



Jonathan Goldhill brings you...

GoldhillMarketingAcademy.com

The most powerful and dynamic client attraction program ever created!

Building Your Brand: Marketing and Business Concerns

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The Growth Coach

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Selling Services

- Services are invisible; can't see them so how do you sell them?
- Services are promises that someone will do something
- How do you sell that?
- Most services cannot be warranted/guaranteed
- Prospects are sensitive to any mistakes by service marketers
- So, marketing starts with the worried soul opposite you



Focus on Your Service

- Focus more on distinctive characteristics of your service
- Rule #1: Focus on inside not outside



OUTSIDE is advertising, publicity, etc.
INSIDE is your service—your current reality

- Fix your service; focus on your inside, improve your reality



Go Beyond the Basics

- Don't just think better, think different
- Create what the market would love
- Find out what your client's want
- Involve everyone in marketing



Surveying Customers

- Conduct oral/phone surveys
- Avoid written surveys—subject to interpretation
- Use 3rd party survey companies
- Ask questions “what are we good at?”
- Find out what your skills are



Competition Isn't What You Think It Is

- Your Expertise is assumed if they are hiring you
- Sell the relationship
- Satisfy the person first, then the client
- Competition is indifference/inertia of prospect
- Competition is rarely another firm
- Learn how to sell

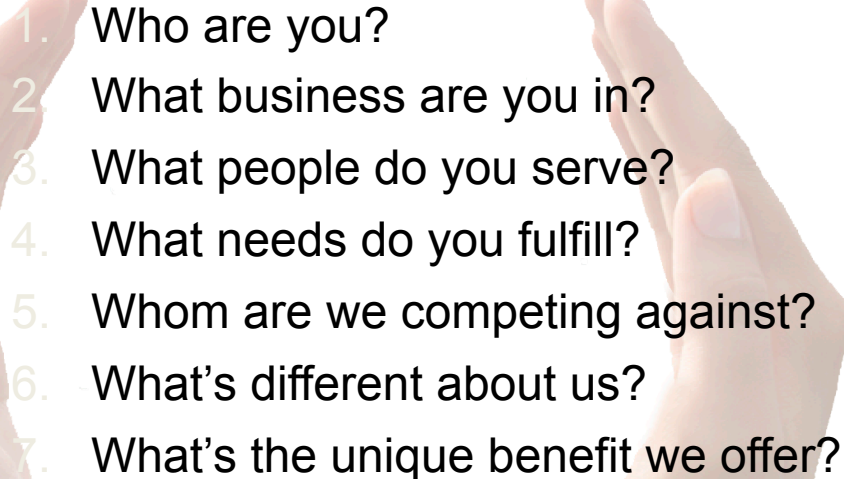


Positioning Your Service

- Go where others are not
- Leverage technology to reach people, improve your service, etc.
- Make technology a key part of your business
- They are not buying your credentials or reputation
- Most people are buying your firm's personality
- Service businesses are about relationships
- Position your company's unique factors

Positioning Statements

- Position is a place (example: Apple)
- Positioning is how you wish to be perceived
- Narrow the gap between your position and positioning statement by answering these questions:

- 
- A pair of hands is shown holding a list of seven questions. The hands are positioned on either side of the list, with the fingers slightly curled as if holding a card or a small book. The background is a soft, out-of-focus light blue.
1. Who are you?
 2. What business are you in?
 3. What people do you serve?
 4. What needs do you fulfill?
 5. Whom are we competing against?
 6. What's different about us?
 7. What's the unique benefit we offer?



Branding Your Business

- Brand is a warranty
- Service is a promise
- Keep your promises
- Integrity behind your promise is the heart of your brand
- Invest in your people's integrity



Building Your Brand

- Non-branded services require more **selling** effort
- Build your brand - your brand is your goodwill
- Choose a distinct, easy-to-comprehend name for your brand
- Personal service—use your name in brand



Communicating Your Service

- Make the service visible
- Make your prospect comfortable
- Give prospects powerful reasons to listen to you
- Speak the prospects language
- Telling is not selling
- Learn / study the personality types
- Remember, your real competition is indifference



Communicating Your Service, cont.

