

The 9 Point Fast Track to Marketing and Finding More Clients



Marketing and finding clients always seems to be high on the priority list of most business owners that I meet. For most it tends to be the Achilles heel that holds their business ambitions back as their marketing efforts often fall way short of their desired outcome(s).

However, those who have developed and actioned a marketing system tend to get the new clients and results they want, and as a result their business grows consistently.

Why does this happen? It's often not your products or services that's in question (many small business owners deliver exceptional results), more that you're unsure about the best ways to find clients and don't have a small business marketing strategy that works.

In this post we're going to take a look at a highly effective marketing approach that I implement with my own clients. It's not about hype and persuasion, but a structured strategy to attract the people you want as clients. You may be familiar with some of these strategies but if you apply all of these proven principles you will increase the chances of finding clients on a more regular basis.

Strategy 1: Lack of Marketing Mindset!

Investing in and growing your business has a lot to do with what's going on in your head. Many business owners understand marketing is the way to grow their businesses but feel uncomfortable about adopting a commercial edge and learning the skill of marketing and selling themselves.

That was certainly my situation when I moved from the corporate world to being self-employed. I could no longer rely on the big budgets and teams of people; instead I had to get out of my comfort zone and get a grip on growing a small business.

If you are like many business owners that find marketing and selling does not come easily, these 3 common mind set “hold you backs” fixes will help:

- **Recognising that you are in two businesses**

This is borrowed from the legendary Dan Kennedy, one of the most influential marketers in recent times.

One of the mind-set traps is not to recognise that your future success depends on treating your business as being comprised of two separate businesses.

The first business you are in is the development and creation of services and products that your ideal clients have a need for and want to buy.

The second business you are in is the marketing of those services.

Often business owners spend too much time on creating and delivering their services and do not have a marketing strategy that will win them more clients.

The mind-set shift is to acknowledge that marketing and attracting clients for your services is actually your first priority.

- **Be proactive**

You've probably heard about building a better mouse trap? My take on this is that the world will not beat a path to your door unless you tell them about the solutions your products and services offer.

Too many small business owners hide behind their laptops expecting emails or the phone to ring and new clients fall into their laps. It does not happen.

Be proactive and take control of your business.

- **Focus**

With so much information available, it's very easy to get distracted and spread your time and energy thinly across many different activities, which usually means that not much gets completed.

Getting focussed is about paying attention to things that will grow your business and avoid distractions that will get in your way.

Without focus, you won't be as effective in your marketing so be disciplined and prioritise 3-5 marketing actions that will lead to more clients, but more importantly make sure see them through!

Strategy 2: Understand and Market Your Value

We all have competitors that keeps us on our toes, but how do you set your business apart and stand out from them?

Quite often business owners find it difficult to differentiate and tend to generalise, rather than explain how their solutions and outcomes will benefit their clients.

Take a look at websites, blogs, brochures, flyers, and marketing materials. How many give clarity on the problems they solve and solutions on offer? I'd wager not that many.

It can be tricky to identify the value your products and services give to clients. Often business owners are too close to the day-to-day operation and market the ***methodology, credentials, processes and features*** of services rather than communicating the results that are achieved.

Potential clients need to be crystal clear about what you do, how your service works, the benefits you offer and why they should choose you.

This means that you need to be really clear and visualise how you want your business to be viewed, so think like one of your potential clients.

A good way to start to work on and identifying your value is to ask yourself:

What is the pain or problem my services solve?

What makes my business the best solution?

Its unlikely people will pay attention or buy from you if they don't understand what they get and the questions above will reveal why you would be a good fit.

In a nutshell, value and solutions ultimately determine why a client will buy a product or use your service. Clients buy the results and benefits that your product/service delivers and the problems it solves.

How are you going to explain your value?

Strategy 3: Don't Leave it to Chance

In the UK there are around 5 million business with under 250 employees.

Doesn't that sound like a golden opportunity to grab an enormous share of that potential revenue and income?

