

The Marketing Puzzle

Putting the pieces together



Simple as 1, 2, 3

1. **Gather leads**
2. **Build Relationships**
3. **Engage in business**

Could it be??



① Generate Leads

- Create a strategy for gathering leads
- Gather leads from where your market is
- Generate leads all the time!!
 - Develop strategies that are ongoing and consistently result in new leads, new business



Know Your Market

- Clearly identify your target market
- Who is your ideal client?
 - What do they look like?
 - What do they do with their free time?
 - Where do they shop?
 - Where do you find them?



Create a Strong Network of Contacts

- Build your network of contacts
- Network in valuable places for you
 - Where you network depends upon where your ideal clients are



Build a Powerful Audio Logo

- Use your 30 second intro to engage people in conversation
- Creating an Audio Logo:
 - Identify your customer's/client's pain
 - What's the problem you solve?
 - Leave out your I'm a coach, I'm an insurance agent, I'm a.....
 - It ends the conversation
 - Open the dialogue



Examples

- I work to protect business owners
- I work with businesses that are struggling to produce results
- I help people enjoy their job more
 - Your goal: to get the person to ask you how do you do that? Or similar question...



Enter the Dialogue

- Share how you solve the “pain”, their problem...
- Tell stories
- Focus on service, how you serve
- Ask questions



Create an **Intentional System** of Acquiring New Leads

- **The Leads Funnel**
 - **Networking** → where your target people are
 - **Databases** → direct mail, cold calling
 - **Local government records** → new neighbors, new businesses
 - **Referrals** → ask clients & contacts for referrals
 - **Internet** → Website; Google Ads/MSN Ads/Yahoo Ads
 - **Advertising** → newspaper, online, with a **STRONG** call to action



Create an **Intentional System** of Acquiring New Leads

- **The Leads Funnel**

- **Coffee Meetings** → meet with someone on your contact list.
- **Speaking** → generates new interest
- **Tele-Seminars** → can be advertised on the web and to your list
- **Writing Articles** → having articles on the web gets you increased visibility, drives traffic to your website & newsletter
- **Trade Shows** → collect business cards & follow-up



Create an **Intentional System** of Acquiring New Leads

- **The Leads Funnel**

- **Joint Venture** → work with a colleague
- **Public Relations** → use press releases locally, nationally, internationally. Post information on websites.
- **On-line Networking** → online forums; business networking sites, social networking sites



Keep track of your leads

- What do you do with your leads?
 - Add them to your database
 - Be able to continue marketing to them
 - Know what you have done with each
 - Keep building your relationship with them
 - Give them business, make referrals
 - Give the valuable information that they can use
 - Be of service to them



② Build Relationships

Build an Intentional Follow-up System

- Keeping in Touch with your market is a key to your ongoing success
- What's your system to stay in front of your potential clients?
 - Personal notes
 - Personal meetings
 - Articles
 - Tele-Classes
 - Direct mail
 - Newsletters
 - Postcards
 - Phone calls
 - Workshops



Keep In Touch Marketing

- **Sequential Direct Mail** → use a sequential mailing: send a different message to the same people multiple times. Use a combination of letters, articles, postcards...
- By staying in touch with current, past clients and prospects you continue to provide valuable resources, services and build your relationship.....



Build Your Marketing Funnel



An effective marketing funnel keeps building the relationship....



Into the Funnel

- The free items further qualifies them as a lead
 - *Anytime someone downloads your tips, your report....you know they have a need for the information!*
- You have the opportunity to market
- Have multiple items in your funnel



Free Offers

- Information:
 - Free reports
 - White papers
 - Articles
 - Tip Sheets
 - Newsletters
 - Tele-classes
 - Presentations
 - Personal Consultations

A sample of you, your work, your expertise



Lower Cost

- Develop lower cost products or services
 - Books
 - CD sets
 - Services

Lower cost items get the person into your funnel, continue building the relationship, building you as an expert....

What's next....



Mid Level Items

- Costs a bit more
- Can look the same as lower cost items
- Service or product
- Unique to your business



Big Ticket Item

- Your main product or service
- The big ticket item is often too expensive for someone to buy right off the bat --- they need that relationship.
- Package of services/products
- High cost service/product



Examples of parts of the funnel

- Baskin Robbins – taste test
- Gym/Athletic Center – one day pass, three month pass, year long pass...
- Massage Studio – newsletter, 10 minute massage, massage, year long package of service (subscription)
- Coaching – strategy session, book, tele-class, coaching package



Marketing 1, 2, 3

- Generate Leads with your leads funnel
- Get folks into the marketing funnel & build relationships
- Keep in Touch Marketing – with valuable information, compelling offers and calls to action
- Engage in business throughout the funnel
- Make the sale of the bigger ticket item, when the prospect needs the service/product



③ Engage in Business

- Throughout the marketing funnel, sell:
 - The client's needs
 - With a focus on service
 - With authenticity
 - Have fun
 - Be enthusiastic about your product or service
 - Create powerful scripts – find a natural way of selling



Needs Analysis

- Focus on what's in it for them
- Their needs
- Listen & Hear what they are telling you
- 90 percent of all purchases are made to relieve pain
- Focus on the problems the prospect has
- Create a sales questionnaire



Proposal

- Proposal focuses on resolving all the key problems your client has and making life easier for them.
- Address all of the issues that the client expressed
- Present solutions and benefits one by one
- Hand the client the proposal “Do you have any other questions?”
- And wait for their next question. Silence...



