail may be more likely to arouse the suspicions of your readers.
5. Steer clear of subject lines that scream SMEAT! Words like "free," "limited time," and "money" often trigger smeat filters (oops, hope that didn't trigger yours). Take a look at the smeat in your own inbox for examples of words not to use. Use normal conversational language, be sure not to use excessive spacing and or capitalization on your subject.
6. Make your policy clear. Tell readers how to unsubscribe at your Website and in your e-zine. Let them know who to contact if they have any trouble. And, of course, make sure to follow through immediately. Offer directions for "subscribing" and "unsubscribing." Smeaters often use the word "remove" in their e-mails, so you'll want to avoid it at all costs.
7. Let's assume you won't include gratuitous references to smeat subjects. Don't talk about expensive watches, sexually oriented activities or drugs, or debt treatment, unless those topics directly relate to your e-mail.
8. Tell readers how you gather names (see the end of this e-zine for an example).

9. Send it from your own domain name. Free e-mail addresses are often used heavily by smelters, so you'll want to stay away from them if at all possible. If your host doesn't offer mailing list capabilities, you may find ConstantContact.com to be effective.

10. Don't send attachments. Most e-mail readers regard attachments with suspicion anyway and the attachment may trigger smelt filters set up to screen adult material. Also, many of your readers will have limited inbox space; by avoiding attachments you won't give them an extra reason to delete your newsletter unread. (I am guilty of this but I am repenting. Now when people order one of my special reports they will go to a hidden page on my Website to download it directly.)

CHAPTER 16: SOMETHING YOU PROBABLY DIDN'T KNOW ABOUT SEARCH ENGINES

For years we have been advocating that the best marketing you can do is to harvest e-mails from your Website and then sending potential clients regular e-zines. In a way, this might be changing.

Want credibility with potential clients? Better finish high in search rankings. Forrester Research reported that 62 percent of search engine users click on a search result within the first page and 90 percent of users click on a result within the first three pages. Interestingly, 36 percent of search engine users believe that the consultants with Websites listed at the top of the search results are the tops in their field.

According to Crain's B-to-B magazine, more than half of the marketers (52 percent) surveyed by MarketingSherpa described pay per click ads as outperforming all other tactics. This was the first time search ads surpassed e-mail marketing to a house list, which came in second at 47 percent.

Here are six simple rules suggested for effective search engine optimization.

1. **Love those free tools.** Google AdWords and WordTracker both have free keyword search tools (WordTracker also has a paid option with more phrases and research features). Become familiar with the free tools section of the Yahoo! Search Marketing Website. This allows you to research how popular certain keywords are and if your competitors are bidding for these keywords.
2. **Make the first words count.** The first 150 words of your Website are all important for the search engines. Make sure you use the two or three most critical keyword phrases in the critically important home page introduction.

3. **Consider your target keywords carefully.** Too many sites are relevant for a single word, so pick keyword phrases that are two or more words long.

4. **Don't use just the name of your business as the title tag of your Website.** Failure to put target keyword phrases in the title tag of the Website is the main reason perfectly relevant Web pages may be poorly ranked.

5. **Write interior pages with your keyword phrases in mind.** Add HTML hyperlinks to our home page that lead to major inside pages of your Website. If you naturally point to other pages from within your site, you increase the odds that the search engines will find more of your Website.

6. **Keywords are king.** Go to the three major search engines and search for your keyword phrases. Check out what Websites are appearing in the top results. Visit these Websites and then contact the site owners to see if they will link to you. Links are often possible with non-competitive sites, especially if you offer to link back (often called reciprocal links).

CHAPTER 17: HOW TO WHIP YOUR LAZY WEBSITE INTO SHAPE

If your Website doesn't fully engage visitors, you are not alone. But how to make it better without spending a fortune? The answer might be right in front of you at any shopping mall or grocery store.

Yes, you can use the science of stimulus-response, also known as retail environmental psychology, to improve your Website results. The trick is to tweak every page on your Website to create a stimulus cue that affects visitor behavior. Just as environmental psychology has transformed retail stores like Nordstrom and Ikea (and many other commercial venues including casinos, malls, and now airports), you can immediately use many of these tactics to improve any Website (not just those with e-commerce).

