

"This manual will quickly shift your marketing efforts into overdrive. It's a rare find and invaluable to growing your business."

Susan Mayfield, Ph.D.

PRACTICE MADE PERFECT



10 PRINCIPLES
FOR MARKETING
YOUR SERVICES

S t e p h e n

F a i r l e y

PRACTICE MADE PERFECT

Stephen Fairley
“America’s Top Marketing Coach”
Today's Leadership Coaching

www.YourPracticeMadePerfect.com

www.TodaysLeadership.com

MORE PRAISE!

“The principles in this manual helped me triple my business in 3 months.”

—Angela Nielsen
Small business owner

“One of the best books I have read in my long, highly successful consulting career. It is one of the finest examples of complete, thorough, business-driven books in writing I have ever seen.”

—Richard Hertan
Effective Management Company

“A useful resource for professionals at all levels in their practices and careers. Stephen's insight into various service-based industries adds a real layer of substance, making this book far superior to the traditional how-to books for marketing a small business.”

—Larina Kase, PsyD, MBA
Performance and Success Coaching

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“Your book is so insightful and practical. It is tabbed and marked with all of the things on which I need to place more focus and other things I have yet to do. It's organized like a user manual and reads as if you are talking right to me. The checklists and other forms have been very helpful in getting my arms around all of this. An invaluable resource.”

—Diane Krause-Stetson, JD, MBA
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“Stephen's book provides the expert guidance I need to see the science and process of reaching my new market. Clear and easy to read (in fact, I couldn't put it down once I started) and gives me the step-by-step process to get started.”

—Dianne Daniels, Image Consultant

“A unique and remarkably helpful understanding of the real-world of marketing. Full of pragmatic, actionable ideas!”

—Chris Stout, PsyD, MBA
Chief Psychologist, State of Illinois

“Stephen, your research findings about what it takes to build a successful coaching and consulting practice are huge gifts!. Your approach is clear, direct and accessible. New business owners will find this an awesome, practical resource to guide their focus in developing a thriving practice.”

—Terrill Welch, Executive Leadership Coach

“I just finished reading your book and I couldn't put it down!!! I loved it. The information in it was so valuable and so motivating. Thank you for your incredible wisdom and insight.”

—Andrea Ferguson, Life Designs Consulting

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ABOUT THE AUTHOR

Speaker ♦ Best-selling Author ♦ Entrepreneur ♦ Business Coach



Stephen Fairley, M.A., RCC “America’s Top Marketing Coach”

Stephen Fairley is a best-selling author, international speaker, and a small business coach. He is president of Today's Leadership Coaching, a Chicago-based small business coaching firm. He has owned and operated three prior companies including two technology start-ups and an organizational development firm. Stephen has earned two master's degrees and written three books including: *6 Keys for Successful Leaders* (2003) the best-selling *Getting Started in Personal and Executive Coaching* (Wiley, 2003), the #1 ranked book in the field of professional coaching.

Stephen uses 1-on-1 coaching, dynamic presentations, and interactive workshops to help professionals, small business owners, and executives significantly increase their personal performance, employee productivity, and bottom-line profitability. His clients include numerous professional service businesses, over 20 Fortune 500 companies, and nationwide organizations.

Stephen is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches. He loves to travel and has visited 16 countries in the last 3 years including Kazakhstan, where he was the invited professor of marketing and leadership development at the Kazak-American Free University in 2002.

Stephen has received national recognition in the press and has been in *Entrepreneur* and *Inc* magazines, *Fortune Small Business*, *Business Advisor*, *The Chicago Tribune*, and on the front cover of *AdvantEdge* Magazine. He was recently named “America’s Top Marketing Coach” by CoachVille, the world’s largest professional coaching association. You can contact him at 1-888-588-5891.

www.YourPracticeMadePerfect.com

www.TodaysLeadership.com

www.StephenFairley.com

FORWARD

Thank you for purchasing ***Practice Made Perfect: 10 Principles for Marketing Your Services.***

The fastest growing sectors in America are all service-based industries. Finally, here is a comprehensive, step-by-step, proven marketing system for creating a highly successful and financially rewarding service business by applying high impact marketing on a low impact budget!

