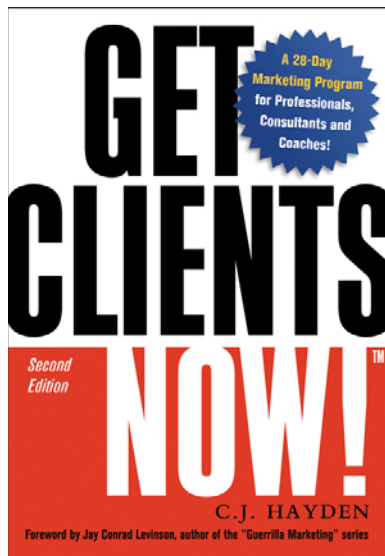


# GET CLIENTS NOW!<sup>TM</sup>

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

## Table of Contents & Sample Chapter



C.J. Hayden

New from AMACOM Books • Sept 2006  
ISBN 0-8144-7374-1

Contact C.J. Hayden:  
[info@getclientsnow.com](mailto:info@getclientsnow.com)  
[www.getclientsnow.com](http://www.getclientsnow.com)  
(877) 946-4722 or (415) 981-8845

Copyright © 2007 • C.J. Hayden  
Get Clients Now!<sup>TM</sup> is a trademark of  
Wings Business Coaching LLC, San Francisco, CA

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

**TABLE OF CONTENTS**

*Foreword by Jay Conrad Levinson*

*Acknowledgments*

Introduction

**Part I: The Setup**

**Chapter 1** What Really Works? Effective Marketing Strategies

**Chapter 2** Where Do You Start? The Marketing and Sales Cycle

**Chapter 3** Where Are You Headed? Setting Your Sales & Marketing Goal

**Part II: The System**

**Chapter 4** What's Stopping You? Selecting Your Success Ingredients

**Chapter 5** Here's What To Do: Choosing from the Action Plan Menu

**Chapter 6** You're Ready...Let's Go! Putting the System into Action

**Part III: The Strategies**

**Chapter 7** Filling the Pipeline: When You Don't Know Enough People to Contact

**Chapter 8** Following Up: When You Know Plenty of People but You're Not Contacting Them

**Chapter 9** Getting Presentations: When You're Contacting People but Not Getting Appointments

**Chapter 10** Closing Sales: When You're Making Appointments but Not Getting Sales

*Index*

## INTRODUCTION

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

- Albert Einstein

If you are ready to get clients *now*, you have come to the right place. Get Clients Now! is a complete marketing and sales system for consultants, coaches, and anyone who markets a professional services business. This book contains a 28-day program for sales and marketing success. It has all the tools you need to get your marketing efforts unstuck, make an effective action plan, and start getting clients.

In this new edition, you'll find the latest Internet marketing strategies for professionals, an even stronger emphasis on relationship marketing, new contributions from experts in marketing and motivation, and numerous improvements suggested by the thousands of readers who have made Get Clients Now! their sales and marketing bible.

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

### Who Should Use This Book

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

The Get Clients Now! system is designed to help you market and sell professional services to either individual consumers or to businesses and organizations. If your service business also markets products, this book may not be a complete solution. You may need other references to help

answer questions about which marketing approaches are best for the product component of your business. But for creating a customized marketing plan to sell your services or those of your firm, you won't need to look beyond this book.

### How to Use This Book

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

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

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

For additional resources on any of the topics discussed in the book, to download blank copies of the Get Clients Now! worksheets, or to find a buddy, group, or coach to help you work the program, please visit the book's companion web site at [www.getclientsnow.com](http://www.getclientsnow.com).

C.J. Hayden, MCC  
San Francisco, California

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

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

# CHAPTER 1

## What Really Works? Effective Marketing Strategies

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

— Henry David Thoreau

### Marketing Made Simple

Marketing is telling people what you do, over and over. There are many ways of telling people — in person, in writing, through the media, on the Web, by phone — but you do have to *tell* them. You can't just wait for the phone to start ringing. You have to tell them over and over. According to the market research firm Yankelovich, Inc., the average American sees or hears up to 5,000 marketing messages per day. Where is your message in all that communication? What will make others remember you if they hear about you only once?