Face it, most Website pages are lazy, but it is not their fault. That's according to stimulus-response expert Ron Huber, a principal with Achieve Internet of Southern California. The majority of Websites never live up to their potential because the interior pages fail to motivate visitors to linger on the Website and take action. Each page should have a role in persuading a visitor to do something and it should be clearly communicated on the page of what to do next.

In his landmark paper on Atmospherics, marketing sage Philip Kotler introduced the view that retail environments create atmospheres that affect shopping behavior (*Journal of Retailing* in 1973). Today most retail stores like Target, Whole Foods and Victoria's Secret rely heavily on environmental psychology research. Of course, the most-advanced proprietary research studies are trade secrets.

What are the lessons for your Website? You don't necessarily need a new Website, just tweak the one you have. According to environmental psychology, each Web

page should offer the visitor a behavioral cue for what to do next. For instance in shopping mall design, the technique called the Gruen transfer refers to the moment when consumers respond to cues in the environment (named for Austrian architect Victor Gruen). Like a Gruen transfer, each page should offer clear visual stimuli and navigation cues on what action you want the visitor to take.

Here are nine common Website stimulus-response mistakes that exasperate Website users and hurt marketing results:

1. Frustrating navigation overloaded with unclear choices
2. Inconsistent look and feel past the home page or first level pages
3. Sudden unexpected changes, pop-ups or downloads when clicking on links and buttons
4. Website doesn't collect names or encourage visitors to provide e-mails
5. Hard-to-find contact information
6. Baffling layouts that waste space
7. Little or no original content to encourage repeat visitors
8. Outdated information
9. No call to action directing the client to your optimal outcome

Want to discover a number of specific stimulus-response cues you can use to attract all the clients you need? Visit Ron Huber's Website at www.achieveinternet.com.

CHAPTER 18: FIVE WAYS TO INCREASE YOUR PERSUASION POWER

To help prospective clients choose you, give them a persuasive mental shortcut. You can gain trust with clients through a proven persuasive secret called social proof.

With more than one quarter of a million copies sold worldwide, *Influence: The Psychology of Persuasion* by Robert B. Cialdini, PhD has established itself as the most important book on persuasion ever published. In this book, which I highly recommend, Professor Cialdini explains why some people are remarkably persuasive.

The book explains six psychological secrets behind our powerful impulse to comply and how to skillfully use these tactics. The book is organized around these six principles of consistency, reciprocity, authority, liking, scarcity and social proof.

The principle of social proof states that one shortcut we use to determine what is correct is to find out what other people think is correct. As a rule, we will make fewer mistakes by acting in accord with social evidence than contrary to it. This is why television sitcoms have canned laughter tracks and commercials use man-in-the street testimonial interviews. Or why we want restaurant reviews from websites like Yelp or hotel reviews from websites like Trip Adviser.

The reason social proof is so persuasive is because we are all so information overloaded. Professor Cialdini says his research evidence suggests that the ever-accelerating pace and informational crush of modern life will make automated decision making more and more prevalent.

“You and I exist in an extraordinarily complicated stimulus environment, easily the most rapidly moving and complex that has ever existed on this planet,” writes Professor Cialdini. “To deal with it, we need shortcuts. We can’t be expected to recognize and

analyze all the aspects in each person, event, and situation we encounter in even one day. We haven't the time energy or capacity for it."

How should pain into gain consultants use social proof? The answer is testimonials with measurable results, and here are five ways to do it:

1. **Interview past clients to obtain testimonial quotes you can use.**

Sometimes it is best to get an outside expert like a public relations professional or freelance writer to help you with this. You want to drill down to get measurable results. These include raw numbers (increased sales by \$100,000), percentages (improved retention rates to 70%, which is triple the industry average) or time (accomplished more in six months than in previous three years).

2. **May I please?** Get permission to use the person's whole name, title and company name. Just saying "Sally from Kalamazoo" or Bob from "Cucamonga" just doesn't build trust.

