

PLEASE STANDBY...

Your Webinar with your host, Marty Marsh, will begin shortly.

5.5 Stellar Secrets to Attract Your Perfect-Fit Clients Like a Pro, and Fill Your Business or Practice Faster Than You Thought Possible!



Welcome to the Webinar!



5.5 Stellar Secrets to Attract Your Perfect-Fit Clients Like a Pro, and Fill Your Business or Practice Faster Than You Thought Possible!

with your host

MARTY MARSH
BUSINESS DEVELOPMENT & MARKETING SERVICES



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AGENDA

What you'll learn today...

- ✓ **Why your marketing is C.R.A.P.**
- ✓ **The absolute best time to prospect for new clients**
- ✓ **5 Ways to Guarantee that your marketing will bring you the kind of clients you want to work with**
- ✓ **5 critical components you must have for strategic messaging**
- ✓ **4 areas where you may be missing the opportunity to find clients**
- ✓ **A solution for taking the “angst” out of your marketing**

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Take the “angst” out of your marketing



If I promise to give you **great content** today, do I have your permission to take about **10 Minutes** to give you a great offer to consider? If that sounds fair, type “**Yes**” in the chat box and click submit.

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Take the “angst” out of your marketing



This is all up to you
and I won't do it unless
I give you something you
can use in your market-
ing today and **only with**
your permission.

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Communicating
VALUE

to the customer ...



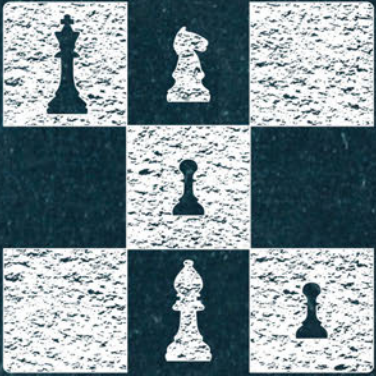
Communicating
with the
CUSTOMERS



MARKETING



Developing
STRATEGIES
and
PLANS



management

Building a
STRONG



Creating LONG-TERM
GROWTH



What is marketing?

**Choose a set of simple,
effective things to do,
and do them
consistently.**

Consistently Means:

**Tell them what you do
over, and over
and over.**

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C.R.A.P.

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C.R.A.P.

**Creative
Repetition
And
Positioning**

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**The 5.5 Secrets to Attract
Your Perfect-Fit Clients
Like a Pro, and
Fill Your Business or
Practice Faster Than You
Thought Possible!**

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The Marketing Equation

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The Marketing Equation Interrupt

+

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The Marketing Equation

Interrupt

+ Engage

+

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The Marketing Equation

Interrupt

+ Engage

+ Educate

+

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The Marketing Equation

Interrupt

+ Engage

+ Educate

+ Offer

=

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The Marketing Equation

Interrupt
+ Engage
+ Educate
+ Offer
= Results!

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Marketing's Job is to:

Interrupt, Engage, Educate, and Offer which is why this marketing equation is an easy way to prepare marketing that gets

RESULTS!

That is the ultimate job of marketing: to get RESULTS!

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Marketing is not Rocket Science

...



