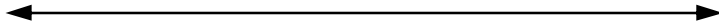


## INTRODUCTION



**T**his book and the accompanying set of tapes will enable you to conceptualize, plan, and then implement a more effective marketing program.

You may have a variety of businesses. You might be a professional service provider, a lawyer, an accountant, or a consultant of some type. You may sell insurance, be an electrician, or have a home based business. You may even sell a product where ongoing service is a substantial part of the sale. Whatever it is you offer, there is one thing that ties you all together. You are marketing and selling a service. There are rules and concepts unique to marketing a service that you must know and master if you truly want to maximize the profit potential of your business.

## **Breakaway Marketing Methods To Grow Your Service Business**

**Most individuals and service businesses are capable of achieving substantially improved results with their marketing.**

The word breakaway is in the title for a reason. Most individuals and service businesses are capable of achieving substantially improved results with their marketing. Most individuals and businesses, if they approach their marketing in a systematic and organized manner, paying attention to rules that are tried and true, and avoiding pitfalls that business people fall into again and again, can turn their marketing expenditures into something which generates new clients and positive cash flow.

I believe strongly that most people are capable of achieving far more with their marketing efforts than they might believe is possible. For example, a few years ago a woman from a small graphics typesetting business came to me with a problem. After years of hard work, unquestionably superior service, and sincere caring about her customers, the business seemed to service mostly lower level, one time transaction, small job type customers. These were the type of customers who, no matter what kind of deal you gave, even for the smallest job, would cry poverty and try to get a cheaper price. She was on the verge of shutting down her business because she could not make ends meet and asked for my help.

We analyzed her business together, looking at its strengths

and weaknesses, and developed a plan to turn the business around. One of our first jobs was to profile the most desirable client. In this case, the most desired clients were businesses that gross between 5 and 10 million dollars yearly. Those were the best clients. They had substantial work, paid their bills, and tended not to shop vendors constantly. There was a problem in this instance. This business had done very little work for businesses with this profile and of this size. This was an at home business overflowing from the living room into the hallway. The portfolio consisted mostly of low level work, because that is what she had done. *But that is not what she was capable of doing.* This woman was talented, caring and yet scared to death of marketing to much larger clients. She recognized that if she was going to break out of her current situation, she was going to have to do something drastically different.

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After we defined her most desirable clients, we developed a plan. The plan called upon us to create a list of companies and then go about obtaining meetings with them, with the objective of obtaining business. This woman, working out of her home, virtually without a portfolio, began calling companies of a much larger size to obtain work. Our first step toward getting meetings was to develop a telemarketing plan. We had to call, obtain the name of the decision makers (in this case, the person who handled the marketing) and then send them a very simple, plain letter. That letter was followed up

with a phone call which requested a meeting. This process was done repeatedly and the woman's business more than quadrupled in 18 months. She signed up eight great accounts that give her a sizable amount of business every month.

This woman did not get serious about marketing until she was driven to extremes by servicing far too many clients for far too little money. When she was at the point of screaming, "I can't take it anymore," and the apparent option was to fold up the tent, only then was she willing to consider doing things that she had previously felt uncomfortable doing.

She began doing those things which had once made her uncomfortable: going on meetings, making presentations, selling, and talking price. She had also been afraid that the idea might not work, her money would be wasted and she would be at a loss for what to do. She was afraid that people might not like her marketing and that it would reflect negatively on her. This woman was not willing to break out of her comfort zone, even though it was not where she wanted to be, until she was pushed to the brink.

Ultimately, she could have done this years before she actually tried. She had had it in her to make these changes, to make more money, to service a better quality, more profitable

clienteles, and to grow her business for many years before she

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actually did it.

I call these breakaway marketing methods because I want to help you break away from all the things that are holding you back, things that are keeping you from implementing a successful marketing program. You will finish these tapes with a structure which will lead you step by step into developing a marketing process which is right for you.