3. **If you don't ask, you don't get.** Ask for testimonial letters on client letterhead that you can reprint and use in proposal packages being given to clients. The more you have to choose from the better.

4. **Tell me a story.** Ask clients who are willing to be your advocate to record their testimonial stories. One way to do this easily is to hop on a free telephone bridge line and have a service like Audio Strategies record the call. This can then be used as an audio file on your Website or turned into a low-cost audio CD that you can give potential clients.

5. **Be a name dropper.** Pepper your speeches, seminars and presentations with accounts of individuals who have benefited from your service. Always make the person seem likable, describe the problem in brief and give a measurable result you helped achieve. One of my clients said he helped grow businesses. This

became so much stronger when he was able to say he helped grow business by as much as 500%.

CHAPTER 19: HOW TO TURN STRANGERS INTO CLIENTS IN FOUR EASY STEPS

By now you know that to attract new clients, the best approach is to demonstrate your expertise by giving away valuable information through writing and speaking. But what information should you give away? The trick is to offer advice to prospects on how to overcome their most pressing problems. Research client pains and tell them how to overcome them.

The good news is we don't want you to cold call strangers. In fact, that is the worst thing you could do. Try this instead.

Here is the four-step formula for turning strangers into clients. Some authors have likened this to moving potential clients up a ladder or through a funnel. Others have used sports analogies, like advancing the bases in baseball or moving the football toward the goal line. However you picture it, the idea is you are assisting these strangers to become clients by helping them progress through four distinct stages or groups.

Group 1: Suspects

The first step is to target a group of suspects. These are strangers who don't know you but you suspect they might be interested in what you do. Gather information about this group of strangers and the problems they have that you solve. Write a special report or white paper (fancy government term that means term paper) that offers solid advice on how to solve these problems. While you will be distributing this for free, your goal is to create something with information so valuable people would pay for it.

Group 2: Suspects who have become Prospects

That's because they asked for a special educational report or information kit you created. Perhaps they came to your Website for this offer. Or maybe they met you at a networking event and you got their permission to be put on your e-mail list. Trade your special report or White Paper for their e-mail. Create an e-mail database of those who are interested in your information.

Group 3: People who attend your seminars

Invite Group 1 by direct mail and Group 2 by e-mail to attend events that you put on. These might be small-scale seminars or group consultations. Does it work? Lawyers at the top 1,000 firms, for instance, ranked seminars as the most effective tool for gaining new clients (Source: FGI Research, 1999). Create a separate e-mail and telephone database of those who attended your event and weren't ready for a one-on-one assessment consultation with you.

Group 4: People who met with you one-on-one and weren't ready yet to become clients

At seminars, offer a no-cost consultation to all those who attend your event. When you consult with these people, some will become clients right away. However, others might not be ready to become clients just yet. Create your separate Group 4 e-mail and telephone database of those you had consultations with that did not decide to become a client at this time. Keep following up with Group 4 on a periodic basis. Keep notes on them so you can show personal interest in who they are and how they are progressing. The old adage about "many people don't care what you know until they know how much you care" rings true. The biggest mistakes consultants make is giving up too soon.

CHAPTER 20: HOW TO GET INSIDE YOUR CLIENT'S HEAD

What if you could get inside a potential client's head and see things from their perspective? If you could match how you sell your services to how they want to buy, then you would naturally be able to sell much more.

An incredibly accurate online marketing research tool is the online survey. Online surveys allow businesses to conduct professional market research surveys, get immediate answers and analyze the data in real-time.

Typically the surveys are hosted on a vendor's platform. In many cases a business can implement a simple survey for free; you'll have less options, however, including how many questions you can ask survey participants and how many responses you're allowed to receive.

For many of the free online survey providers such as SurveyMonkey, www.surveymonkey.com or Zoomerang, www.zoomerang.com, you can ask up to 10 to 30 questions and receive up to a hundred responses per survey for free.

However, if you want more, you'll need to pay. Still, even if you want more, prices start at just under \$20 a month. SurveyMonkey charges \$17 a month, which includes up to 1,000 responses a month, then \$0.05 per response after. Plus, you can create and conduct as many surveys as you want every month. Imagine that you have a customer e-mail list of 200 people, and you're trying to determine what these 200 people need to help them increase their business, live a better life, earn money or whatever. You simply go to SurveyMonkey, write some questions and e-mail the link to participate to your customers. As your customers respond with their needs, you receive their feedback in real-time.