Practice Made Perfect is the ultimate marketing guide for your service-based company. The strategies and techniques taught in this training manual are currently being used in more than 35 different service industries all across America including: management consultants, accountants, lawyers, doctors, professional coaches, speakers, and trainers just to name a few.

If you **need more clients now** and are looking for effective ways to **implement high impact marketing on a low impact budget**, this manual is for you. You will be excited and amazed at how easy it is to apply marketing principles that work—I **guarantee it!**

Before we begin, a few important points:

1. ***This is NOT a book to be read, but a Training Manual to be used.*** If you are looking for another book to read on marketing, this training manual is not for you. This training manual is designed specifically for the service-based professional who is looking for specific ways to *immediately* apply focused marketing skills and practical techniques to increase their revenues. This manual was not designed to be read straight through. Instead, you are encouraged to take your time and work through each Principle in order, using the built-in **Action Steps** and **Practice Building Projects** to apply the material to your specific business. The Action Steps can generally be completed in a few minutes; the Practice Building Projects usually take longer and may require outside research.
2. ***You will only experience success if you take action.*** The steps in this how-to-manual have been proven to be successful over and over again in multiple industries—if you take the time, energy, and resources to apply them. Experience says that you are much more likely to be successful if you do the following: go through each step, write down a plan to implement the steps in your practice, SET A SPECIFIC DEADLINE to complete the step, and then make yourself accountable to someone else.
3. ***100% No Risk Guarantee.*** If you do not see measurable results after actively applying these skills and techniques to your practice simply return this manual and we will refund all of your money. No questions asked.

Here's to your continued success,

Stephen Fairley, M.A., RCC
 President & Business Coach
 Today's Leadership Coaching, Inc

P.S. This manual has the potential to radically change your business and significantly increase your success. Enjoy it, but don't just read it—**apply it!**

Practice Made Perfect

10 Principles for Marketing Your Professional Services

This training manual is distinct in five ways:

1. **Designed for immediate practical application.** It provides a practical overview of both fundamental and advanced marketing techniques for service-based businesses. Each concept is briefly explained, followed by an opportunity for you to *immediately take action* and *apply it* to your specific business.
2. **Actual examples of marketing materials that have worked.** I have included a number of powerful examples of actual marketing materials, including: brochures, service lists, benefit sections, and proposals on a separate CD.
3. **Customized to meet your needs.** Most marketing books are written for companies who sell products (books, cars, videos, computers, etc). This manual was written specifically for service-based companies and by the time you finish going through it, you will have a comprehensive and practical outline for how to effectively market your services.
4. **All the Action Steps and Practice Building Projects are included on a CD so you can create a permanent file of your answers.**
5. **Purchasing this manual gives you access to FREE business coaching!** As part of buying this manual you can receive a FREE 30-minute, 1-on-1 coaching session to help you apply the strategies and techniques discussed.

Please do not violate the author's copyright on this material. The author has worked very hard to present you with some of the most cutting-edge marketing tools for finding and retaining new clients. This book is for your use ONLY.

**Additional copies of this marketing manual may be ordered by calling:
1-888-588-5891. Please honor this.**

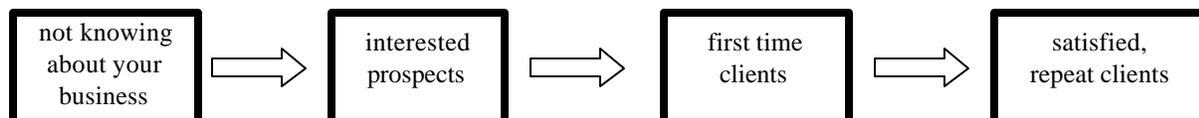
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5. When people purchase your service, what are they really buying from you?