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

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

- *You can't decide where to begin.* Marketing your business seems like an overwhelming project. There are so many ideas to consider and so many choices to make, and you want to make sure you are doing it right. So you worry about how best to spend your time and money. Struck by "analysis paralysis," you start and stop, sit and stew, or just do nothing.
- *You aren't sure how to put the pieces together.* You think you should be making cold calls but wonder if you need to finish your website first. You suspect it might be time to develop some new leads, but what about those follow-up calls you've been meaning to make? You wonder if all the networking will ever pay off, and whether that speaking engagement will really generate any clients. You don't have a system, a program, or a plan.
- *You can't stay motivated.* Even when you know exactly what you need to do, often you just don't do it. With no boss looking over

your shoulder, it's too easy to avoid marketing and sales. When you don't see immediate results, you get discouraged. When someone rejects your sales pitch, it's hard not to take it personally. It's so tempting just to wait for the phone to ring, and blame your lack of business on the economy, the weather, or the time of year.

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

---

### Marketing is a System, Not an Event

"Small business marketers love the chase," declares John Jantsch, a marketing coach and author of *Duct Tape Marketing* (Thomas Nelson, 2006). "They love a new-fangled way to make the phone ring. But they often think of a marketing promotion as a single event. It's precisely this view of marketing that holds most small businesses back. They fall prey to the 'marketing idea of the week' and never fully explore what it takes to create and build a completely functioning, consistently performing, marketing system.

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

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

"Once you have spent the time and energy to create a plan, you need to commit your plan to a marketing calendar and then allocate the money it will take to implement your plan. When you create a calendar it is much more likely that you will look at the tasks like a 'to-do' list. So, instead of worrying that you should do more marketing, you simply

scratch each item off your list and plan for the next. It's an amazingly simple but effective device."

John Jantsch  
[www.ducttapemarketing.com](http://www.ducttapemarketing.com)

---

## How the Program Works

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

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

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

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

By making this a 28-day program, does that mean you will find all the clients you need in twenty-eight days? In some cases, yes. Since 1995, when this program first became available, many Get Clients Now! participants have landed as many clients as they could handle in less than twenty-eight days. But because everyone's situation and starting place is different, your immediate results may not be what you had hoped. You may choose to keep going with the program for a second twenty-eight days to further improve your sales. That's okay; the program is designed with this intention.

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

### **Key Components of the Program**







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

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

Figure 1-1 Completed Action Worksheet

## GET CLIENTS NOW!™ Action Worksheet

What strategies will you use?

					
1. DIRECT CONTACT AND FOLLOW-UP	2. NETWORKING AND REFERRAL BUILDING	3. PUBLIC SPEAKING	4. WRITING AND PUBLICITY	5. PROMOTIONAL EVENTS	6. ADVERTISING
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where are you stuck or what needs the most work?

Filling the pipeline     Following up     Getting presentations     Closing sales

How much business do you have now? 11 clients

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

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

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

What will be your reward? go on a ski weekend

Success Ingredients	Target Date
1. <u>market niche definition</u>	<u>10/06/06</u>
2. <u>10-second introduction</u>	<u>10/13/06</u>
3. <u>3 networking venues</u>	<u>10/20/06</u>

Daily Actions

1. Send letters to 6 new people each week
2. Place warm calls to 2 prospects per day
3. Go to 1 networking event each week
4. Contact 3 new potential referral partners each week
5. Have lunch or coffee with a colleague once per week
6. Make 3 message board posts each week
7. Re-contact 2 former clients each week
8. Send an item of interest to 3 colleagues per week
9. Volunteer in a visible position once per week
10. Ask for a referral once per day

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

## Getting Help to Make It Happen

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

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

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

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

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

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

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

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

---

---

### Say It and You'll Do It

"Coaching works for many reasons that overlap and intertwine, but one of the strongest threads in this weave is accountability," contends Laura Whitworth, co-founder of The Coaches Training Institute, and co-author of *Co-Active Coaching* (Davies-Black, 1998). "It is often the accountability alone that draws people to coaching. They may be competent and successful in many phases of their lives, but there is one area where they have found they cannot make the changes they want to make alone. They're just not getting it done, and they want the structure of a partnership to help them do the thing that is hard to do.