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But it is SCIENCE



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Interrupt



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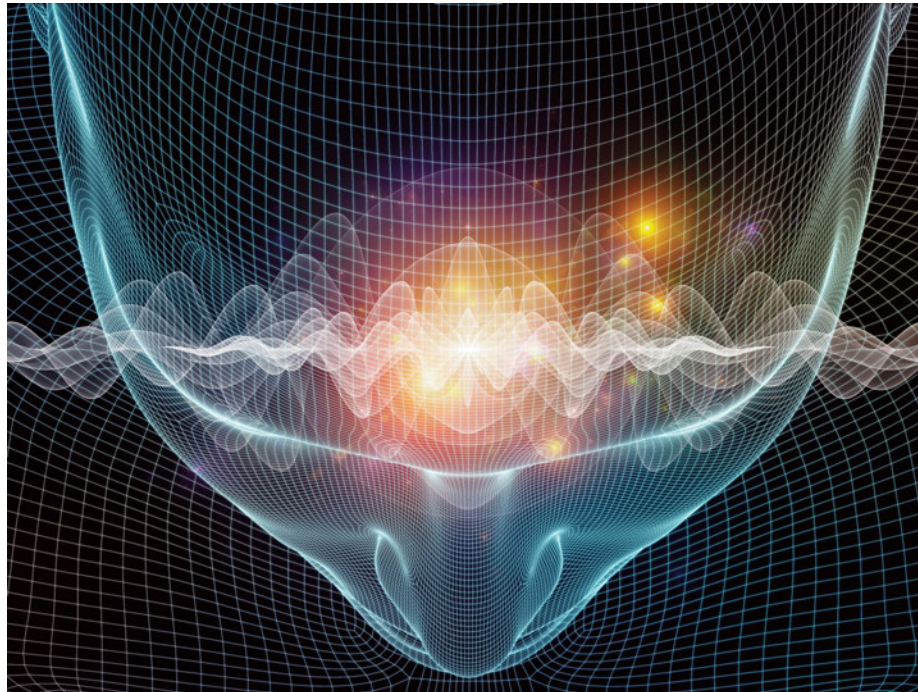
Hot Buttons



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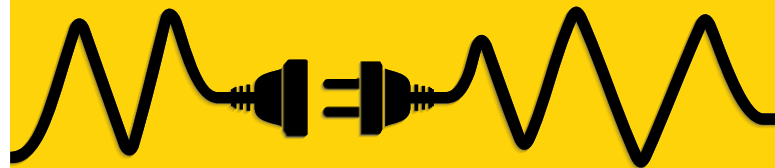
Alpha, Beta and Reticular Activators



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Engage



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Educate



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Offer



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Results



...and a Sale!

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Innovation

*ARE YOU A GAME
CHANGER?*



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3 Steps to Powerful Marketing

- 1. Have something
good to say**
- 2. Say it well**
- 3. Say it often**

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Your Strategic Messaging

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The 5 Components of Your Strategic Messaging

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The 5 Components of Your Strategic Messaging

1. Capture

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The 5 Components of Your Strategic Messaging

1. Capture

2. Connect

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The 5 Components of Your Strategic Messaging

- 1. Capture**
- 2. Connect**
- 3. Inform**

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The 5 Components of Your Strategic Messaging

- 1. Capture**
- 2. Connect**
- 3. Inform**
- 4. Incentivize**

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The 5 Components of Your Strategic Messaging

- 1. Capture**
- 2. Connect**
- 3. Inform**
- 4. Incentivize**
- 5. Automate**

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4 Sectors Where You May Be Missing Opportunities to Find Your Perfect-Fit Clients

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4 Sectors Where You May Be Missing Opportunities to Find Your Perfect-Fit Clients

1. New business from NEW PROSPECTS

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4 Sectors Where You May Be Missing Opportunities to Find Your Perfect-Fit Clients

- 1. New business from NEW PROSPECTS**
- 2. New business from EXISTING PROSPECTS**

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4 Sectors Where You May Be Missing Opportunities to Find Your Perfect-Fit Clients

- 1. New business from NEW PROSPECTS**
- 2. New business from EXISTING PROSPECTS**
- 3. New Business from INACTIVE CLIENTS**

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4 Sectors Where You May Be Missing Opportunities to Find Your Perfect-Fit Clients

- 1. New business from NEW PROSPECTS**
- 2. New business from EXISTING PROSPECTS**
- 3. New Business from INACTIVE CLIENTS**
- 4. New Business from ACTIVE CLIENTS**

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**When is the best time
of day to ENGAGE
with your Prospects?**

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When is the best time of day to **ENGAGE** with your Prospects?



When you are HAPPY!

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Taking the “angst” (and FEAR) out of Marketing



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The background features a gradient from green on the left to blue on the right, with numerous white stars of various sizes and thin white lines radiating from the center, creating a starburst effect.