Another inexpensive online market research tool is the survey poll. Upon entering a Website you see a box with a question and the option to select a true or false response. The process is automated, and depending on the script, will return the up-to-date poll results to the participant upon submitting their vote.

Why is this helpful? Polls are simple, fast and fun. They're a great tool to use to collect fast customer and prospect information. For example, if you're trying to decide between two titles for your next book, white paper, e-report or product, conduct a poll. Your poll could read, "Check which title you most prefer, A. 6 Steps to Reducing Tension or B. Reducing Tension Saves Lives."

APPENDIX A: FURTHER READING

1001 Ways to Market Your Services—Even if You Hate to Sell by Rick Crandall (Contemporary Books, 1998, \$16.95). This specific guide to marketing and sales methods provides 1001 real examples of professional marketing. It is filled with short, interesting examples, highlighted by pictures, tip boxes, and an “Action Agenda” at the end of each chapter with ideas and reminders to summarize.

Become a Recognized Authority In Your Field In 60 Days or Less! by Robert Bly (Alpha, 2002, \$18.95). This book is about how to quickly become the preeminent, in-demand guru in your field and gives many steps on how to promote and market your knowledge and skills.

Creating New Clients—Marketing and Selling Professional Services by Kevin Walker, Cliff Ferguson, and Paul Denvir (Continuum, 2000, \$31.95). This book outlines the skills required for maximum success in professional service firms, noting that selling themselves is based on chemistry, trust and an expected long-term business relationship. Their advice is based on the PACE Pipeline model, meaning that the opportunities for future business flow generated by accumulated efforts and activities.

Managing the Professional Service Firm by David Maister (Free Press Paperbacks, 1997, \$25.00). In this general book on firm management, Maister states that all professional service firms have the same mission statement, essentially, “service, satisfaction, and success.” His book gives advice on dealing with clients, management, partnerships and managing practices with multi-locations.

Marketing Your Consulting and Professional Services, 3rd Edition by Dick Connor and Jeff Davidson (John Wiley & Sons, 1997, \$39.95). The book outlines four important “how-to’s to ensure success:

- How to ensure satisfaction
- How to make client-centered marketing a natural activity
- How to make the most of your relationships
- How to work from your comfort zone

Million Dollar Consulting — The Professional’s Guide to Growing a Practice by Alan Weiss (McGraw-Hill, 1998, \$14.95). This guide urges the reader to push the envelope and go beyond their normal practices. It helps to target, land, and keep powerful clients, as well as establishes the firm’s image and intensifies its profile. Weiss also gives tips on bases for fees and using new technology as a tool of business.

Rainmaking —The Professional’s Guide to Attracting New Clients by Ford Harding (Adams Media Corp, 1994, \$14.95). This is the self-help guide for a professional wanting to enhance his sales and marketing skills. It is divided into three parts: obtaining leads, advancing and closing the sale, and building the right marketing strategy for you. The book uses checklists and appendices to highlight the written and visual material, including how to develop and customize a marketing strategy, network effectively, write articles to draw clients, and use direct mail to attract new clients.

APPENDIX B: MARKETING PLAN TEMPLATE

Marketing Plan Template

Worksheet 1: How To Improve Your Marketing in Five Steps

The first challenge for professionals and consultants is creating new clients. There is a proven process for marketing with integrity and getting a 400% to 2000% return on your marketing investment. To attract new clients, the best approach is the Educating Expert Model that demonstrates your expertise by giving away valuable information through writing and speaking. In addition, you can increase closing rates up to 50% to 100% by discovering and rehearsing the right questions to ask prospective clients.

The number one challenge for professionals and consultants is creating new clients. However, many professionals and consultants feel marketing is too time consuming, expensive or undignified. Even if they try a marketing or business development program, most professionals and consultants are frustrated by a lack of results. They even worry if marketing would ever work for them. And no wonder. According to a researcher from the Harvard Business School, the typical sales and marketing hype that works for retailers and manufacturers is not only a waste of time and money for professionals and consultants, it actually makes them less attractive to prospective clients (Maister, 1992, *Managing the Professional Service Firm*).

