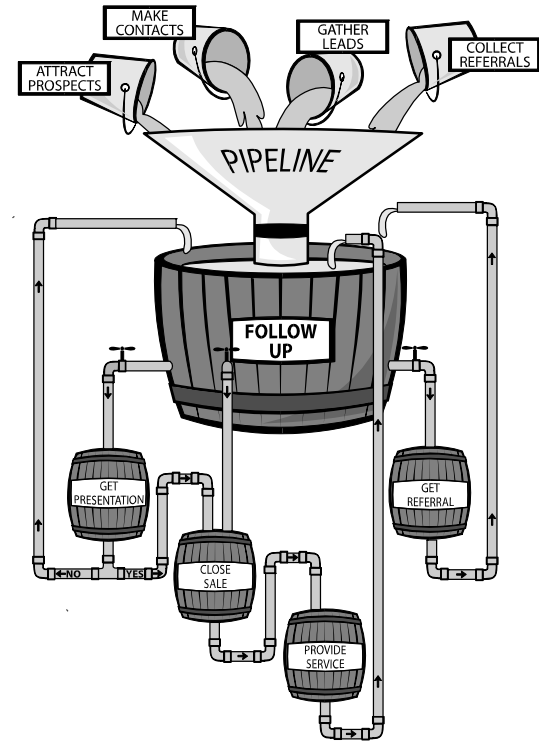


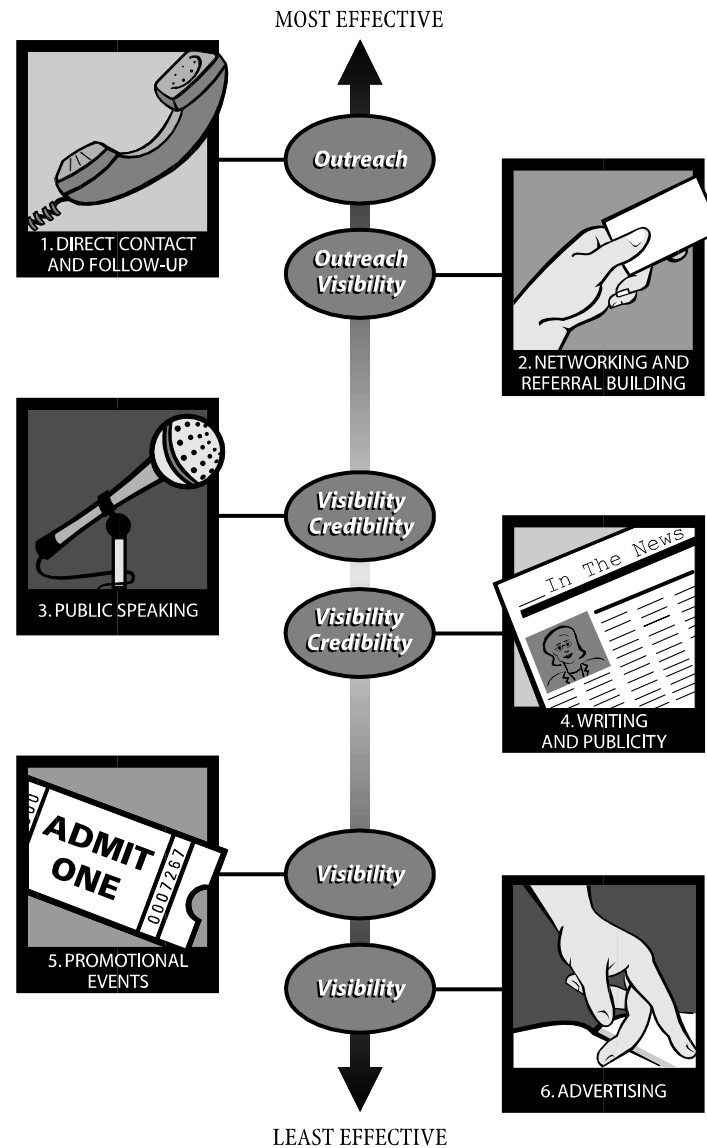
50 Ways to Fill Your Marketing Pipeline

C.J. Hayden, MCC
Get Clients NOW!



Effective Marketing Strategies

- Strategies
- Effectiveness
- Impact



Choosing What to Do

- It's easy or you like doing it
- Fits within your time and money budget
- Will generate enough prospects
- Effective with your target market
- You see successful consultants doing it

Direct Contact & Follow-Up

- Begins with leads, referrals & contacts
- Where to find prospects
 - prospect lists
 - professional associations
 - Internet search
 - business information services

Direct Contact & Follow-Up (cont.)

- Where to find prospects (cont.)
 - media stories & interviews
 - job postings
 - networking & referral-building
 - attraction strategies

Direct Contact & Follow-Up (cont.)

- Call - Mail - Call
 - **call** to make sure they're there & find out more info
 - **mail** a personal letter & fact sheet
 - **call** to make/schedule a presentation
 - follow up by phone, mail & email

Direct Contact & Follow-Up (cont.)

- Make a human connection
 - Script & rehearse, but don't read
 - Focus on the other person & listen
 - Hold the mindset of being of service
 - Turn them all into warm calls by building connections

Direct Contact & Follow-Up Tactics

- cold calling
- warm calling
- canvassing
- lunch or coffee with prospects
- in-person appointments
- personal letters

Direct Contact/Follow-Up Tactics (cont.)

- announcement card or letter
- nice-to-meet you notes
- sending clippings or cartoons
- extending invitations
- reminder cards
- newsletters

Networking & Referral-Building

- Connecting the dots
 - Mutual friend suggested I get in touch
 - We belong to the same association
 - We went to / teach at the same school
 - I saw the article you wrote / about you
 - I heard you speak
 - We live in the same neighborhood
 - We go to the same church
 - Our kids play on the same team

Networking & Referral-Building (cont.)

- Making it pay off
 - Stay active in your business & personal community
 - Go to events, read publications & get to know people
 - Look around you for potential clients & referral sources
 - Don't forget to follow up

Networking & Referrals Tactics

- attending meetings & seminars
- identifying referral partners
- exchanging materials
- lunch or coffee with contacts
- office visits
- serving on committees

Networking & Referrals Tactics (cont.)

- volunteering or trading services
- sharing resources
- collaborating on projects
- swapping contacts
- introduction or leads groups
- reading the trade press

Attraction Strategies

- Attraction vs. promotion
- Public speaking tactics
 - hosting meetings
 - serving on panels
 - making presentations
 - giving workshops

Attraction Strategies (cont.)

- Writing & publicity tactics
 - writing "expert" articles
 - writing an advice column
 - being quoted by the media
 - having stories published about you
 - being interviewed in print or on radio/TV

Attraction Strategies (cont.)

- Promotional event tactics
 - trade shows
 - free demonstrations or workshops
 - open house or reception
 - co-sponsored events
 - networking lunch/breakfast/mixer

Attraction Strategies (cont.)

- Advertising tactics
 - newspaper & magazine classifieds
 - display ads in periodicals/journals
 - Yellow Pages
 - business directories
 - prof'l directories
 - web sites
 - search engines
 - event or conference programs
 - direct mail
 - flyer distribution
 - radio or TV ads
 - billboards

Marketing Action Plan

- What turns a list of ideas into a plan?
 - Choices
 - Deadlines
 - Commitments

Marketing Action Plan Template

Strategies

1. _____
2. _____
3. _____

Tools

Completion Date

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Marketing Action Plan Template (cont.)

Tactics

How Many/
How Often

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____