But is it really?

In truth most small business don't have the time, money or marketing skills to appeal to every business in the UK.

Unfortunately, that what many business owners do – try to market to all and sundry believing that it's the panacea for business success.

It's probably the worst approach you can take.

In an ever busy and competing world your business needs to be 'set up' so you are visible and appealing to prospects that are more likely to buy your services.

To market and grow your business successfully you need to position your business and its services. It's a fundamental part of building a successful future.

It will help you be clear about what your business does, the value you add, who you do it for and why you're different from your competitors.

Here are two critical things to keep in mind when positioning your business:

- **Decide which clients you can serve best**

Focus on the people who have a problem your services solve. Instead of trying to approach all people in all ways, identify those who you can achieve outstanding results for. Think of the smaller areas - the segments and specialty areas of your industry or market that would be interested.

If you don't have a clear picture of your ideal clients then your efforts to find more clients is largely down to chance, rather than a thought-through strategic approach. Instead of marketing to a highly specific group of prospective customers you end up speaking to no-one, with zero enquiries or leads.

- **Your marketing message of difference**

Once you are clear on your ideal clients, you need to win their attention. Your marketing message needs to be highly relevant to their problems and challenges.

Think about the things that you do that are different, the attributes that set you apart from your competitors and attract clients to your services.

It could be faster results, guaranteed outcomes, price (higher or lower), availability, convenience or your own signature solution.

The last thing you want to market is the way you work – the details and processes you use. That may become important later on. But the core of your message you need to market the “what do I get?” from your services and products.

Your distinctive marketing message needs to provide value and showcase attributes that customers can only experience when they work with your business.

It will help them to view you as a specialist in your field – someone that can help solve their problems and develop a reputation as the ‘go-to’ person or firm in your industry.

Reducing the pool of prospective clients to do business with may strike you as being a bit odd. It’s not. It’s one of the most effective ways to grow with pace. How will you appeal to prospects in your industry?

Strategy 4: Educate and Build a Relationship with Clients

Most of us are familiar with brand or image marketing.

Typically the big consumer corporations use it to great effect. You’ll have seen the big blockbuster ad campaigns from major brands such as Coca Cola, Microsoft and Apple.

The idea is that the more times you run campaigns for your brand, the more likely it will be that people will remember your brand when they come to make a purchasing decision.

These campaigns require huge budgets across several different marketing channels on a regular basis over an extended period of time. It often takes years to really establish your brand in the mind of the consumer.

That’s okay for large corporations who have multi-million pound marketing budgets to remind you that they exist. However, small businesses rarely have that amount of money to truly create a brand.

The reality is smaller business owners simply cannot afford to spend money or time on brand marketing. When they attempt to mimic the big boys with brand marketing it typically fails because they don't have the money to invest continuously over a long period of time.

At the same time most prospective clients don't really care about your brand or image. They are looking for solutions to their own problems – they buy the results and outcomes of your services; their decision is not based on image or awareness.

In truth, marketing is all about getting results, which means that it needs to attract more new clients that want your services. It is likely that brand marketing can be a complete waste of time.

And here's the choice...

Do you pick brand marketing that promotes your company or brand in the hope that at some point in the future prospects may remember you and eventually contact you; or marketing that demands the attention of your prospects and will consistently generate leads and enquiries?

I'm not saying that having a sharp, professional identity or being visible to your best prospects is not important – it is, but far and away the most important outcome from your marketing is a response that leads to a new client.

A more effective way for smaller businesses to improve the results from their marketing is to adopt direct response marketing.

The difference is that this type of marketing is designed to motivate an immediate response and compel prospects to take a specific action through an offer of value.

The aim is to start a relationship that leads to a paying clients by asking the prospect to take the next action, such as requesting a free report, opting in to your email list, picking up the phone and ringing for more information, or being directed to a web page so you can capture their details and start a professional relationship with them.

And this type of marketing is best handled in two steps.