6. Describe the specific ways you use to move people from:



7. How do you determine the price for your services?

8. What 3 questions do prospects ask you to indicate they might want to buy your services?

9. What are the most common objections people give when they decide NOT to buy your services?

10. What questions do you ask in order to write up a proposal for services?

11. What is 1 thing you can give away FREE to prospects?

12. Currently, who are your best clients? (give their first names and describe their characteristics)

13. What is your definition of marketing?

Answer these last 3 questions as if a potential client is asking you:

14. “What exactly do you do?”

15. “I have a lot of companies offering me these services. Why should I buy from you?”

16. “What are the specific benefits and results I would receive from using your services?”

INTRODUCTION TO MARKETING

MARKETING DEFINED

There have been entire books written on trying to develop an adequate definition of marketing. Even today, most people commonly confuse marketing with sales or advertising, or a complete waste of time—all of which are incorrect. For the purposes of this manual, we will use a very pragmatic definition of “marketing.”

Marketing is simply **telling people what you do...over and over and over again.**

Any marketing message or image you present must meet 4 criteria:

It must be **consistent**—or people will be confused.

It must be **concise**—or people simply will not listen.

It must be **contagious**—or it will get lost in the crowd.

It must **communicate** with people at their **point of need**—or they won't care what you say.

This manual is built on the premise that **the failure to find and retain more clients is a marketing failure.** Finding more clients as a professional service business is theoretically simple—do effective marketing strategies over and over again.

After giving this vastly oversimplified statement, the most common response I hear is, “What are effective marketing strategies for professional service businesses?”

HOW MARKETING A SERVICE IS DIFFERENT FROM MARKETING A PRODUCT

It doesn't take a genius to understand that marketing a service is inherently different from marketing a product. A product is anything that is tangible—a car, house, computer, hamburger, a video, a book—you can touch it, smell it, taste it, or see it.

Much of the results from a professional service business tend to be intangible. Unfortunately, the experts on marketing and selling products try to apply those same principles to marketing and selling services. While there is some overlap, the principles, strategies and many of the techniques are very different. **This manual was written specifically to help you discover and apply effective marketing skills and techniques to market a professional service business.**

OVERVIEW

THE 10 PRINCIPLES OF MARKETING A SERVICE

People
Product
Positioning
Packaging
Place

Price
Promotion
Persuasion
Presentation
Performance

IMPORTANT NOTE: PLEASE COMPLETE THE 16 QUESTIONS IN THE PRECEEDING PAGES BEFORE PROCEEDING FURTHER. YOUR EXPERIENCE WILL BE GREATLY ENHANCED IF YOU FIRST COMPLETE THESE QUESTIONS. You will thank me later. We will be referring to your answers throughout the manual.

If you are like most service-based companies, there were a number of questions you either:

- Could not accurately answer
- Did not feel they were worth answering, or
- You have to use extra paper trying to complete your answer.

This marketing manual will help you solve all three problems.

OVERVIEW OF THE 10 PRINCIPLES

In *Practice Made Perfect*, you will discover 10 Principles for marketing every part of your service business and practical ways you can implement them to market your business like a professional—without paying for one.

Each section of the manual will introduce one of the Principles, illustrate what it looks like, and then provide you with an opportunity to apply it to your business. We strongly encourage you to take advantage of every **Action Step** and **Practice Building Project** while you are going through this manual. Working through these while the principles are fresh in your mind will make a big difference in how useful this manual ultimately becomes, as you refer back to it in the future.

Here are some questions that explain what each of the 10 Principles are:

People—Who are your clients, specifically? What do they look like? What do you know about them? Why do they buy your services?

Product—What services and products do you provide? How do you talk about them to prospective clients? What do they perceive they are buying from you?

Positioning- Who are your competitors? Why should people do business with you versus your competitors? What can you, and no one else, offer prospects?