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

Laura Whitworth, MCC, CPCC  
[www.thecoaches.com](http://www.thecoaches.com)

---

---

## What Works and What Doesn't?

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

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

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

The effectiveness of a particular strategy can vary with the situation and your own abilities and preferences. A psychotherapist, for example, might find that direct contact and follow-up with potential clients would be inappropriate, and therefore rely more on networking and referral building. A consultant who dreads public speaking would do well to avoid that strategy and concentrate on writing and publicity instead.

Keep in mind that the effectiveness rating of these strategies shown in the diagram refers specifically to their use in marketing your own professional services or the services of your firm. This is what the Get Clients Now! system is designed to address. If your professional practice

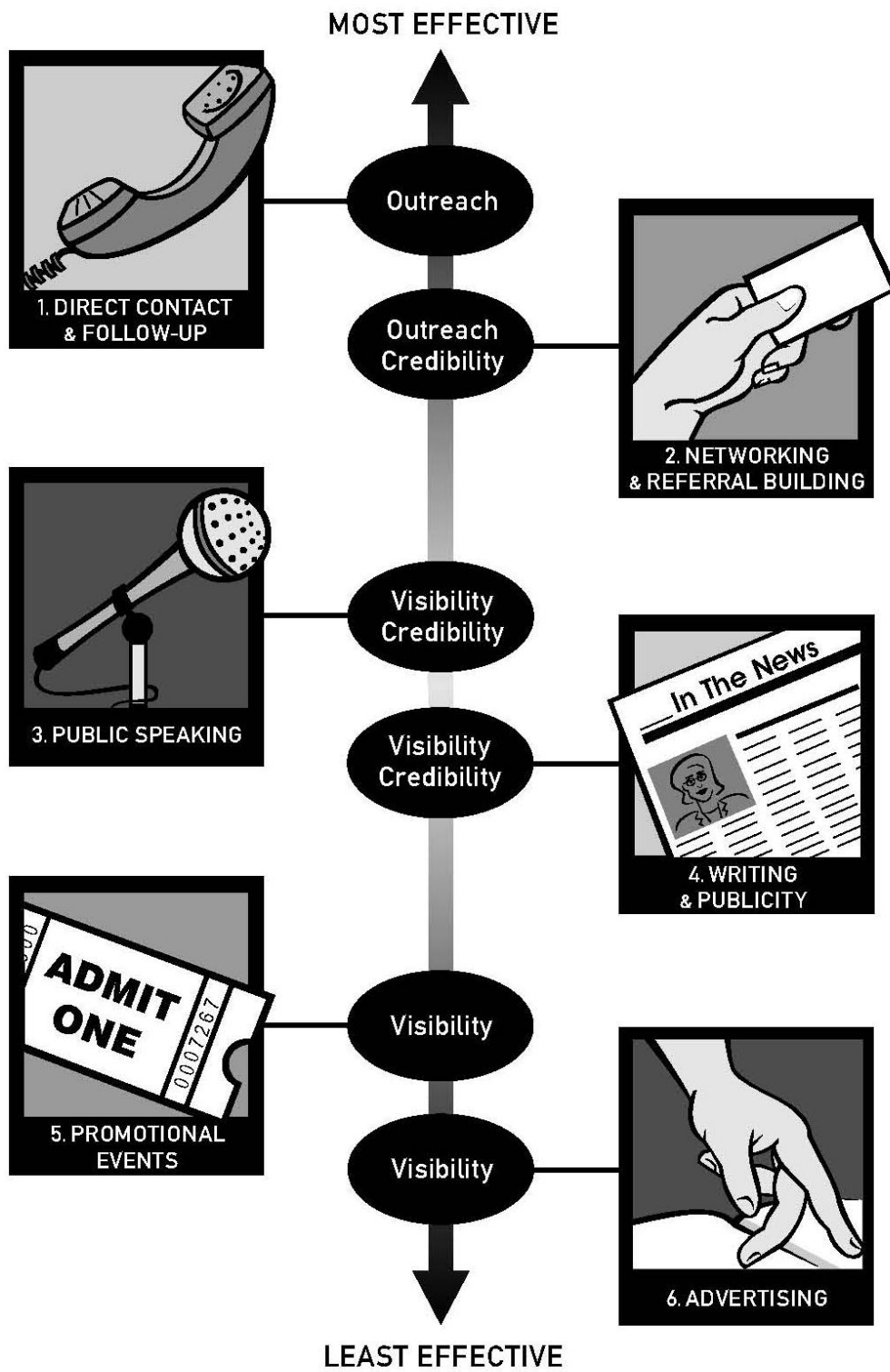
also includes product sales as part of a service package or an option for existing clients, rest assured that this diagram is completely relevant to your business. For example, a chiropractor who sells nutritional supplements to his clients or a corporate trainer who suggests that training clients purchase her companion textbook will both find this ranking of strategies to be quite accurate. However, defining appropriate marketing strategies to sell products *separately* from your services — whether in your place of business, by mail order, or over the Web — is outside the scope of this book.