- Give them one reason why you're different and repeat it over and over again
- Don't use adjectives ... use stories—stories sell
- Find out what buyers want, what they need, and who they are
- Don't sell your service; **sell your prospect**
- **Talk about them** ... not you



Build Your Case Statement

- Build your case with prospects
- Gather evidence of your success
- Share testimonials
- Avoid tricks, bait-and-switch methods
- Sell very good, not the best
 - Being the **best** is not important
 - People are rarely looking for “the best”
- People want to be comfortable in their purchase decisions
- Get ink. Advertising is publicity
- People remember what they see/read



Your customers are your competitors best prospects



Delivering Your Service

- Better to understate your promises
- Under promise, over-deliver
- People judge by experience not words
- **Credibility is like virginity, lose it just once**
- Pay attention to visual clues of your service
- Use metaphors to communicate your promise



“You Got to Serve Somebody”

- All Things to All People = Being Nobody to No One
- Business Customers or Home Users, Pros and Cons
 - Different hourly rates?
 - Flat fee rates? Pros and Cons
 - Determining rates through market feedback. Based on each locale.
 - Grandfathering early customers at lower rates.
 - Get credit for it. Invoice at current rate, and then discount invoice





So What is Marketing?



What is Marketing?

- Understanding deeply the needs/wants of your customers and providing them with sufficient value
- Educating your customers, prospects and referral sources on why it is advantageous for them (or their clients) to do business with you
- Marketing = Continuously Educating Prospects
= Getting People To Know, Like, Trust & Refer You



Education and Evidence

- Marketing is about educating your market on the advantages of doing business with you and the reasons why they should trust you to deliver on your promises
 - Educating the **right audience** on the **unique and superior** advantages, benefits, value and results your business provides
 - Sharing credible evidence that supports and backs-up your promises



Leverage of Marketing

- **Selling =**
 - One-to-one persuasion
 - Converting leads to customers
 - The ground war
- **Marketing =**
 - One-to-many education
 - Generating qualified leads
 - The air support



Most businesses miss out on the incredible leverage of marketing!



Have Fun and Experiment

- Ask stakeholders how we can improve our marketing results
- Test new marketing ideas, strategies and approaches
- Try new things – keep those things/approaches that work better, lose those that don't
- Look outside your company and industry
- Know current base line performance



Advertising
Publicity
Networking
Referrals & Partnerships



Networking, Referrals & Partnerships:

- Talking about your business and what you do
- Events: Parties, social events, etc. Just talk it up
 - Networking events: Look for small business oriented
 - BNI: Business Network International
 - Rotary, Toastmasters
 - Media Bistro, Meetup, Google Plus, LinkedIn, FB
 - Look for potential clients, but also referral partners
 - Trade shows and conferences
 - Mass transit: Trains, Airplanes, etc...
 - The Gym, coffee houses, lines at a store, etc...



