

"Nine Marketing Lessons"

1. Keep your focus on the prospect. Perhaps the biggest mistake Independent Professionals make is putting the spotlight on their business, their services, themselves. Prospects care about what you can do for them, not about who you are or what you do.
2. It's all about response. No matter what marketing you create, if it doesn't get response, it's no good. Period. You can't fall in love with a web site or a letter or a presentation. You have to ask objectively, "Is it producing results?" If not, change it.
3. Familiarity breeds credibility. Even if your marketing is great, if no one sees it, nothing's going to happen. But if people are exposed to you consistently -- from an ad to an appearance at a networking group -- your credibility multiplies.
4. People like to receive free stuff! Often this is a revelation. When you start to offer free information to your prospects they will invariably respond. When you've captured their interest, they'll raise their hands and say, "Tell me more!"
5. Relationships are powerful. When you can forge a connection with another who can provide an introduction to his or her client base, your prospects are unlimited. Those who leverage relationships will always be more successful than those who don't.
6. Don't sell until you've marketed. You need to get someone's attention, interest and trust before you start to sell. People will actually invite you to sell when they're ready. If you push too hard, you'll get dis-invited.
7. Make powerful offers. Once you're invited to sell and you've learned the problems, needs and objectives of your prospects, you'd better have a valuable, solution-based offer to present. If it doesn't excite them, why should they commit to you?
8. Proposals are about objectives, not actions. Most proposals go to great lengths telling what you'll do for the prospect. Instead, spend more time letting them know the specific objectives you'll accomplish working with them.
9. Taking care of clients is part of marketing. It may, in fact, be the most important part. You need to make promises and keep your word. If you're vague about your promises, misunderstandings arise and no amount of hard work can compensate.

Marketing Flashes on "Nine Marketing Lessons"

It's easy to read these nine lessons and have them go in one ear and out the other. But what if they were really your key to fame and fortune as an Independent Professional? They are. Here's how to apply them to your business.

* Score yourself from 1 to 10 on each lesson. This will be a quick reality check of your marketing. It will also let you know the areas where you need to focus your attention.

* Next look at the many ways each lesson applies directly to your business. For instance, in what ways are your marketing materials talking about you and your services, not about how your prospects benefit from your services?

* Now zero in on one specific thing you could do to improve your marketing communication. Perhaps it's the home page of your web site that really gives very little idea of the benefits prospects would receive if they worked with you.

* Now do a little research, looking at several other web sites in your field and subjecting them to the test - is it more about them or is it more about the benefits of their service? When you find a good one, study it very closely.

* Now put a concerted effort into making changes to your home page so that it communicates powerfully how your services will benefit your prospects. Get some feedback, fine tune and post the new home page.

www.actionplan.com/infoguru.html *Action Plan Marketing by Robert Middleton*