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

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

Looking at this diagram for the first time, you may wonder where the Internet fits in. How effective is Internet marketing compared to the six strategies shown here? The answer depends on how you choose to use the Web to market your business. The relative effectiveness of your Internet marketing activities follows exactly the same pattern as any other type of marketing you could choose. So networking online will be more effective than online publicity, for example, and writing for the Web will be more powerful than Web advertising. The Internet is not a marketing strategy in and of itself; it's simply another medium for employing a wide variety of marketing choices.

Figure 1-2 Marketing Strategies for Professional Services



---

## The Name of the Game Is Trust

Marketing consultant and writer Kim Brooks asserts, "If I could write one golden rule of advertising, it would be: consumers hate advertising. I believe that the Internet has finally brought advertising cynicism to a head.

"Consumers are simply tired of all the noise being thrown at them. On buses, billboards, coffee cups, grocery carts, every single page of content on every single website, every page of the newspaper, every 10 minutes on TV... there are ads. Consumers have adjusted to this constant barrage: they tune out. But worse than that, they resent it, they distrust it, and they don't buy from it.

"Consumers hate advertising but, luckily, love their friends. You can pummel your Web users with ad after ad with no results. But a single mention of your site from a friend, and he or she will click over faster than you can say 'go.' With cynicism at an all-time high, an overwhelming number of sites, and the endless barrages of banners, users filter out all but the most trusted, most reliable information. They will listen to their friends' recommendations, open their friends' e-mails first, and take their friends' advice over the most cleverly phrased ad message.

"Marketing has now become a trust game. Consumers will listen to sources that they trust, because these are entities that won't yell at them, slick them, or spin them; they will simply pass on relevant, accurate information."

Kim Brooks

---

## What Goes into a Strategy?

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

Every strategy is made up of one or more tactics, or to put it another way, you use specific tactics to execute a chosen strategy. After the

definition of each strategy in the following sections is a list of tactics you might use to employ it. And Part III of this book contains detailed marketing recipes that will tell you just how to use these tactics.

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



### Strategy: Direct Contact and Follow-Up

Direct contact means making personal contact with a prospective client by phone, in person, or by mail, fax, or e-mail. To get results, your first contact must be truly personal, not a form letter or broadcast e-mail. If you make contact in writing, personalize your communication by addressing it to a specific person and mentioning some issue you know he or she is facing. If you don't do this, you are merely generating direct mail, which is an advertising strategy.

After your initial contact, more impersonal communications, like mailings or e-zines, can become effective follow-up techniques. But for interested prospects, use these tactics as a supplement to personal contact, not a substitute for it.

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

#### Tactics for Direct Contact and Follow-Up

- *Cold Calling.* Call a complete stranger on the phone. Works best if you have reason to believe the person needs your service and you can tell her why with no information from her.
- *Warm Calling.* Call people with whom you have some connection – someone you have met before, someone who has been referred to you, or someone who belongs to a professional or personal community where you are also a member.
- *Lunch or Coffee (with prospects).* An excellent follow-up strategy when your services are expensive or difficult to explain, or the sales cycle is long.
- *In-Person or Phone Appointments.* What many people do to present their service in detail. May lead to a proposal or directly to a sale.

