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**Get Clients with a Small Business Networking Strategy**

**By Michael Port**

Networking, Ugh!

Much like the thought of marketing and sales, the thought of networking may make you cringe. For most solo-pros, service professionals, and small business owners, they hear the word networking and it brings to mind the old business standard of promotional networking at 'meet & greet' events where it's understood and accepted that everyone is there to schmooze and subtly manipulate one another in an attempt to gain some advantage, for themselves or their business, which will increase their bottom line.

Who wouldn't cringe at the thought of spending an hour or two exchanging banalities and sales pitches with a phony smile plastered on your face to hide your discomfort, in an attempt to 'use' someone else to get a leg-up on the competition or to boost your profits, only to walk away with a pocketful of biz cards and the prospect of hours of work to continue the charade through email and by phone? It feels uncomfortable, self-serving and deceptive. Chances are all those biz cards you collected will end up in a drawer of your desk never to be seen again because you'll so dread following up that you'll procrastinate doing so until they're forgotten.

The good news is it doesn't have to be that way! The Book Yourself Solid networking strategy operates from an entirely different paradigm; it's all about connecting and sharing with others, and all you have to do to begin to employ it is to shift your perspective from one of scarcity and fear, to one of abundance and love. With the Book Yourself Solid Networking Strategy, the focus is on sincerely and freely giving and sharing, and by doing so, to build and deepen mutually beneficial relationships with others. It's all about making lasting connections.

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Michael Port Get more clients with Michael Port, expert marketing coach for small business owners and professional service providers. Free small business resources, networking opportunities, articles, advice and coaching on professional services marketing at

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## **Getting Started with Marketing**

**By Kendall Summerhawk**

### **Getting Started with Marketing by Kendall Summerhawk**

Does marketing your business seem overwhelming? Have you wondered how you were ever going to fit marketing into your weekly workload?

I know that marketing is usually an entrepreneur's least favorite activity to do! Every week I receive emails from entrepreneurs who are ready to get their business off the ground but don't know where to start. Sound familiar?

I'm going to share with you 5 strategies you can take to get started marketing your business or re-vitalize your existing marketing. These 5 strategies have been used by entrepreneurs over and over again, with these consistent results: greater confidence, energy and enthusiasm for marketing, AND more clients!

#### Strategy 1

Get crystal clear on who your choice client is. Why? So you know where to direct your marketing time, money and energy! I can talk for hours about the concept of choice client (look for more about this in future articles).

In a nutshell, your choice client definition clearly describes the kind of person you most want to work with. It does NOT mean this is the only person you will work with. It DOES mean this is the only kind of person you will spend your marketing time, money and energy on.

#### Strategy 2

Develop a strong, compelling list of benefits your clients receive from working with you. Once you orient your thinking, your language and your approach around the results you deliver, you will never be at a loss to describe your business again.

#### Strategy 3

Design 2–3 tiers of services you can offer. Include at least one way prospective clients can sample what you do with no commitment on their part.

#### Strategy 4

Create 3 ways you can consistently reach your choice client. The keyword here is consistency. Even

## Get Clients with a Small Business Networking Strategy

the best marketing approach won't work well if it's only done sporadically.

If you enjoy writing, then write an article twice a month. Love networking? Go to networking events twice each week. Want to build your referrals through strategic partners? (a fancy term for those people who share your choice client) Create a list of other businesses that share your choice client and contact four of them each week until your list is exhausted.

Consistency is one of THE easiest ways to be successful building your business!

### Strategy 5

Make time in your daily calendar for marketing. Schedule this time as you would an appointment with a client and then honor that appointment with yourself!

Now it's your turn!



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