



**Marketing For
Lazy Smart People**

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**Build your business around
each client's needs...**

not what you *think* they want

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Attract, don't chase after

"Marketing gravity" (Alan Weiss)
Engage, don't talk to
Give away what is:
valuable to your clients
no-cost to you

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Your 2011 marketing plan

ID 3 primary goals
x new clients
x speaking invitations
x revenue
ID next step for each goal

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Link to your clients

Connect with your clients in all your social networks

30 minutes/day

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Call your clients

Reach out and touch someone... just to chat

Conversation is all about them

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"Garden" your client list

Who are your best 10% (\$\$\$ / referrals / etc)?

Who are your worst 10%?

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Be lazy smart.

**Never invest more in a prospect
than you can walk away from**

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Do a one-day makeover


Update all your online profiles

Update all your directory profiles (esp. AIIP)

Make it easy for us to hire you!

Don't be 360° generalist

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Write an article...

where your clients will read it
that's practical and useful
that doesn't promote you
that shows what you ~~know~~ do for clients

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Write 10 blog posts

Queue 'em up

No blog?!? Start one now

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Update your clients

Review client projects from last 6 months

For each client:

- ID an ongoing interest/concern
- Find and send current article on topic


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3 networking contacts/week

Meet friend & trade 5 referrals
Meet colleague & learn THEIR elevator pitch
Meet client & learn what referrals they want

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What referrals do you want?

Not what *can* you do but what you *want* to do

Who's your ideal 5-year client?

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Ask for referrals

It's our job to ask!
"Who do you know who could also use my services? May I say you referred me?"
Enclose biz cards with (hard copy) invoice
NO discount / incentive!

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Kill your elevator speech

Conversational ping pong

"I have the best job in the world! I get to..."

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Get out!


ID local groups that sound interesting

Professional development

Not marketing – have fun!

See MeetUp.com for leads

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Queue up 10 tweets

Succinct observations, links to strategic articles w/ your comments, etc.

No self-promotion

No Twitter account!?!? Start one!


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Write 3 newsletter articles

Don't have a client newsletter?
Just Do It!

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Do or do not. There is no try.

Work on fewer marketing efforts
Throw everything into those efforts
100% or not at all

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Don't cold call

6 hours of calling = lots of voice mails
Maybe speak with 6 people
How many of those 6 know they need you?
Odds of any of them spending \$10K on you?

6 hours of real marketing = tangible progress

See my free eTool: *Friends Don't Let Friends Cold-Call!*

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Celebrate!

Find obscure holiday
Snail mail cards to all clients

- International Respect for Chickens Day
- Groundhog's Day
- International Dog Biscuit Appreciation Day
- Shameless Promotion Month (September!)

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Have fun!

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