

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

By Michael Port

The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

The Book Yourself Solid Always-Have-Something-to-Invite-People-to-Marketing-Strategy is simply the most effective marketing strategy on the planet for the professional service provider.

Your services have a high-barrier for entry. They are rather intangible and expensive (whether you think they are or not) to a potential client. Especially to someone who has not used the kind of services that you offer or to someone who has, but did not have good results with other service providers. Unfortunately, that does happen and you have to manage for that.

People hate to be sold but they love to get invitations. Don't you? What if I could virtually eliminate your need to sell with this one solution? Would that be exciting to you? I bet it would. In my first year of business, this one strategy literally doubled my income.

When I use The Book Yourself Solid 7 Core Self-Promotion Strategies: Networking, Web, Direct Outreach, Referral, Keep-In-Touch, Writing, and Speaking, instead of trying to sell something through these efforts, I use these self-promotion strategies to create awareness for the solutions I offer to the very specific urgent needs and compelling desires of my target market by making a compelling offer that has no barrier for entry.

Remember, it's, "who knows what you know" that's important when attempting to Book Yourself Solid. Do you realize how many more clients you could be serving if they just knew what you had to offer? That you had the solutions to their problems, the answers to their questions, and the keys to their salvation?! Alright, maybe I'm getting carried away. But in order to promote yourself, your services and products, your ideal clients need to know what you know on a deep and meaningful level. They need to know that you have loads and loads of invest-able opportunities that are based on their urgent needs and their compelling desires. The best way to do this is to have at least one compelling offer that has no barrier for entry.

The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

I've been offering a free tele-seminar every Monday at 12pm Eastern for a while now that helps people think bigger about who they are and what they offer the world (it'll also help you get more client). I even gave it a name. It's called The Think Big Revolution. Every week I come to this conference call (which can hold hundreds of people at a time) with a topic that will help those who call in think bigger about who they are and what they offer the world. Sometimes the topics are specifically related to getting more clients and sometimes they are related to other principles and strategies that will help the callers be more successful in business and in life.

But here's the thing – membership is free And I invite everybody that I meet to join. I'd like to invite you. I bet you'll love it. And if you don't you won't come back. It's simple. You get an opportunity to participate in something that should add great value to your life and test me out at the same time. And for me, well, it's fantastic because I don't have to "sell" anything. I can offer really great value to the lives of potential clients and customers at no risk to them. And then they have the opportunity to ask me for more business help if they are so inclined. There are tons of ways that you can set up this type of `always have something to invite people to' self-promotion strategy. You are only limited by the lining

of your imagination.

Oh, if you want to join the Think Big Revolution go to

www.ThinkBigRevolution.com

and sign up there.

See how easy that was? No selling, just a generous invitation.

Of the 93% of my clients who successfully book themselves solid each and everyone one of them used this strategy. And by the way, when I started doing these calls about 6 people came to the call each week. Now, there are over 5000 members of The Think Big Revolution.

Are you starting to get how the `always have something to invite people to offer works'? The value you add in your offer meets the needs and desires of the people you serve. This no-barrier-for-entry offer is the first stage of the Book Yourself Solid Sales Cycle. Then as you continue to build trust over time by offering additional value and creating awareness for the services you provide, you'll attract potential clients deeper into the sales cycle; closer towards your core offerings.

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

<http://www.michaelport.com>

. Receive a free chapter

from `Book Yourself Solid' at

<http://www.bookyourselfsolid.com>

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

By Wendy Hearn

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

S – Strengths

What are the strengths of your business?

W – Weaknesses

The Single Most Effective Marketing Strategy to Get Clients and Marketing Professional Services

What are the weaknesses in your business?

O – Opportunities

What opportunities are available to your business?

T – Threats

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

Is Your Marketing Strategy Killing Your Profits?

Getting Started with Marketing

Ten Ways to MROI—Maximize the Return on Your Investment in Marketing

What Is Your Marketing Really Costing You

Expand Your Professional Coaching and Consulting Business

The Great Big Book of Internet Marketing

Hitting the Search Engines

Inside The Minds of Winners

Traffic Explosion



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!