- *Personal Letters and E-Mails.* Send a personal letter by postal mail or e-mail to a hot prospect. This is extremely effective when it is truly personal, not just boilerplate, and is coupled with a follow-up phone call.
- *Announcement Card or Letter.* If you are just starting out, this is a great way to let everyone know what you're doing. Follow up with phone calls.
- *Nice-to-Meet-You Notes.* When you meet someone and collect her business card, send a note. Include marketing literature if it seems appropriate.
- *Sending Articles or Web Links.* Keep in touch with prospects in a non-threatening way by mailing articles or forwarding links to websites they might find useful.
- *Extending Invitations.* Invite prospects to a meeting or seminar you are planning to go to anyway. It's an excuse to contact them without selling.
- *Reminder Postcards.* When your list of contacts becomes large, do a mailing to remind people you're around. Cards can be easier and cheaper than a newsletter.
- *Newsletters and E-Zines.* A powerful follow-up technique when your service provides valuable information. Use print or e-mail newsletters to show off your expertise and remind people you're available.
- *E-Mail Autoresponders and Broadcasts.* When people make contact via your website, set up an automated sequence of e-mails to provide additional information and follow up with them over time.



### Strategy: Networking and Referral Building

Don't limit your picture of what networking means to circulating through a room exchanging business cards. A broader view of networking is creating a pool of contacts from which you can draw clients, referrals, resources, ideas, and information. You can network by phone and online as well as in person. Some of the people you meet through networking will be prospective clients, but you will also make other valuable contacts. Just as you would follow up with a prospect by placing a call or suggesting lunch, you can build your network of colleagues and referral partners in the same way.

You don't have to wait for word of mouth to build in order to start getting referrals. You can seek out potential referral partners by

identifying people who are in contact with your target market and getting to know them. After an initial meeting or conversation, you can stay in touch using some of the same tactics as shown for direct contact and follow-up, plus these tactics more specific to networking and referral building.

### Tactics for Networking and Referral Building

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

- *Giving Referrals.* One of the best ways to get people to refer you business is to refer business to them. Always be on the lookout for opportunities to refer.

---

## The World's Oldest Yellow Pages

“‘No room at the inn! Could you recommend a barn, perhaps, with a manger?’ Does that story sound familiar?” asks Susan RoAne, keynote speaker and author of *How to Work a Room* (Quill, 2000) and *How to Create Your Own Luck* (Wiley, 2004). Susan reminds us, “As far back as Biblical times, people have relied on who they know for information and referrals. That is the way we find summer camps for our children, auto mechanics, dentists, good restaurants, and countless other goods and services in our lives. The Yellow Pages are a wonderful resource, but would you use them to identify a cardiologist?”

“Networking for word-of-mouth advice and personal referrals is a timesaving and an ‘aggravation management’ technique to get recommendations for what we need. We have been exchanging those recommendations and sharing resources since Eve offered Adam an apple in the Garden of Eden. It is how the world works – and has, since the beginning of time.”

Susan RoAne  
[www.susanroane.com](http://www.susanroane.com)

---



### Strategy: Public Speaking

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

A word of caution about public speaking: look for an already organized group to present to rather than trying to invite your own guests. (That tactic belongs under promotional events.) You may be surprised to find how many civic, business, and professional groups are eagerly seeking free speakers for their meetings.

### Tactics for Public Speaking

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



### Strategy: Writing and Publicity

Writing articles, a column, or a blog about your specialty is an excellent way to gain visibility and credibility you couldn't manage otherwise. If you have never been published before, newsletters, e-zines, and many websites are good places to get your first exposure. Once you have had a few items published, you can graduate to larger publications. Don't rule out these tactics if you're not a good writer. A ghost writer or professional editor can help turn your words into publishable prose.

Getting interviewed by the media can be a bit harder, but you can start small here as well. Small town newspapers like to profile local experts. If you live in a large city, try your neighborhood paper. When approaching the media, always remember that you need to provide them with a story. Tell the editor or producer exactly why their readers will

be interested in what you have to say. Tie-ins with holidays or current events are often a good excuse to make contact.