Firstly make them an offer. Direct response marketing needs to win the attention of the people you want as clients through a high value offer.

The offer needs to be compelling and focused on the ideal client rather than your business. It's about relevant content, information, advice and problem solving strategies that address their interests and frustrations.

It needs to create curiosity around problems your ideal client needs to fix.

Think about ways you could share information that helps your target market overcome a problem. Maybe a blog post, webinar or regular newsletter, for example. Be generous in the quality of information you want to share as it builds familiarity, trust and insight into how your services would benefit them.

Secondly, it has to have a call to action. They are interested in your offer, but for them to end up as a qualified prospect you need to be able to follow-up by capturing their details.

Regular follow up is so important and once you have their details you can educate your prospect about your solutions and services over time. It's often the case that prospects are sceptical and need to learn more about how you can help them. Educate them with quality high value information.

I teach and help build direct response marketing strategies with all my clients. It's a bit different and uncomfortable to start with, but it works incredibly well for a modest investment.

One thing's for sure – brand marketing only works if you have very deep pockets. So, if you want more clients on a modest budget then try direct response marketing. It is simply one of the most effective marketing strategies that a small business can use.

Strategy 5: 'Standoutability'

Business owners often ask me how they can stand out from my competition.

Probably the best way of achieving this through a well-crafted marketing message.

What's a marketing message?

Simply put, it's how you communicate with prospective clients and what you say to them.

It's what you say when you meet people at events and meetings.

It's the words you use in your marketing materials and literature.

It's how you describe your services on your website/blog homepage.

It's a way of describing your business or services and needs to grab your prospects' attention.

It tells them clearly how you can solve their problems, issues and challenges. It also reinforces why they should trust you and why they should choose to do business with you so that they are motivated to respond.

Clarity is crucial when it comes to crafting a message. It will be used in a wide variety of marketing tools and materials, from web pages to emails. It needs to be so clear and relevant that prospects instantly see how you can help them.

A clear concise marketing message will:

- Pull your ideal clients towards you
- Get them to respond
- Pre-qualify prospects, filtering out time-wasters
- Help them to self-select so you only attract ideal clients
- Improve results when working with the right client
- Justify your fees and reduce the 'the need to negotiate'
- Improve sales conversion

But there is something to bear in mind - why do some marketing messages fail to connect?

Most marketing messages don't grab our attention because we train ourselves to ignore and put barriers up against the hard sell tactics.

Prospects are searching for value. Usually most service businesses fail to focus on value and their messages go unnoticed.

By far the biggest reason that marketing messages don't attract more new clients is that they tend to be focused around the process and details of services rather than the outcomes they deliver.

Prospective clients are only interested in how you can help them.

They want to know how your services improve their situation. It's not about you. It should never be about you and always needs to be about them.

Your message needs to be a 'what's in it for me?' communication.

How many leaflets, websites, blog posts, brochures or flyers do you read that actually answer the 'what's in it for me' question? Not many; so that's a huge opportunity to stand out from the crowd. To create a standout marketing message there are four components that I want to share:

i. Your Value

Understand your ideal client's challenges - at the end of the day, what do they actually get from your services? In other words, 'what's in it for them?'

A value proposition is a collection of reasons why a prospect will buy a product or use your service. Clients buy the results and benefits that your service delivers and the problem it solves so value must be at the core of your message.

ii. Social Proof

As most of us are naturally sceptical and look for a catch, social proof can play a big part in overcoming scepticism.

Dr Robert Cialdini, the eminent professor of marketing at Arizona University, highlighted the importance of social proof in influencing people's behaviour in his book, The Psychology of Persuasion.

He concluded that people are influenced by the things that they see other people do, so your message needs to answer the hidden obstacles that prospects will be asking themselves, typically:

- How will I know if it will work for me?
- What happens if it does not work?
- How long will it take?
- Why should I believe you?