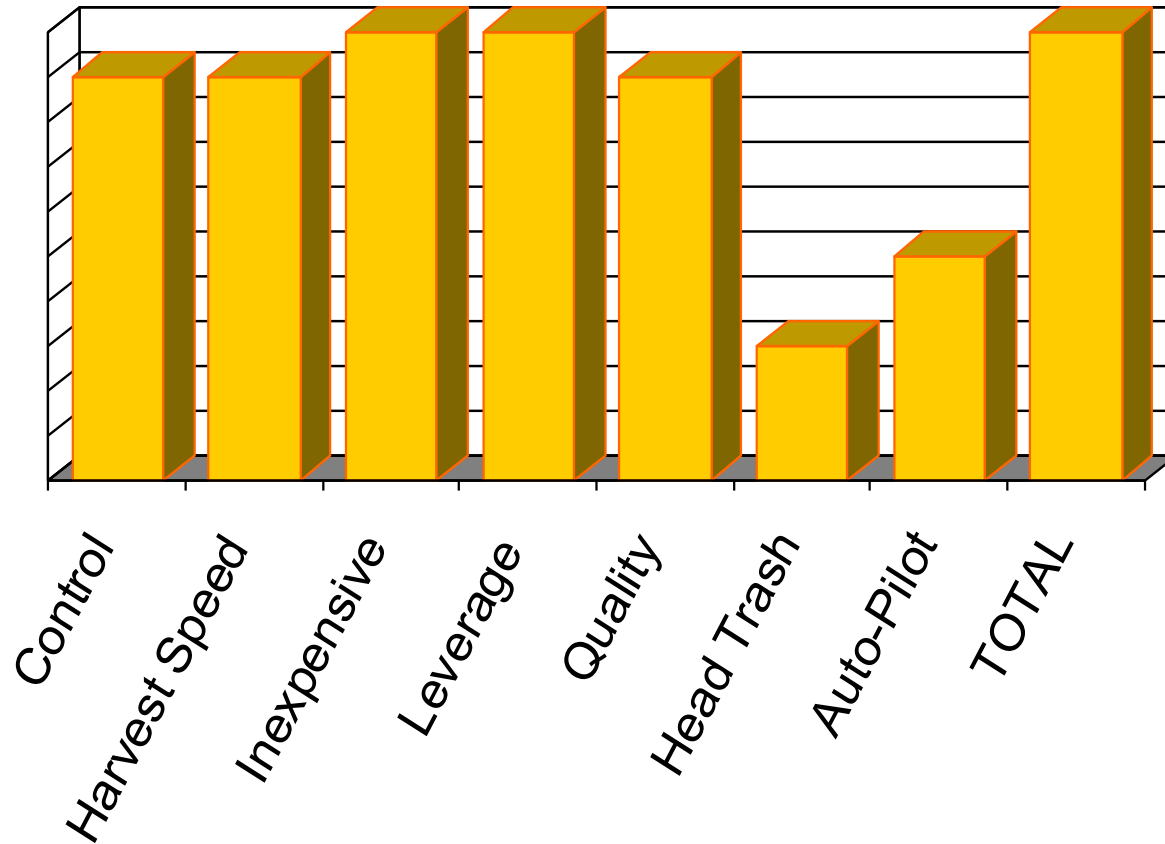
How to talk to a total stranger

- Some people are shy. Others will talk to anyone.
- Practice makes it easier.
- Do homework: Research ahead of time related to the event
 - who will be there? what's the topic? what's the activities?
 - Helps you as you meet people related to what you found
- Sports: Ok. Weather: Ok. Politics: Bad idea.
- Easier to break into group of 3 than it is 2 or 4 (people like pairs)
- Look for people standing alone: Introduce yourself
- Overwhelmed by groups? Get there early
- Volunteer to do things at an event. Forces talking to others.