However, research has proven there is a better way. There is a proven process for marketing with integrity and getting an up to 400% to 2000% return on your marketing investment. At the New Client Marketing Institute we call it the Educating Expert Model, and the most successful professional service and consulting firms use it to get more clients than they can handle. The findings of our 8-year, \$2 million research study about how the most successful professional and consulting firms use this model were published in our book, *Client Seduction* (Author House 2005).

To attract new clients, the best approach is to demonstrate your expertise by giving away valuable information through writing and speaking. Research shows independent professionals, management and technical consultants, corporate trainers, executive or personal coaches, marketing and creative firms, and HR and recruiting consultants can fill a pipeline with qualified prospects in as little as 30 days by offering advice to prospects on how to overcome their most pressing problems (DeVries and Bryson, 2005, *Client Seduction*).

Unfortunately, many professionals who learn the Educating Expert Model find the idea of writing and speaking too daunting and even mysterious. Most feel this is only for a select few, but that is a miscalculated view. In the beginning, it is not unusual to wonder how these other professionals and consultants get in front of audiences and get their how-to advice in print.

The good news is there exists a body of knowledge that some have discovered to grow their professional and consulting practices. As an example, management consulting firms like McKinsey & Co. pioneered the approach and have it down to a science (Bartlett, June 1996, "McKinsey & Co., *Harvard Business Review*). This is a growing trend. In 1991 a random survey of the top 1,000 U.S. law firms found that 89 percent held at least one client seminar per year. In 1999, 94 percent of law firms were regularly holding seminars. Lawyers at the top 1,000 firms ranked seminars as the most effective tool for cross-selling and gaining new clients (Source: FGI Research, 1999).

What should you do to increase revenues? First, understand that generating leads is an investment and should be measured like any other investment. Next, quit wasting money on ineffective means like brochures, advertising and sponsorships. The best marketing investment you can make is to get help creating informative Websites, hosting persuasive seminars, booking speaking engagements, and getting published as a newsletter columnist and eventually book author.

Rather than creating a brochure, start by writing how-to articles. Those articles turn into speeches and seminars. Eventually, you gather the articles and publish a book through a strategy called print on demand self publishing (we've done it under 90 days and for less than a \$1,000 for clients). Does it work? Here are a list of business best-seller titles by professionals and consultants that started out self-published (Source: *Southwest Airlines Spirit*, March 2005):

The One Minute Manager by Kenneth Blanchard and Spencer Johnson: picked up by William Morrow & Co.

In Search of Excellence, by Tom Peters (of McKinsey & Co.): in its first year, sold more than 25,000 copies directly to consumers — then Warner sold 10 million more.

Leadership Secrets of Attila the Hun, by Weiss Roberts: sold half a million copies before being picked up by Warner.

Understanding the psychology of clients also provides critical evidence of the validity of the get published approach. Professional services and consulting are what economists sometimes call “credence” goods, in that purchasers must place great faith in those who sell the services (Bloom, October 1984, “Effective Marketing for Professional Services,” *Harvard Business Review*). What does the research say about client choice, satisfaction and dissatisfaction of professionals and consultants? Here are the five ways prospects judge you (Aaker, 1995, *Strategic Market Management*) and my views of how the Educating Expert Model is the perfect fit:

1. **Competence.** Knowledge and skill of the professional or consultant and their ability to convey trust and confidence (you demonstrate and prove your expert knowledge by speaking and writing)
2. **Tangibles.** Appearance of physical facilities, communication materials, equipment and personnel (you do this by the appearance of your Website, book and how-to handouts)
3. **Empathy.** Caring, individualized attention that a firm provides its clients (educating people to solve problems before they hire you proves you care)
4. **Responsiveness.** Willingness to help customers and provide prompt service (when you promise to give people things like special reports and white papers, do it promptly)
5. **Reliability.** Ability to perform the promised service dependably and accurately (prospective clients will judge you on how organized your seminars, speeches and Website are)

Step Two – How do you rate yourself?