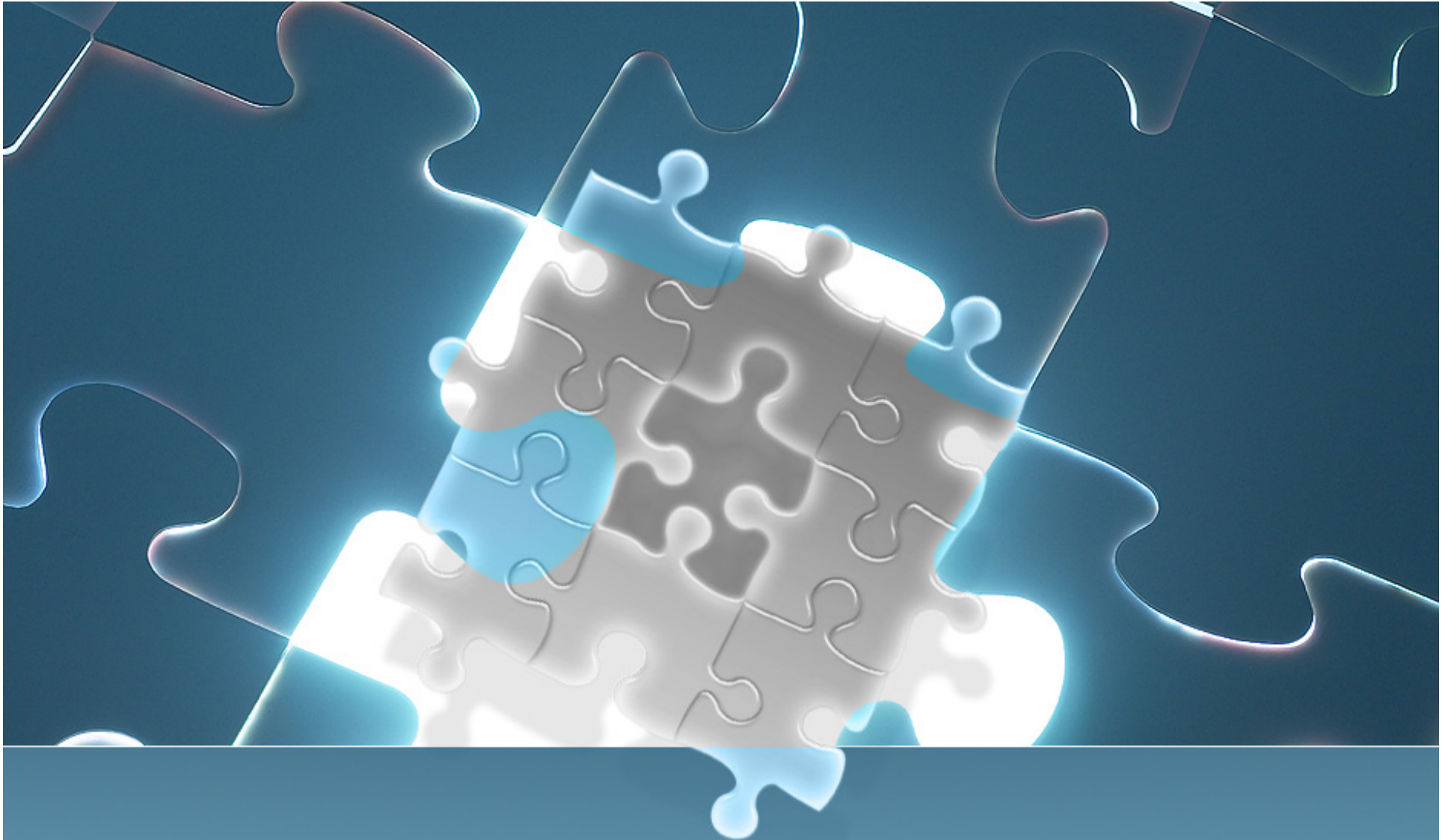
Know your numbers

Month	# of leads	# closed	Close Ratio	Avg. Sale	Total Sales
Jan.	22	4	18%	\$3,000	\$12,000
Feb.	20	6	30%	\$3,200	\$19,200
March	30	10	33%	3,500	\$35,000



Taking Action

- Select 1-2 lead funnel strategies
- Make a plan for them
- Set up a follow-up system
- Look at your marketing funnel
- Add to your marketing funnel
- Keep in touch
- Engage prospects in business



Love what you do, love what you sell

Fall in love with your marketing self