Naturally, people are fearful of making mistakes and by demonstrating the outcomes and success that have been achieved by past clients using your services, social proof has a huge part to play in building trust and credibility.

Social proof is more than testimonials and can take many forms, including case studies, client success stories, talks, presentations, workshops, endorsements, recommendations, online reviews, membership of professional bodies and being a published author.

In essence you need to share your client's successes with your target market so they are reassured that you would be a good choice.

iii. Risk Reversal

In every business transaction, there's a risk involved.

Buying your services is no different. The perception of risk plays a big part in your prospect deciding to take action or not.

To take the perceived risk away your marketing message must pre-empt any subconscious obstacles. It needs to reassure them.

A strong risk reversal message underpins confidence in your own service. It will prove that you are serious about the outcomes that you are promising. Prospects can buy from you with the knowledge that if this does not work out, they have redress. Their fear of making a mistake is diminished.

There many ways to reduce risk and you should consider trial projects, payment by results, pledges and specific guarantees.

The combination of social proof and a risk reversal 'guarantee' is very powerful and will move your client towards taking positive action.

iv. Building Your Message

When it comes to attracting the interest and attention of your target prospects you have a huge amount of competition, such as TV, radio, email, social media and newspapers to name a few. There are many demands on our time and in order to attract more clients, your marketing message has to fight for your target prospects' attention.

A reliable model that I still use is AIDCA. This is a time tested model to generate leads and enquiries. It's been used by journalists for years and is a simple, effective way to write copy even if you have not done it before. It beats the flowery creative copy that often goes over peoples' heads.

AIDCA is an acronym for the process you want your visitors to take: Attention, Interest, Desire, Conviction and Action.

Your biggest challenge is to win the **attention** of your clients. Your words need to connect, capture their interest, motivate their desire, prove you deliver results and get them to take action.

The best way to win their attention is to use a compelling headline that relates to their situation. The most effective headlines fall into three areas:

1. The 'how to' headline – this type of headline tells visitors about something you know that they are interested in and want to learn more about
2. The 'problem' headline – capture their attention by relating to an important business issue or challenge
3. The 'question' headline – this headline style asks visitors a question that you know they need an answer to

The headline is so important and worth spending a bit of time thinking about. Consider your clients' issues and what they want solutions to.

Here are some ideas for the other areas of the AIDCA model:

INTEREST – to get them interested explain and share information that tells them you understand their situation and that you have services that will help them overcome their problem(s)

DESIRE – to create desire, motivate them by sharing the outcomes and results they are likely to get from your services

CONVICTION – they want to know you deliver so give them proof and evidence that you are a good choice. Testimonials and case studies work really well

ACTION – to get more clients we need to start a relationship so the call to action needs to be a trigger. Think of it as an opportunity to sample your work and offer information that shares valuable content and showcases your expertise

Strategy 6: Follow Up

You've done the hard work and started a relationship. Many businesses lose out at this stage because when they fail to make a sale immediately they stop trying.

Recent research shows that persistence and follow up will eventually pay off:

- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact

So, if you're a small business owner and you don't have a follow up system in place, just imagine all the business you're missing out on.

Another thing to bear in mind is that your message may be completely relevant and hit their pain points, but it's the nature of service businesses that it takes time for people to make their mind up to hire or buy from us.

Clients will buy when they are ready to buy, not when you are ready to sell and successful business owners understand that sales rarely happen at the first point of contact.

It is unlikely that they will become clients until these **subconscious** questions are answered:

- Exactly what are you offering?
- Why do I need (or want) it?
- How can I believe your claims?
- Why should I get it from you?

- How fast can I get it?
- What if I don't like it after I get it?
- What do I need to do to get it?

A structured follow up process is essential so that you're front of mind when they want to proceed and buy your services.

Following up is about explaining the benefits on offer, building a relationship and answering those hidden questions. The challenge is to inform and educate prospects about your skills and solutions so they get to know, like and trust you – this is done by sharing valuable “insider information” that helps them with their problems.