Now, before I finish the story of this graphics business, which quadrupled its business in 18 months by using these methods, I want to mention that it was not easy! It was simple, but it was not easy. That woman went on 32 sales meetings before she made her first sale. Can you imagine that? How many of you, if you weren't used to making presentations, would continue to do so after 5, 15 or 30 meetings. It took her 32 meetings before she secured her first sale. After that she found her rhythm. She forcibly and deliberately ejected herself into the marketplace. **It took awhile before what was unthinkable just became uncomfortable for her. Then the uncomfortable became "not so bad" and finally, it became a piece of cake. Accounts were signed up left and right,** and the whole family went to Disneyland for a week of vacation.

Marketing success has as much to do with your attitude

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about marketing as it has to do with doing the right things. There are reasons why businesses with the best clients have those clients, and reasons why those who are more profitable generate those profits. They accept that marketing is something they will do and they expect to spend money and time in order to achieve marketing goals. They spend more time engaging in marketing activity than they do in talking about it. There is an inverse relationship between talking about marketing and actually engaging in marketing activity. If you are a small business envisioning a larger, more profitable clientele, you need to get past your fears in order to reach your expectations. It is only then that you will step out of your comfort zone and begin doing things that you were capable of doing all along, but that you put off because your fears are a barrier to progress and business success.

### **The Importance Of Goals**

There is one thing you must have if you want to develop a successful marketing program for your service business. I have seen more hard working, good intentioned people watch their efforts generate nothing but bills, wasted time and a lot of frustration. This is often due to the lack of one thing. What is that thing you must absolutely have? Goals.

You must have goals. You must have very specific, written, detailed goals, as to what you want to accomplish with

your marketing program. Once you have the right goals, marketing becomes immensely easier. Once your goals are set, everything you think of doing, everything you do, is tested against how it will contribute to actually reaching your well thought out and detailed goals. Marketing is a game of results, not a game of activity.

I recently visited a professional services firm. This was a firm that for 6 months or more, had begged off getting their marketing program started for all the usual reasons: no time, no money and we don't know what we want to do. This firm invited me to their office and the first thing they did was proudly show me their newspaper ads, which they just started to run and which cost them thousands of dollars (remember this firm had no money to spend on marketing). I asked them why they had been telling me for six months that they had no money and didn't know what they wanted to do and then committed thousands of dollars on image based, non-measurable and very general marketing that was going to do nothing for them. Their response was, "We just thought it would be a good idea to get our name out there."

That is a waste of time, a waste of money, and a good example of why many small businesses, who are very capable of generating a higher volume of good paying clients, never get a solid marketing program off the ground.

**Marketing is a game of results, not a game of activity.**

**If you don't specifically know what you are trying to accomplish, the odds of achieving marketing success are virtually nonexistent.**

**If this firm had taken the time to list out *specifically* what they wanted to accomplish, they would have checked these newspaper ad ideas against those goals and would have easily been able to conclude that this was not a reasonable expenditure -- it would not get them where they wanted to go. But they didn't have goals, so they made a mistake.**

They rush into spending money on things before they have a clear idea of specifically what it is they are trying to accomplish. If you don't specifically know what you are trying to accomplish, the odds of achieving marketing success are virtually nonexistent. You must have goals and very specific goals.

Don't think that because you want to make more money or have more clients, that you have goals. Those are not goals. Goals should be specific. For example, if you want to make more money, ask "How much more?" Be specific. If you want more clients, ask "How many more? That pay how much money? What will each one of these clients contribute specifically to our bottom line profits?" Those are goals. They are what you must have to be successful with your marketing efforts. If this firm had taken the time to list out *specifically* what they wanted to accomplish, they would have checked these newspaper ad ideas against those goals and would have easily been able to conclude that this was not a reasonable expenditure -- it would not get them where they wanted to go. But they didn't have goals, so they made a mistake.

An even bigger problem will remain after these newspaper ads fail to do anything. This firm will likely remain spooked

about trying other marketing activities. They may take a hit for thousands of dollars and typically they will then hesitate, over analyze, and procrastinate about any future marketing activities. A very competent firm that is quite capable of attracting a higher level of clients, a more profitable level of clients, will probably not do so, because their fears are greater than their expectations. Be prepared to establish some specific goals.