Be aware that unless your piece appears on the front page of the *New York Times*, you shouldn't expect a deluge of phone calls and Web traffic. You are more likely to receive congratulations from people you already know than to hear from a flock of new prospects. Writing and publicity techniques are better for steadily building your credibility and name recognition than for filling your marketing pipeline all at once. An added benefit of these techniques, though, is that you can add the resulting clippings to your marketing kit or display links to them on your website.

### Tactics for Writing and Publicity

- *Writing Articles or Tips.* When you publish an article or brief tip in print or on the Web, people not only read it and contact you; you can also send it to your mailing list for follow-up, link to it on your website, and use it in your marketing kit.
- *Reprinting Previously Written Articles.* Get more mileage out of each article you write by finding as many publications and websites as possible to publish it.
- *Writing a Column.* If you appear regularly in the same publication or site, people who read your column will remember you and think of you as an expert.
- *Publishing a Blog.* Making regular updates to a blog can prove your expertise, keep you in touch with prospects, and attract new people to your pipeline.
- *Being Quoted by the Media.* You can make this happen by writing to journalists or bloggers when you see your area of expertise being discussed. Next time, they may contact you for a quote or refer to your work.
- *Having Stories Published About You.* Send a press release about your work, opinions, or achievements to editors that cover your area. Or find a freelance writer in your field, and let her know how interesting you are.
- *Getting Others to Link to Your Website.* Ask other websites aimed at your target market to link to your site. If you post helpful articles, useful tools, and other free resources there, many site owners will be happy to link to you.
- *Being Interviewed on Broadcast Media.* Pitch yourself to producers as a fascinating subject for radio, TV, or Web broadcast interviews. Once you have appeared in just one media outlet, many others will be eager to have you as a guest.

---

## Your Parents Love You, But Who Else?

“Publicity markets your services more effectively than advertising... or your parents,” says Susan Harrow, media coach and author of *Sell Yourself Without Selling Your Soul* (Harper Collins, 2002). “Your parents love you. They think you are the best thing that ever walked this earth. And they’re right. They’re also biased. And everyone knows that. So when they say great things about you to anyone who will listen, those people’s eyes tend to get that opaque and uninterested glaze. A similar thing happens when an audience reads or sees advertisements. Even when someone is looking for a specific product or service, they know that anyone who has the money can buy space to plug their products.

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

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

Susan Harrow  
[www.prsecrets.com](http://www.prsecrets.com)

---



### Strategy: Promotional Events

Putting on a show, or being part of someone else’s, is a time-honored way of attracting customer attention. Participating in a trade show, or co-sponsoring a fund raiser, can put you in direct contact with potential clients, and bring you an audience you couldn’t afford to reach alone. But look out for the cost! Buying a booth, setting up a display, and distributing literature to hundreds of people, or even more, can be extremely expensive. Try evaluating the cost per head of each solid lead

you expect the event to generate, and see if you couldn't beat that price by using some other marketing method.

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

### Tactics for Promotional Events

- *Trade Shows.* Booths at big shows can be very expensive, but many associations put on more affordable tabletop expos. Trade shows are better for collecting leads than for closing sales.
- *Free Demonstrations or Workshops.* Offer a free demonstration or low-cost workshop to your hottest prospects. It works like public speaking, but you control the invitations.
- *Virtual Events.* Offering a workshop by teleseminar or a demonstration via Web conferencing will allow you to invite prospects from around the world.
- *Open House or Reception.* Find an excuse to throw a party, and invite prospects and referral partners. People who don't return your calls may surprise you by showing up here.
- *Co-Sponsored Events.* Co-sponsoring a workshop, symposium, or fund raiser with a nonprofit will attract clients who support the cause. Collaborating with a colleague on an event will maximize your resources and extend your reach.
- *Networking Lunch, Breakfast, or Mixer.* Invite clients, prospects, and referral partners to meet each other for their own benefit. Tell everyone to bring a guest.



### Strategy: Advertising

Many consultants, coaches, and other professionals have found advertising of any kind to be quite ineffective at filling their marketing pipeline with paying clients. Remember the know-like-and-trust factor: ads don't allow clients to get to know you personally. This doesn't mean that advertising should be completely eliminated as a possible strategy. A website, for example, is an advertising tool that most businesses will want to have.