If it is not high value content that helps them to improve their situation, you'll miss out on building trust and showcasing how they would benefit from your services and knowledge.

In a nutshell, if you don't offer value they will likely lose interest in your follow up content.

Share ideas and strategies and be generous with information that helps solves problems and gives insight into how your services would deliver solutions.

Your follow up system

The key is to create a system for follow up without leave things to chance. When you meet a prospective customer or connect online you need to decide what happens next.

This should be a mix of actions depending on your industry, ideally incorporating both online and traditional marketing methods including:

- Follow-up phone calls
- Postcards
- Email campaigns
- Newsletters
- Direct mail letters
- LinkedIn messages

Continuity is essential and regular contact to build familiarity and value will help you convert interest to clients.

Automated systems

Follow up can be with an automated email marketing solution or Customer Relationship Manager software (CRM). There are great CRM and auto responder systems available that integrate an email marketing solution.

Email follow-up is inexpensive, straight forward to set up and quick to react. Using sequential email messages offering advice, information and education is a very effective way to build important relationships.

But don't ignore the power of personal contact by a phone call or handwritten follow-up letter.

Follow up marketing will serve you well. Done properly your prospect will clearly understand why you're different, what your value to them is and how you're uniquely qualified to meet their challenges, while positioning your services to be their only logical choice.

I strongly urge you to set up and implement your own follow up marketing system. An educated prospect is your best prospect and will likely convert to a paying client.

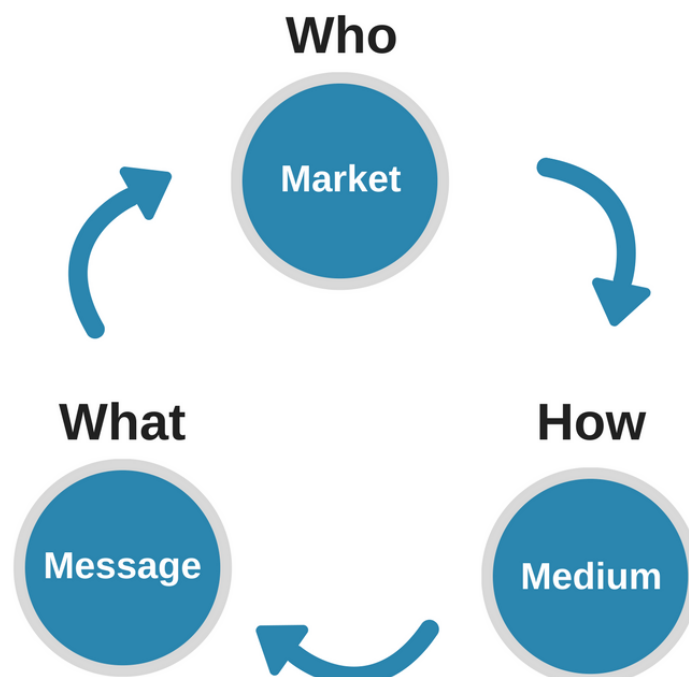
Strategy 7: The Success Triangle

If marketing your services is not your strong suit, deciding on what to do can be tremendously overwhelming. There so many methods and options available to you but where do you start?

I was in the same situation as you when I started my own business until I discovered Dan Kennedy's success triangle. I used it to develop a marketing strategy that changed the way I found clients.

It's particularly effective for business to business service companies and is an excellent foundation for your marketing system:

The Success Triangle



All too often business owners are unaware that there are some basic rules to winning more clients.

A lot of marketing activity delivers poor results because it is based on replicating the consumer, brand marketing practiced by the large organisations with deep pockets.

As independent business owners we are in the results business. We need leads and enquiries to flow into our practices and businesses.

The success triangle was pioneered by Dan Kennedy the American marketing supremo. It is a tried and tested model that works well for small businesses and if you are unsure how to get started on marketing your services it's a very useful model to use.