Packaging—What does your marketing image project about you and your company? What kind of image do you want prospects to see? How do you generate interest from people?

Place—Where can prospects find out about you? Where do you advertise? Where do you network? If a prospect were looking for your services, how easy would it be for them to find you?

Price—How do you price your services? What does your competition charge? Why should prospects believe they are getting a better deal with you? Are you at the bottom, middle, or top of the price range? How can you command top prices and keep more clients?

Promotion—How do you promote your services to the right prospects? How do you distinguish good prospects from bad ones? What kinds of people are attracted to your promotions?

Persuasion—How do you move people from becoming prospects to clients? What do you do to build long-term relationships with prospects? Why should prospects buy from you?

Presentation—What is the image of your company when you meet with prospects? Where do you meet them? How effective are your proposals in convincing a prospect to purchase from you now? How do you know if you covered all the important areas in your proposal?

Performance—What is your client turnover? What specific things are you doing to identify and keep your best clients? How often do you get referrals from your current clients?

PRINCIPLE 1 PEOPLE: IDENTIFYING YOUR IDEAL TARGET MARKET

In this Principle you will discover:

How Do You Know What Audience to Target?

Defining Your Ideal Target Market

Demographic Targeting

Psychographic Targeting

Two Important Observations

Reaching Clients at their "Point of Pain"

Identify their Pain

Resolve their Pain

Please refer back
to Questions 1, 5
and 12 in the
"Getting Started
Inventory."

People—Who are your clients, specifically? What do they look like? What do you know about them? Why do they buy your services?

"If you don't know where you're going, any road will do."

—The Cheshire Cat to Alice in *Alice in Wonderland*

In order to know "where you are going" in business, you must first identify your target audience—**What you are marketing to WHOM**. No matter how great your services are, how low the cost, or how much you explain the benefits, if you target the wrong audience all your efforts will be in vain.

This principle will help you identify exactly whom you are targeting and why you should (or should not) be targeting them.

HOW DO YOU KNOW WHAT AUDIENCE TO TARGET?

1. Study your current and former clients by asking them probing questions.
2. Conduct some basic market research (poll potential prospects to find out if there is a need and how they are currently meeting that need; read trade journals and business newspapers to discover current trends, etc).
3. Look at your successful competitors. Who are they targeting? How successful have they been using their current techniques?
4. Make sure your target market meets three critical criteria: they must know who you are, they must like who you are, and they must trust who you say you are is who you really are (more about this later on).

DEFINING YOUR IDEAL TARGET MARKET

Marketers talk about defining or targeting your market in two ways: demographically and psychographically (motivation, personality, etc).

ACTION STEPS

For each of the areas below, write down some descriptors of your target audience. Focus especially on people or companies that *you would like to work with or have experience working with* in the past.

Your Ideal Target Market is the person or company who is most likely to buy from you initially, repeatedly, and at the highest profit margin.

It is fine to have more than one answer for each area, but *to be effective you must develop a unique, specific plan for every audience that is substantially different from the others*. It may also be helpful to distinguish primary (1st) from secondary (2nd) markets.

DEMOGRAPHIC TARGETING

When marketing directly to a business:

Industry: e.g., manufacturing, financials, technology, government, non-profit

Size: e.g., start-up companies, small businesses (\$1-5MM), mid-size (\$5-100MM), Fortune 500

How fast are they growing: e.g., growing 35% annually compared to the industry average of 10%

Average revenues: e.g., at least \$100K, \$5-20million, \$250million plus

Geography: e.g., companies in the Midwest, in Chicago, 5-7 miles surrounding my business

Number of years in business:

Number of employees:

Number of managers:

When marketing directly to individuals:

Industry:

Geography:

Position: e.g., small business owners, mid-size managers, Directors of IT, Vice President of Sales

Professions or occupations:

Age range:

Annual income:

Gender:

Ethnic group:

Owner or a decision-maker:

PSYCHOGRAPHIC TARGETING

In psychographic targeting, you try to analyze both your typical and perfect clients; examine their motivations, personality, expectations, needs, desires, and life stage (just moving into management, almost retiring, starting a new family).