For some professional service providers, print or Web advertising can be a reliable source of leads. An ad in the Yellow Pages, for example, can bring new inquiries to a professional who people often seek in an emergency, like a dentist; need only rarely, like a resume writer; or prefer to locate privately, such as a psychotherapist. For professionals who offer date-dependent programs like seminars and group work, advertising via direct mail, flyers, or calendar listings is often necessary. But in most cases, advertising alone rarely generates business; it must be coupled with direct contact and follow-up tactics in order for it to pay off.

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

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

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

### Tactics for Advertising

- *Newspaper or Magazine Classifieds.* The more targeted your ad, the better. Ask for an immediate response from readers, perhaps with a special offer. Track every response you get to see how well the ad is working.
- *Display Ads in Newspapers, Magazines, and Trade Journals.* Ads like these are typically more for visibility than direct response. You usually need a big budget, and repeat advertising, to make them work.

- *Yellow Pages.* Works well only if your service is something people will look for there, and your ad is one of the most noticeable. Don't waste money on a small ad in a big category.
- *Other Print Directories.* Follow the same rules as with the Yellow Pages, plus check into distribution before you buy. Will your potential clients actually see this directory?
- *Professional Directories.* Will get you business only if people actually use it, but consider credibility also. If a certain directory is the official source for an industry, you probably want to be in it.
- *Event or Conference Programs.* Another visibility booster that may need a big budget. Works best if people who already know you will notice the ad.
- *Website.* A website by itself is a tool rather than a complete strategy. You may decide to use your site primarily as an online brochure: sending visitors to it with other strategies rather than expecting it to attract traffic on its own.
- *Search Engine Positioning.* The lowest-cost way to attract traffic to your website can be to get your site ranked more highly in search engines. Building a site that includes a high density of relevant search terms in its text and offers extra value with articles and resource links will improve your rank.
- *Web Directories.* Listing your site in major directories, or specialized ones used by your clients, can increase your visibility. Some directories charge a fee to include your listing; others are free.
- *Pay-per-Click Advertising.* You pay for these online ads each time someone clicks on one to visit your site. Costs can add up quickly, so evaluate your potential return carefully before choosing this option.
- *Banner Ads.* For these online display ads on websites and in e-zines, you'll typically pay a flat fee for a length of time or per issue. Be sure you know the number of visitors who will see your ad before you buy.
- *Bulk E-Mail.* Sending bulk e-mail to market your professional services is probably the least effective advertising tactic you could choose, and the most likely to annoy your prospects.
- *Direct Mail.* Postal mass mailings have nowhere near the impact of personal letters, and are often a waste of money. Consider narrowing your target group and using direct contact tactics instead.

- *Flyer Distribution.* Flyers are cheaper than throwing brochures around and can be used to develop interest with a targeted group. They work best if a limited time offer is included.
- *Radio or TV Ads.* You need a substantial budget to go this route. Ads must be repeated to have any effect. If you do this, get professional help in scripting and producing your ad.
- *Billboards.* For professional services? Well, people have done it. You can probably find better ways to spend the money... like one of the other tactics already mentioned.

### Making Your First Selection

After reading this overview of potential marketing strategies and tactics, you probably have some idea of which strategies you might like to use in your Get Clients Now! program. Consider which two, three, or four strategies you think you would most like to employ. More than four strategies are too many to attempt in a 28-day period, and fewer than two won't give you enough flexibility.

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

---

### Get Personal About Your Marketing

Tony Alessandra, the author of 14 books, including *Collaborative Selling* (Wiley, 1993) and *Charisma* (Warner Books, 1998), points to experienced salespeople as a powerful model for people selling their own services.

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

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

"Keep in mind that it's better to work on getting multiple exposures to a smaller target group than to spread your effort and have fewer

exposures to more people. Potential clients in your target market should be reading your articles, receiving mail from you, hearing you speak or give a seminar, bumping into you at a social function or trade show, and hearing about you and your expertise from their fellow association members and friends.