Please rate yourself on the following:

1. **Competence.** Knowledge and skill of the professional or consultant and their ability to convey trust and confidence
2. **Tangibles.** Appearance of physical facilities, communication materials, equipment and personnel
3. **Empathy.** Caring, individualized attention that a firm provides its clients
4. **Responsiveness.** Willingness to help customers and provide prompt service
5. **Reliability.** Ability to perform the promised service dependably and accurately

Even if you believe in the Educating Expert Model, how do you find time to do it and still get client and admin work done? No professional or consultant ever believes they have too much time on their hands. Nothing worth happening in business ever just happens.

The answer is to buy out the time for marketing. You need to be involved, but you should not do this all on your own. Trial and error is too expensive of a learning method.

Wouldn't it be better if someone helped you who knows the tricks and shortcuts?

We can show you how to leverage your time and get others to do most of the work for you, even if you are a solo practitioner.

Step Three – How would you summarize your business?

This will help you create a written one-page executive summary of your business. Please complete one sentence answers for each.

1. **Target:** We help...
2. **Pain:** Who struggle with...
3. **Predicament:** Which makes them...
4. **Answer:** What I do is...
5. **Benefits:** So they can...
6. **Why me:** Unlike typical people in my field, my difference is...

How much should you invest in marketing? That depends on your business goals, but here are some norms. In terms of time, figure 25 to 50% of your time. In dollars, law firms generally spend about 2 percent of their gross revenues on marketing, and the average expenditure is about \$136,000. Marketing costs for accounting firms average about 7 percent to 10 percent of gross revenue (Source: *The New York Times*, November 15, 2001). The typical architecture, engineering, planning, and environmental consulting firm spent a record 5.3 percent of their net service revenue on marketing (Source: *ZweigWhite's 2003 Marketing Survey of A/E/P & Environmental Consulting Firms*).

Here are some of the key benefits of following the Educating Expert Model:

1. Allows your message to be heard above the noise of all the other professionals and consultants
2. Systematizes your marketing with a proactive, monthly approach that is simple and affordable to implement
3. Makes it easier for your clients and business advocates to refer potential clients to you
4. Creates multiple streams of income because prospects actually pay for you to market to them
5. Increases closing rates up to 50% to 100% by discovering and rehearsing the right questions to ask prospective clients
6. Produces all-help, no-hype marketing you actually feel proud to communicate
7. Quits wasting money on ineffective tactics like brochures, sponsorships and cold-calling
8. Leverages your time so you get more results in less time

The New Client Marketing Institute works with independent professionals, management and technical consultants, corporate trainers, executive or personal coaches, marketing and creative firms, and HR and recruiting consultants who are struggling to attract enough clients. We have a 15-year track record of measurably improving revenues for professional service firms and service businesses. Through one-on-one brainstorming, small group practice sessions and in-house marketing retreats we share more than 1,000 pragmatic strategies and tactics.

Step Four – What specific results have you achieved for clients?

Use percentages, numbers and time. What client stories can you tell to illustrate results you obtain?

Step Five – How will you promote your business?

Please complete one sentence answers for each.

1. **Small-scale seminar strategy**

2. **Speaking strategy**

3. **Get published strategy**

4. **E-zine strategy**

5. **Networking strategy**

6. **Referral strategy**

Your Plan for Monthly Lead Generation Activity

The real secret of success is activity. Thirty minutes a day is all we ask. Copy this down and post it around your office, your house, your car. Take it to heart. It's the key to making your program a success.

The Universe Rewards Activity

You need to have a system to follow, or things just won't get done. Your system will look slightly different from everybody else's when you're finished with it, because you're going to choose to do certain activities and wait to implement others based on your unique business, your needs, your resources (time, people, and money) and your target audience.

The following is a sample plan, taken straight from the real world.