What are their typical challenges, issues, or problems? (E.g., people who are unsatisfied with their career plan, burned out business owners, depression and anxiety, facing bankruptcy, going through a divorce, conflicted work teams, etc.)

How do *they* talk about their challenges or issues? (E.g., we don't communicate, our VP uses poor time management, we want to restructure our organization, and we need to cut our overhead)

What specific words or phrases are they likely to use to describe their problem?

What kind of personality do they likely have? (Direct, aggressive, results-focused, value relationships over tasks, laid-back, detail oriented, wants to be on the "cutting edge", will not accept anything less than the best, driven, determined, loves what she does, hates what he does, spends long hours at work, wants to spend more time with family, etc). *If you're having trouble answering this one, think about your past clients.* How would you describe them to someone else? It's not enough to say, "I don't know" or "they are all so different." Look for emerging patterns. People are usually attracted to someone similar to themselves.

What other kinds of professional services do they buy?

Who do they have regular contact with?

Who are they likely to turn to when making a difficult decision?

What kinds of people or businesses do they trust? (lawyer, accountant, bank president, leaders in their industry, other Inc 500 companies)

Preferred media? (what do they read, watch, and listen to: Wall Street Journal, marketing ezines, trade publications):

When do they buy? (Fall, Spring, only when they have to, when they hear a recommendation)

How do they buy your kinds of service? (phone, direct sales, based on recent ad, internet, yellow pages, do they make quick decisions or long, drawn out ones, the typical length of the sales cycle)

What do they perceive they are buying? (more sales, shorter production cycle, more effective managers, training seminars)

Why should they buy from you?

TWO IMPORTANT OBSERVATIONS:

1. **The more focused you can become; the easier it is to learn how to target your market.** Each target market, whether it is a certain size, industry or person needs a focused plan. The point is **not** to do traditional marketing but **micro-marketing**.
2. **You probably will not know the answer to some of these questions.** Start finding out by talking to your current and former clients. Tell them you are conducting some market research and would like to interview them for 10 minutes on their opinions and experiences.

REACHING CLIENTS AT THEIR “POINT OF PAIN”

IDENTIFY THEIR PAIN

Please refer back to Question 2 in the “Getting Started Inventory.”

It can be argued that **one of the primary reasons why a person or company hires a consultant, coach, or professional is to alleviate their “pain.”** They may use the words “problem,” “challenge,” or “issue,” but their pain is whatever they are asking your assistance with. I want to encourage you to start actively looking for their principle “pain” because when their “pain” becomes too big for them to ignore or too excruciating to go on is when they call out for help.

Unfortunately, when a person or company is in pain, there are some common problems:

- *They may not be thinking too clearly and may make irrational decisions* (like hire the wrong consultant).
- *They don’t use the right terms to describe their pain* (they ask for “stress management training” when they really need help reengineering the supply chain management process)
- *They may not see what’s really causing their pain.*
- *They may use things or people to conceal the true source of their pain.*

You can use this knowledge to increase your effectiveness.

You must know how your prospects typically define and describe their “pain.”

You must talk about the problem using their language.

Don’t waste time describing your process, focus on your solution and results.

You must give them a sense of hope, that things can get better and you know how to help.

You must project confidence in your ability to help.

You must listen to them and make them feel understood before they will listen to you.

For example, do you know the answer to these questions?

- What is the most pressing challenge your prospects are facing **right now**?

- What obstacles will they face in the next 3-6 months?

- How will an economic decline effect their position, business, and industry?
- How will an economic boom effect their position, business, and industry?