Scattershot or Sporadic Marketing

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The Secret to Successful Professional Services Marketing:

**Choose a set of simple,
effective things to do, and
do them consistently.**

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**The Only Way
to Be
CONSISTENT
is with a...**

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MARKETING SYSTEM

A graphic illustration for a marketing system. The background is a light blue gradient. In the center, the words "MARKETING SYSTEM" are written in large, bold, black, sans-serif capital letters. Behind the text, there are several interlocking gears of various colors (orange, green, purple, blue). Some gears contain icons: a globe, a lightbulb, a speech bubble, a dollar sign, and a Euro sign. At the bottom, there are four stylized human figures in grey, some appearing to be working or interacting with the gears.

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**Help is Closer
Than You Think**

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Getting
HELP
Gets
Faster Results

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**The Best
(and most simple)
Marketing System
I know...**

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Why you must have a Marketing SYSTEM...

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A Marketing System is:

Reliable, Predictable, Consistent

Affordable

Efficient

**Provides Abundant Numbers
of Your Perfect-Fit Prospects,
Clients, and Customers**

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Get Clients Now!™

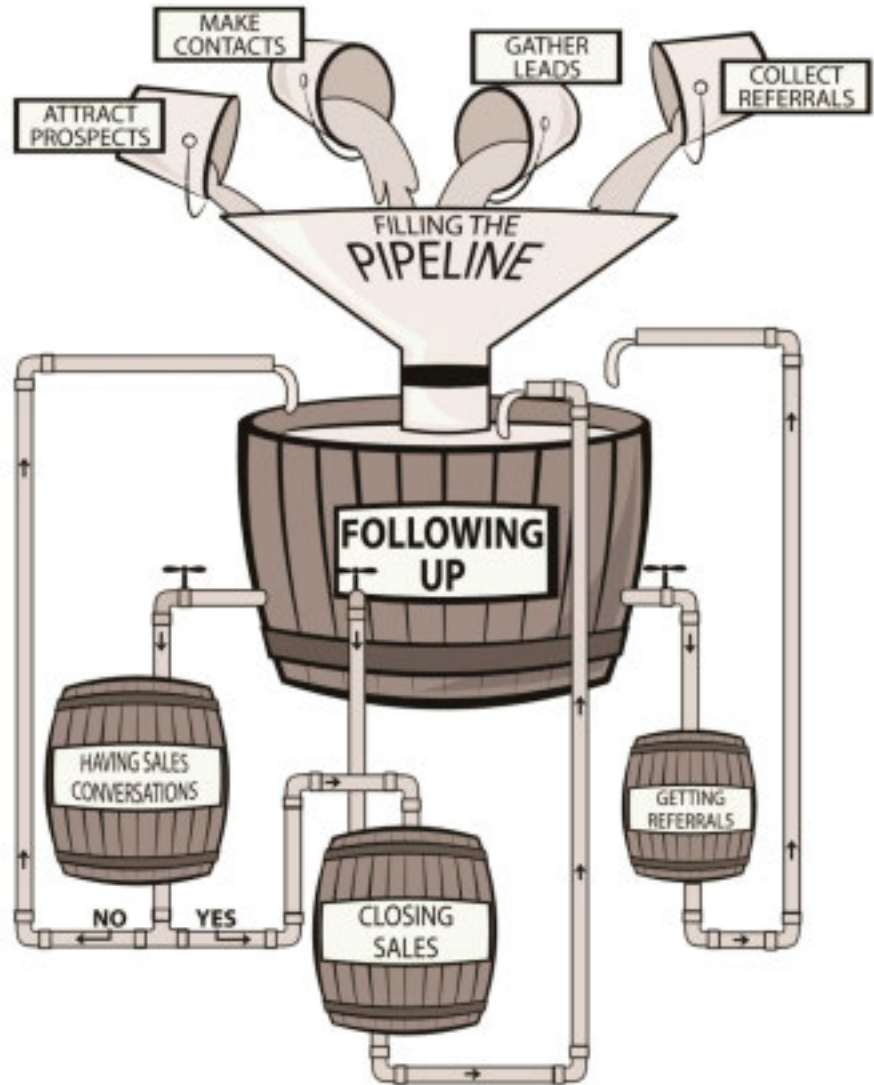
**Helps Any Professional
Independent Service Provider
build a personalized
easy-to-follow
marketing system
that can produce
rapid results!**

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The Universal Marketing Cycle

- Filling the Pipeline
- Following Up
- Having Sales Conversations
- Closing the Sale



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Get Clients Now!