Every Month: Activities we must do

1. Mail seminar invitations
2. Telemarket seminar
3. Hold seminar
4. Mail teleseminar invitations
5. Telemarket teleseminar
6. Hold teleseminar
7. Write syndicated column
8. Distribute syndicated column
9. Send bi-monthly e-newsletters
10. Send drip sales letters
11. Mail to 25 referrals (A, B, and/or C)
12. Mail to 25 target speaking groups
13. Attend 4 networking events to gather business cards
14. Test, track and tune results

Review all the previous worksheets and write down what needs to be done to make this happen. What activities must be handled? Who will be responsible for doing them?

APPENDIX C – HELPFUL EXAMPLES

HEADLINES FOR 'HOW-TO' ARTICLES

by Joan Stewart, The Publicity Hound

Want to write a how-to article but can't come up with a topic? Start by naming the three biggest problems your customers or clients face. You've just come up with three ideas for three different articles. Be sure the topics tie into a service you provide, a product you sell, or a cause or issue you want to promote.

Once you've chosen a topic, it's time to select a title. Here's a list of possibilities. Simply fill in the blank, depending on what you've decided to write about.

- A Part-Timer's Tactics for a Full-Timer's _____
- A Quiz: Test Your _____ Smarts
- Cash in on _____ Trends
- Chasing the Right _____
- Cool Tools for Today's _____
- Common Errors That Kill _____
- Discover the 7 Essential Elements That Guarantee _____
- Finding the _____ That is Uniquely You
- Good News for _____
- How to Bounce Back from _____
- How to Get Other People to _____
- How to Handle _____
- How to Make _____ Work for You
- How to Make Your _____ Dreams Come True
- How to Turn _____ into _____
- Mastering the Art of _____
- No More _____
- Part-Time _____, Full-Time Success
- Questions and Answers About _____
- Straight Talk from a _____
- The Great _____ Dilemma
- The Most Beginner-Friendly _____
- The Last Word on _____
- The Amazing Solution for _____
- The Best and Worst Ideas for _____
- The Complete Guide to _____
- The Worst Mistakes You Can Make When _____
- Top 10 _____ Do's and Don'ts
- What's HOT and NOT in _____
- When Not to _____

Your Must-Know Guide to _____
_____ with Pizzazz!
_____ and Grow Rich
_____ on the Cheap
5 Ways to Get More from Your _____
5 No-Fail Strategies for _____
6 Secrets to Successful _____
7 Ways to Keep Your _____ Dreams Alive
7 Ways to Avoid the Most Deadly _____ Mistakes
8 Ways to Avoid the Worst _____ Mistakes
9 Formulas for Fantastic _____
10 User-Friendly Facts for _____
10 Tips to Jump-Start Your _____
11 Questions You Must Ask When You're _____
12 Tactics to Open Up _____
13 Tips That Will Make a _____ Smile
10 Time-Tested Tips for Becoming a _____
25 Quick _____ Tips to Use Now
26 Holiday Gifts for _____

Copyright 2002 by Joan Stewart. For more free publicity for your professional services business, sign up for "The Publicity Hound's Tips of the Week," an electronic newsletter. Subscribe at www.PublicityHound.com and receive by autoresponder the handy list "89 Reasons to Send a News Release."

ABOUT THE AUTHOR

Henry DeVries, MBA is an expert on typing and talking: how consultants can maximize revenues by writing books and giving seminars. He teaches marketing and is the assistant dean for continuing education at the University of California San Diego. The founder of the New Client Marketing Institute, he speaks to thousands of service professionals each year, teaching them successful tactics that bring them new clients. Along with his books — *Self-Marketing Secrets*, *Client Seduction*, *Pain Killer Marketing*, *Closing America's Job Gap* and *How to Close a Deal Like Warren Buffett* — the buzz building tools of Henry DeVries have been used to dramatically increase revenues and leverage marketing budgets for two decades. In addition to authoring his own books, he ghostwrites at least four books a year. In his writing, speaking and mentoring he reveals more than 1,000 pragmatic strategies to achieve marketing returns of 400% to 2000%. Henry can be reached at henry@newclientmarketing.com or at 800-514-4467.

Karla DeVries, MA, has worked with the New Client Marketing Institute for 12 years. She is an art historian at the Metropolitan Museum of Art and an adjunct professor with NYU.