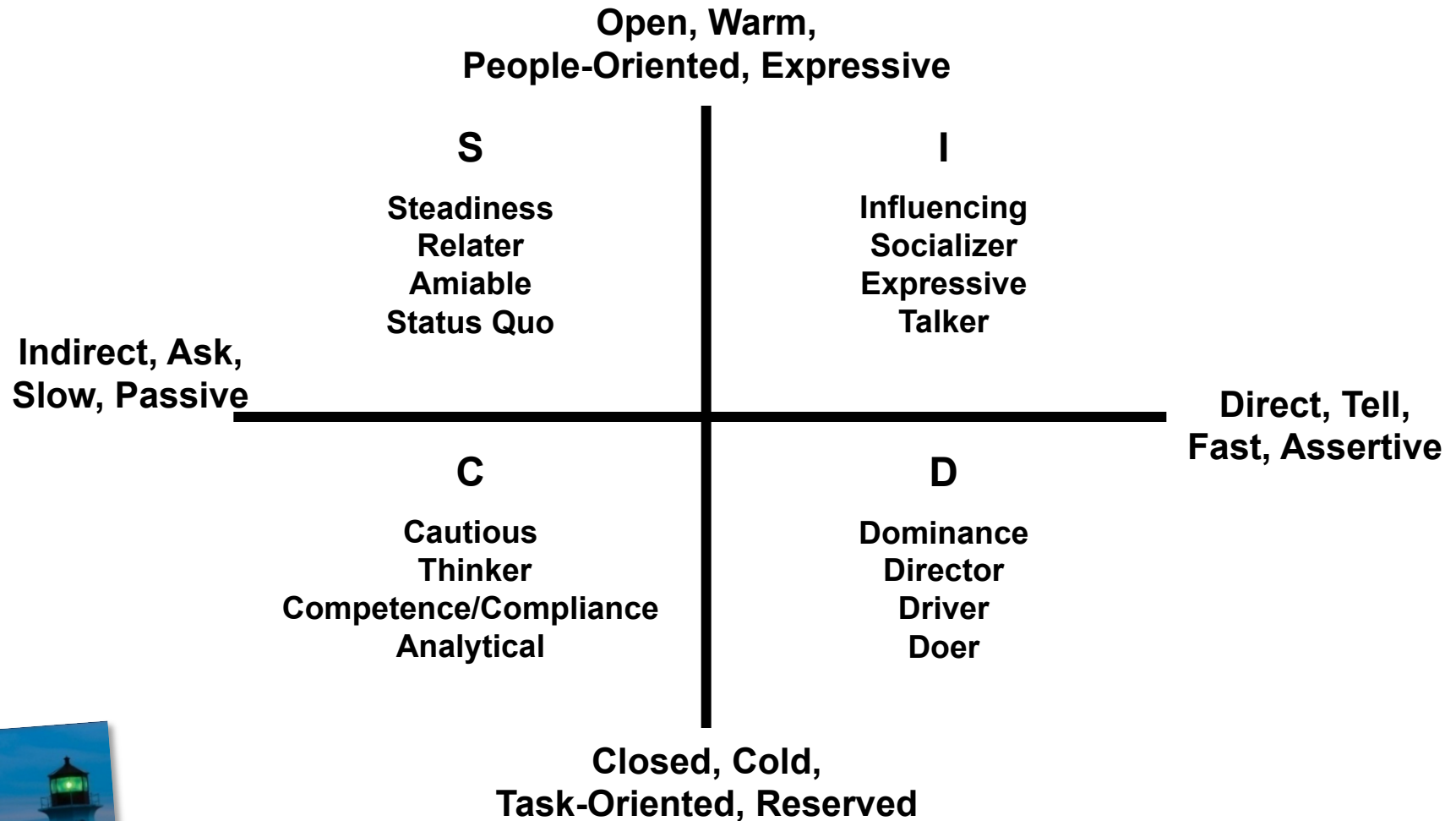
Referrals

Ask your clients for referrals: Let them know you want to grow



- People want to help people
- Structured request is better
- Do it outside of the time you do business for them
- Set it up, follow your plan, evaluate your effectiveness

Know Your/Their Personality Profile



Your elevator speech

- Plain English, not Tech speak
- Your core difference
- Something that makes you memorable.
- Practice it. It should be smooth and comfortable.
- Show confidence at any moment.
- Adjust it for situations, with feedback, response results

Standard Format:

1. Story, Cliff hangers, Dramatic opening ... or
2. 1 word - We (action) help, teach, coach, fix, etc.
3. Target segment
4. Why they buy/refer
5. Benefit

How Do You Do That?



Online & Social Media Marketing

- Twitter, Facebook, Foursquare, LinkedIn, YouTube, Yelp, Podcasts, blog
- So many different options: How do you choose?
 - Do the one you love and will do a lot.
 - That's what will be effective and compelling
- Build out your site: The more you put online, the more you are visible
- People search for weird combinations. Make posts on a blog on everything interesting.
- Take advantage of whatever social media that you choose



Specific Suggestions

- Personal vs. Business:

Where do you draw the line? Do you draw the line?

- Twitter, but beware of time sink
- Facebook
- LinkedIn



Creating business systems

- Where are you “messy” or disorganized?
- Calendar: Not just technical solution, but personal habits of using it
- CRM: Customer relationship management
 - Really just a database of your clients.
 - What did you do for someone in the past? Follow ups?
 - FileMaker - Bento - Daylite – Salesforce
- Automation: iCal Reminders, Recurring Invoices, Scheduling Tools, eMail Filters, etc.
 - Put your Mac to work for you on repetitive tasks



Creating business systems

- Finances: AccountEdge, QuickBooks, Freshbooks, etc...
 - What are you spending, and what are you earning?
 - Easier to work w accountant or do taxes if organized
 - Professionals: You're an expert in your field. Use experts in fields you aren't.
 - Accountant, lawyer, business advisors, coaches
 - PEOs and SEOs
 - These people should feel like your al'
- If not, change them.