How it works

1. Your Target Market – this is the ‘Who’



Many business owners cannot accurately describe their ideal or existing clients. The starting point of any marketing strategy is identifying and understanding your target market and who your ideal clients are. It's absolutely the key to the success of any business as everything cascades from your 'who'.

You need to profile your best prospects. What industries do they operate in? How many employees do they tend to have? What products and services should you sell to them? Do you want to target business to business or consumers? Would they ideally be regional or national companies? Are they owner-managed or corporate companies? What size of turnover would be a good fit for you? Who is the decision maker?

Once you are clear on the people you want as clients you can get under their skin and identify their needs, problems, pains and requirements that they are looking to solve. Your marketing needs to be positioned as a solution to these problems.

It's worthwhile remembering that no matter how special, amazing or unique your service is, if it is marketed to the wrong people then you will rarely be successful in selling it.

2. Your Value Message – this is the 'What'



The second element of the marketing success triangle is the 'what' – your marketing message. I covered how to create an attractive message earlier in this post, but just to remind you, it needs to grab your prospects' attention, tell them clearly how you can solve their problems, why they should trust you and why they should choose to do business with you.

The alignment between your target market and message is the critical area to work on.

It's so easy to create a message that tries to attract all and sundry but this will likely miss your ideal prospects' issues.

I can't tell you how many times I've seen a well-crafted message of value being sent to the wrong target market.

And equally, it's fairly common that a poor 'catch all' message is sent to a well-defined target market.

In both situations, the response is not going to be great – results happen when your relevant problem solving message hits your ideal clients that need your services to overcome their problem.

Once you are clear on who your ideal client is and your message is aligned to your prospects' pains, the challenge is then to work out how to get it front of them.

That's third element of Kennedy's marketing success triangle. Using the right mix of ways to reach you best prospective clients.

3. The Marketing Methods - This is the 'How'



As I touched upon earlier, there are dozens of ways to get your message to your ideal clients. Many business owners over-rely on luck because they don't know what will work for them.

Using the success triangle you will have a deep understanding of your ideal client profile, which will guide you to the best marketing methods to use.

What would be the most effective, efficient media to start a relationship with your ideal clients? You should ask yourself the following questions:

- Will direct mail work?
- What websites/blogs do they use?
- Do they use social media?
- What seminars or training events do they attend?
- What does my literature need to say?

- Do they attend trade shows or exhibitions?
- Do they read a particular newspaper, magazine or trade journal?
- Can you rent a mailing list?
- Do they belong to a professional body?
- Are there any industry events they attend?
- What problems do they search for and how easy will your website be found using search engines?
- Do they go to networking events?

Once you know your market, your goal is to identify as many cost-effective ways as possible that you can put your message in front of them.

So if your marketing is not finding as many clients as you want, use the success triangle. This will help you understand who your ideal clients are and the problems they have. Think about your message and what you are going to say to stand out and get your prospect's attention? Choose the right marketing methods to deliver your message.

If you work on the right message and deliver it to the right market using the right medium then you can't go far wrong.

Strategy 8: 'Winging it' Sales Conversation

Unless you have an online business, there is no getting away from the fact that to convert a prospective client to a paying client, there needs a sales conversation.

I can't tell you how many people absolutely dread the thought of having to do this, so much so that many business owners have no sales process often resulting in 'turning off' even the most eager potential clients.

It's true that we tend to have a perception of sales people as a bit smooth, sleazy and inauthentic. They will say and do anything to get your money.

Additionally, TV shows like Dragons Den and the Apprentice think that's sales is all about a pitch.

Let's take a look at the process that leads to a paying client:

- Your target marketing has generated a warm lead from someone that is interested
- Your educational marketing has positioned your services as a potential solution to their problem
- Your content has reduced their scepticism and started to build some trust and credibility
- Your call to action has set up a meeting – this could be on the phone or face to face depending on your business

In other words, they are already predisposed to your services so your sales conversation is not about twisting their arm of persuading them to buy your services.