“The reason it’s so important to invest your time in these methods is that the quality of an incoming lead is almost always better than the lead you get in a cold call. The prospect who calls you has already identified his need for your service, and he’s calling to get your help.

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

Tony Alessandra, Ph.D.  
[www.alessandra.com](http://www.alessandra.com)

---

### **But What About Selling?**

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

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

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

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

### **A Word About Terminology**

Before moving on to the next chapter, it might be helpful to review some of the terminology used so far. Up to this point, you have encountered marketing strategies, tactics, and types of impact. Each overall strategy (e.g. direct contact and follow-up) is made up of tactics (e.g. cold calling, warm calling, or personal letters), and has a resulting impact (outreach, visibility, or credibility). In a few pages, you will also learn about stages of the marketing cycle. If you remember the distinctions among these terms and the elements they represent, you will be able to follow the process of building your Get Clients Now! program more easily.

## ABOUT C.J. HAYDEN



C.J. Hayden, MCC, is the author of the first edition of *Get Clients Now!* (AMACOM, 1999) and *Get Hired Now!* (Bay Tree, 2005). C.J. is a business coach who teaches self-employed professionals to make a better living doing what they love. She is a former corporate productivity consultant with over 25 years experience in business and management. C.J. has been a professional trainer since 1978, and a coach since 1992.

C.J. has taught marketing and entrepreneurship for hundreds of organizations, including John F. Kennedy University, Mills College, Chevron, Federal Express, International Coach Federation, Institute of Management Consultants, SCORE, and the U.S. Small Business Administration.

As one of the leaders in the emerging profession of coaching, C.J. was a founding director of the worldwide Professional & Personal Coaches Association (now part of the International Coach Federation). She also founded and served as editor of *Being in Action: The Journal of Professional & Personal Coaching*, and currently serves on the boards of *Choice: The Magazine of Professional Coaching* and Global Initiative to Advance Entrepreneurship. C.J. holds the credentials of Master Certified Coach and Certified Professional Co-Active Coach.

A popular speaker and workshop leader, C.J. has presented hundreds of programs on fearless self-promotion, relationship marketing, and entrepreneurial success. Her articles have been published internationally in *Selling Power*, *Home Business*, and *Professional Services Advisor*, and in numerous regional publications, including the *California Job Journal* and *Bay Area BusinessWoman*. She contributes regularly to dozens of websites, including Eyes on Sales, Business KnowHow, and About.com.

C.J. is a *magna cum laude* graduate of San Francisco State University and has lived and worked in San Francisco since 1975.

## PRAISE FROM THE EXPERTS FOR GET CLIENTS NOW!

*"Not only tells you the absolute truth about landing new clients, but also can transform you from a marketing amateur into a marketing genius. Read this wonderfully readable advice before your competitors do. The beauty of its wisdom will be reflected in the beauty of your bottom line."*

- Jay Conrad Levinson, author of the Guerrilla Marketing series of books

*"Get Clients Now! gives you a step-by-step action plan for getting all the clients you need. It tells you what to do first, how to meet your goals with the least amount of time and effort, and how to keep yourself motivated as you go. What could be easier?"*

- Joe Vitale, author of *The Attractor Factor* and *There's a Customer Born Every Minute*

*"If you've been waiting for the phone to ring, you're better off reading Get Clients Now! C.J. Hayden manages to cover the beginner's guide to marketing in an easy-to-follow, methodical plan that every new consultant should absorb."*

- Alan Weiss, PhD, author of *Million Dollar Consulting*

*"Too many entrepreneurs think the Internet will somehow solve all their marketing problems by magic. Get Clients Now! provides a marketing plan that seamlessly integrates online and offline promotion in an easy-to-follow system. It's the perfect tool for the savvy business owner to achieve sales and marketing success."*

- Mitch Meyerson, author of *Success Secrets of the Online Marketing Superstars*

*"This is a system that works. C.J. Hayden has taken the mystery out of marketing. She has written a book that is easy to read, easy to understand and most important, easy to follow... In the first 28 days, I added \$5,000 to my bottom line! The focus and clarity this program creates is amazing. Anyone trying to grow a business without this book is doing it the hard way."*

- Rachelle Disbennett-Lee, Training Director, International Coach Academy