Creating business systems

- Consider using “**Virtual Assistants**” as part time solution to help you
 - <https://www.getfriday.com/>
 - <http://www.virtualassistantisrael.com>
- Doing these will make your more productive and better organized



Manage Your Time

Focus on Your Unique Abilities

Do What Your Love,
The Money Will Follow

Time Mgmt = Priority Mgmt.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
6:15am	Gym	Gym	Gym	Gym	Gym
6:30am					
6:45am					
7:00am					
7:15am					
7:30am	Visiting Jobs	Visiting Jobs	BNI Networking	Visiting Jobs	Visiting Jobs
7:45am					
8:00am					
8:15am					
8:30am					
8:45am					
9:00am					
9:15am					
9:30am					
9:45am					
10:00am	Field - Quoting Job Opportunities	Field - Quoting Job Opportunities	Field - Quoting Job Opportunities	Field - Quoting Job Opportunities	Field - Quoting Job Opportunities
10:15am					
10:30am					
10:45am					
11:00am					
11:15am					
11:30am					
11:45am					
12:00pm	Lunch with Referral Source	Lunch with Employee	Lunch with Referral Source	Lunch with Employee	Lunch with Referral Source
12:15pm					
12:30pm					
12:45pm					
1:00pm					
1:15pm					
1:30pm					
1:45pm					
2:00pm	Office, Phone, Writing Quotes and follow up	Office, Phone, Writing Quotes and follow up	Office, Phone, Writing Quotes and follow up	Office, Phone, Writing Quotes and follow up	Paperwork, Billing, Administrative, Management
2:15pm					
2:30pm					
2:45pm					
3:00pm					
3:15pm					
3:30pm					
3:45pm					
4:00pm	Office: Setting up Next Day's Jobs	Office: Setting up Next Day's Jobs	Office: Setting up Next Day's Jobs	Office: Setting up Next Day's Jobs	Office: Setting up Next Day's Jobs
4:15pm					
4:30pm					
4:45pm					
5:00pm					
5:15pm					
5:30pm	Personal, Family Time	Personal, Family Time	Personal, Family Time	Personal, Family Time	Personal, Family Time
5:45pm					
6:00pm					
6:15pm					
6:30pm					
6:45pm					
7:00pm					
7:15pm					
7:30pm					
7:45pm					
8:00pm	Emails, Administration	Emails, Administration	Emails, Administration	Emails, Administration	Emails, Administration
8:15pm					
8:30pm					



Manage Your Time

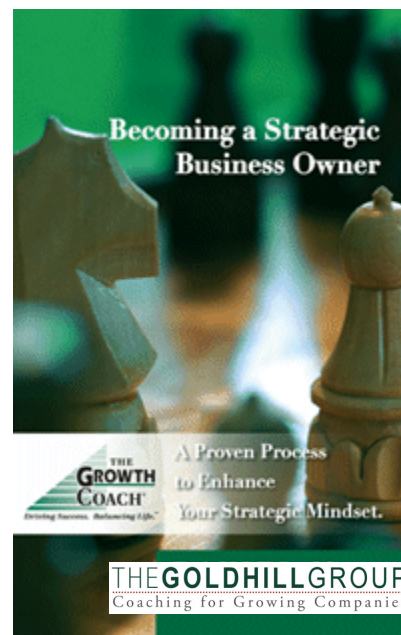
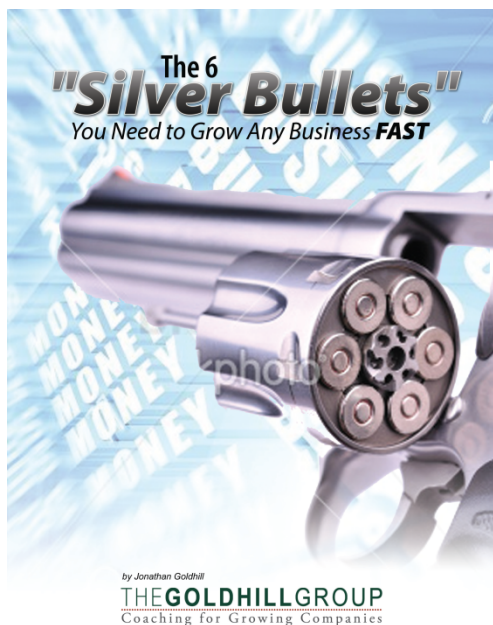
Elements in effective priority management system:

- Goals
- Calendar
- Contact Management
- Notes and Documents
- To Do List: 3 Lists
 - Comprehensive To Do List (CTDL)
 - Must Do Today List (MDTL)
 - Not-to-Do List (NDL)



Additional Resources

- Awesome list of resources: ivanexpert.com/bootcamp
- Downloadable resources on our site: TheGrowthCoachLA.com





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