I'm far from being a super salesman and I still have work to do on my own sales process, but I have found that treating a sales conversation as a consultation works extremely well for me.

Jumping straight into why you are the best thing since sliced bread and saying things like 'you'd be foolish not to buy my services' is a recipe for failure.

Think of it as a visit to the GP. You are feeling unwell and book an appointment. The receptionist will often triage your call so that the GP has some background information.

In the appointment, they will ask you numerous questions to pinpoint your ailment so you get the correct medication.

The GP is an expert and answers your concerns and worries in a way that reassures you that you are in the best of hands and if you follow their advice things will improve and get better.

Ok, I understand that it seems too simple, and yes there can be twists and turns in converting clients, but if you adopt this consultative approach you take away the pressure to perform as a sales person.

So forget about making a sales pitch; instead, have a sales conversation of value. Ask questions about their situation, listen well and give insights into how your services will get them the results and outcomes they want and will pay for.

You're more relaxed, feel more confident and your client will likely to understand the value of choosing you – it's well worth trying.

Strategy 9: Getting Results and Growing Your Business

You've read the previous 8 strategies that will make a huge difference to how you market, win clients and grow your business.

In this final section I would like to share some of the critical changes that you make have to make in order to develop your skills as an owner of a business who wants to drive success.

Focus – why is it so important?

The problem is that a lack of focus leads to spreading yourself too thinly.

Many business owners don't make the progress they want because they are trying to get so many things right. Concentrate on the most important strategies that make the best of your resources.

Devoting time, energy and money to several strategies at the same time tends to mean that none of them get thoroughly implemented.

It's a bit of a vicious circle. A lack of focus leads to wasting your time and taking your eye off the ball, which in turn leads to frustration, poor results and a stuttering business with disappointing growth.

Priorities

It's important that you identify the right actions to focus on. Learn to be disciplined, manage your time, and resist unnecessary and distracting time stealers

Brian Tracey, the self-development author, shares the following questions you can ask yourself to ensure that you are working on your top priorities and getting as much done as possible.

- *What are the highest value activities?*
What are the activities that account for most of the value of your work? Which of your activities contribute the greatest value to your company?
- *What are your key result areas?*
What are the specific results that you must achieve to grow your business?
Which are the most important?
- *What can only you do?*
What is the one thing that only you can do and if you do it well, will make a significant contribution to your business?

This is something that no one else can do for you and if you don't do it, it won't be done. Doing this task and doing it well will have a major impact on your future prosperity.

- *What is the most valuable use of my time, right now?*

This question is a huge filter question and will allow you focus and set your priorities. What is the most valuable use of your time right now –it shouldn't tackle the small things, it must be about the key things that have a big impact on the business

Figure out your priorities and start with your most important work first.

Take action – consistently

Getting things 'out the door' and implemented is the way that you will grow your business. I can't tell you how many strategy plans and marketing blueprints I've seen that are never put into practice.

Taking action is of course critical, but it needs to be done on a consistent basis. Commit to daily, weekly and monthly action – whatever it takes to market your business in a strategic way. Sporadic action won't get you very far at all.

Just imagine how you would feel if you managed to double your revenue and profit in the next 12 months, simply by taking consistent action.

Don't procrastinate – develop your marketing plan and be more visible to your ideal clients.

Learn from your mistakes

Many business owners never get their business to a position they want because they are fearful of failing.

And without doubt there will be things you do to market your business that won't work. Don't beat yourself up if you don't immediately get the results you expect. Be curious and find out what went wrong and how can you change your strategy to improve your results in the future.

Develop an attitude that considers failure a part of building a business and don't be fearful of not getting it right first time.

Which of these 9 strategies can you use?

Some of the ideas that I have covered may be familiar to you and some may be new or different. To give your marketing a boost and increase your sales and profits take action and apply them.

You will get a lot more leads, clients and a better income as a result.

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