A 28-Day Marketing Action Program for Coaches,
Consultants and Independent Professionals

NEXT SESSION STARTS:

August 10th & 12th, 2015

Includes 2 Kick-Off Seminars and 5 Group Coaching Sessions
to ensure that you are successful in implementing the program

Facilitated by Licensed Get Clients Now! Coach, Marty Marsh

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Makes marketing **simple**
even for those who have never
had to market before or
who “hate” marketing.



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Helps you find and implement the most **powerful** sales and marketing strategies and tactics for your **unique** business situation.



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It enables you to break out of
“analysis paralysis” and make the
right choices about how you spend
your time and money on marketing.



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Gives you an approach to marketing that **isn't "one-size-fits-all"** but is **customized** to your business, your personality, and the activities you **like** to do best.



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Get Clients Now!™

helps coaches, entrepreneurs, service business owners, and independent professionals find **MORE CLIENTS** with **LESS EFFORT**. It's a marketing **SYSTEM** that provides a personalized marketing **PLAN** so you'll always know **exactly** what to do next to market your business, and regular **check-ins** with Marty, your Coach, to help you overcome obstacles as you implement your plan.



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Consultants and Independent Professionals

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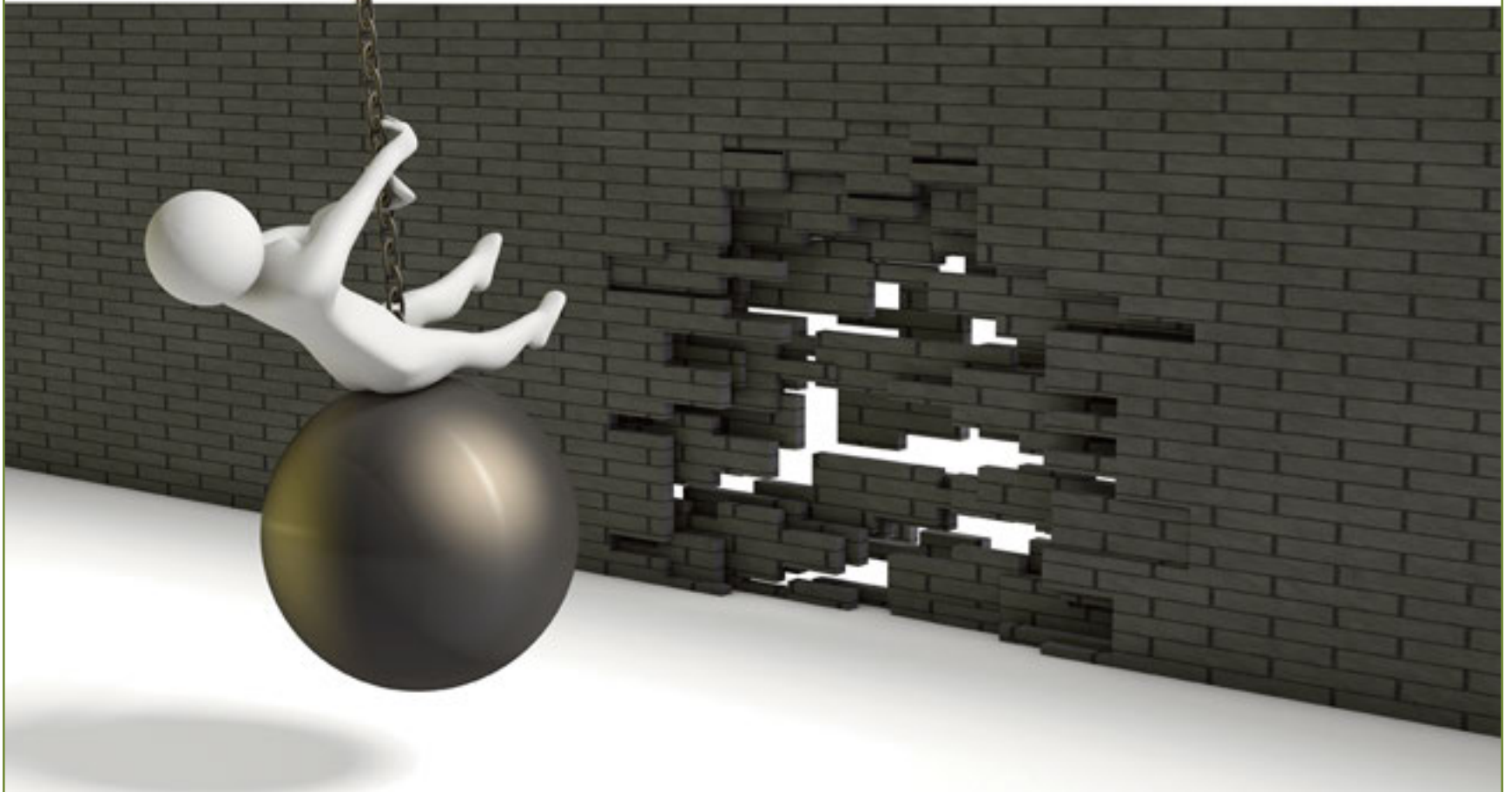
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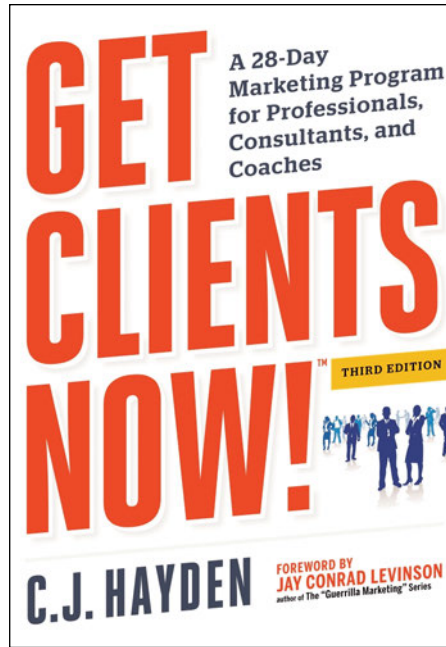
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THE WALL!



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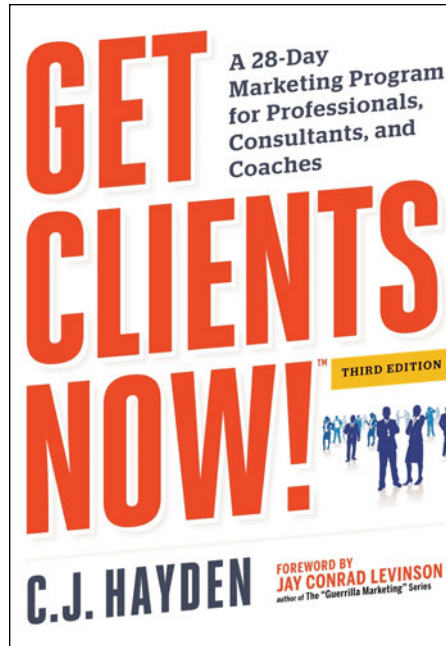


Get Clients Now! Book

Required Textbook for the Program

Available at Amazon, Barnes & Noble
Paperback and Kindle

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BONUS!

Get Clients Now! Book

included with the tuition investment
if you are one of the first **5** smart persons to sign up today.
You must sign up today so we can get the book to you on time.

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A 28-Day Marketing Action Program for Coaches,
Consultants and Independent Professionals

YOUR INVESTMENT:
ONE PAYMENT OF JUST

\$347

Or a 2-Pay Option of just \$175 today and \$175 in 30 Days

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Consultants and Independent Professionals

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