For example, if they have experienced _____ their pain may be _____:

<i>If your Prospect's Experience is...</i>	<i>Their pain may be...</i>
Had to downsize company	trying to do more with fewer resources
Employees seem to have low morale	decreased productivity because employees realize the company is not committed to them
Just had to let go of a top manager because he "cost too much"	younger managers lack experience and make common mistakes-they need management training that works
Company is experiencing decreased revenue streams	need to train the sales people how to increase their closing rate
Lost a job	Lack of finances, no insurance for coverage, depression and anxiety, lack of self-esteem

RESOLVE THEIR PAIN

In order to be successful, you must clearly and consistently state how you and your services and resolve their pain.

ACTION STEPS

What services do you offer that *touches* their pain? That *resolves* their pain?

What kinds of things are they trying to accomplish but can't (or aren't) because they need something you have (knowledge, skills, etc)?

How you can help them realize that, not only do you understand their pain, but you can also help them resolve their pain?

For example, as an Executive Coach, here are some of the “Points of Pain” for my target audiences:

EXECUTIVES—CEO, CFO, COO, Vice-President, Senior Vice-President, Directors:

- Career development issues
- Work-life balance
- Increase personal performance
- Increase manager productivity
- Leading through a difficult or turbulent time
- Overcoming conflict on the management team
- Career has stalled
- Getting better results faster with fewer resources
- Strategies for motivating employees

SMALL BUSINESS OWNERS & ENTREPRENEURS:

- Increase personal productivity & performance
- How to build their business in an economic downturn
- High impact marketing on a low impact budget
- Conflict in leadership/partnership/management team
- Getting better results faster with fewer resources
- How to get more clients now
- Getting the best return on investment for time, energy and resources
- How to make money off their website

CONSULTANTS, COACHES AND OTHER PROFESSIONALS

- How to get more clients now
- Creating a professional image
- Marketing strategies for getting in the door of their target audience
- Developing and writing winning proposals
- Skills and techniques for making the sale
- How to make the transition from one knowledge field to another (e.g. psychology to consulting)
- How to make money off your website

On the disk, I give several examples of the marketing materials our company uses. Take a look at how I weave these points of pain into my materials.

**ACTION
STEPS**

For each of your target markets:

- 1. Briefly describe your target**
- 2. List their points of pain**
- 3. Provide specific ways you can resolve or alleviate their pain**

Primary Target Description

Primary Points of Pain

How you can help resolve their pain

Secondary Target Description

Secondary Points of Pain

How you can help resolve their pain

Other Target Description

Other Points of Pain

How you can help resolve their pain

MORE EXAMPLES AND RESOURCES OF ACTUAL WINNING PROPOSALS, LETTERS, AND MARKETING MATERIALS ARE INCLUDED BELOW!

Marketing Materials: Benefits and Return on Investment of Executive Coaching

Marketing Materials: Benefits of Partnering with Today's Leadership Coaching

Marketing Materials Flyer: Market Your Business Like a Pro All-Day Seminar

Marketing Materials: Today's Leadership Coaching Brochure

Direct Marketing Letter to Prospect about Stress and Time Management Workshops

Seminar Overview: Introduction to Corporate Coaching

Seminar Overview: Marketing Your Corporate Coaching Practice

Seminar Overview: Coaching Skills for Business Owners, Executives and Managers

Proposal: Management Coaching

Proposal: Developing High Performance Teams

Proposal: Strategies for Increasing Internet Revenues

Marketing Materials: Today's Leadership Coaching Pricing Structure for Coaching

"This is one of the most powerful tools I have ever found for building my business. Even after 24 years of owning a company, I found dozens of strategies and techniques I could use. Don't even think about creating a marketing plan without this book!"

-Luann Linquist, PhD & President of DeleteStress.com

"A phenomenal resource! It's the best on building a business up from the ground floor. I've never seen anything like it."

-Peter Gregory, Small Business Owner

The fastest growing sectors in America are service-based industries. Finally, here is a comprehensive, step-by-step, proven marketing system for creating a highly successful and financially rewarding service business by applying high impact marketing on a low impact budget!

Practice Made Perfect is the ultimate marketing guide for your service-based company. The strategies and techniques taught in this training manual are currently being used in more than 35 different service industries all across America including: management consultants, accountants, lawyers, doctors, technology companies, professional coaches, speakers, trainers, financial planners, real estate professionals, and mortgage companies, just to name a few.

In this training manual you will discover:

- The 7 ways to find new clients and how to discover which ones are most effective for your specific business
- How to avoid the #1 mistake small business owners make
- The 4 critical criteria every marketing strategy must use to be successful
- How to use all 10 powerful principles for maximum results
- Specific solutions to quickly develop a deep level of trust and credibility with prospects
- 3 hidden psychological factors to persuade your prospects to buy NOW!
- Why advertising doesn't work
- The 7 real reasons why people don't buy from you and how to overcome them



Stephen Fairley "America's Top Marketing Coach"

Stephen Fairley is a best-selling author, professional speaker, and a small business coach. He is president of Today's Leadership Coaching, a Chicago-based business coaching firm (www.TodaysLeadership.com). He has owned and operated three prior companies including two technology start-ups and an organizational development firm. Stephen has earned two master's degrees and written three books including the best-selling *Getting Started in Personal and Executive Coaching* (Wiley, 2003) and *6 Keys for Successful Leaders*.

Stephen has received national recognition in the press and has been in *Entrepreneur* and *Inc* magazines, *Fortune Small Business*, *The Chicago Tribune*, and on the front cover of *AdvantEdge Magazine*. He was recently named "America's Top Marketing Coach" by CoachVille, the world's largest professional coaching association. You can contact him at 1-888-588-5891.



FREE COACHING SESSION CLIENT INTAKE FORM

Please complete and forward this form prior to your FREE coaching session. The information on this Intake form is COMPLETELY CONFIDENTIAL and will only be used to give your Coach a broad overview of your current business, your marketing and sales efforts, and specific goals you have for your coaching sessions. Leave blank any question you do not wish to answer or does not apply to you.

Name: _____

Company Name: _____

Phone number: (____) _____ Fax: (____) _____

Email Address: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

How long have you been in your current business/position? _____

What is your title or position at your company? _____

Do you consider your business/job full-time **or** part-time: ___ Full-time ___ Part-time

Please indicate your company's annual gross sales/revenues last year: _____

How many employees, partners, or owners are currently in your business/company: _____

Do you have a business or marketing plan? ___ Yes ___ No

Have you ever worked with a professional business coach before? ___ Yes ___ No

When working in your business/job/position, what are the **5 areas or activities where you currently spend the majority of your time** (e.g. new business development, marketing, finding new clients, managing other people, motivating employees, answering phones, etc)?

How much time **per month** do you spend in business building-related activities to grow your company?

___ 0-10 hours ___ 11-20 hours ___ 21-30 hours ___ 31-40 hours ___ 41+ hours



What are 2 realistic and specific goals you want to accomplish in our FREE coaching session:

1.

2.

What are 2 days and times when you would like to setup your free coaching session?

First Choice

Date: _____ Day of Week: _____
Time: _____:_____ AM PM Time Zone: _____

Second Choice

Date: _____ Day of Week: _____
Time: _____:_____ AM PM Time Zone: _____

At the end of your free coaching session, your Coach will ask you if you would like to continue the coaching relationship. If you are convinced that coaching will help you achieve your goals faster and more efficiently, how committed are you are to investing in yourself by signing up for one of our coaching programs?

- _____ Very committed
- _____ Somewhat committed
- _____ I could go either way
- _____ Somewhat uncommitted
- _____ Not at all committed

AFTER YOU HAVE COMPLETED THESE PAGES, PLEASE EMAIL THEM BACK TO: Intake@TodaysLeadership.com OR FAX THEM BACK TO THE ATTENTION OF YOUR COACH AT 630-588-0766.