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WELCOME

Hi everyone! I hope your 2006 is off to a great start and you've got your marketing plan in motion. This month's article is about conducting marketing in a gradual way in order to give prospective clients multiple avenues to experience you. This allows for a level of trust to be built. Then, when they are ready for the services you offer, you'll be the one they call. Read on for more on the gradual marketing approach.

ARTICLES

THE GRADUAL MARKETING APPROACH

People often buy in bite size pieces. That's why I recommend a gradual marketing approach where you offer people a variety of low or no cost opportunities to experience you before they invest in your services! A classic example of gradual marketing for those who provide professional services is the "two step" approach: market yourself in a way that sparks interest and then funnel the prospective client into a complimentary or low fee consultation. The fact is, people are more likely to respond to a free, value-added offer than to a full-priced service. That's why offering the complimentary consultation works so well! Prospective clients get to know you and understand and appreciate the value of your service BEFORE they plunk down their hard earned cash for your services!

Examples of the "Two Step" approach:

Example I

Step 1: Attend a networking event.

Step 2: Offer comp consultations to people you meet who indicate a possible need for your services.

Example II

Step 1: Do a free one hour talk.

Step 2: Have a "comp consultation sign-up" clipboard in the back of the room.

There are many more examples, but you get the idea!

While the two-step approach is a great start, I encourage you to consider using a more robust gradual marketing approach.

Specifically: Offer multiple, easy, low or no cost "entry points" for a prospective client to experience you. Then, offer higher priced products and services once a relationship is built.

This is why electronic newsletters are so popular (and effective, IF implemented well!) For example, in addition to offering a complimentary consultation you can also offer a free subscription to your newsletter. This is a perfect entry point for someone you meet who isn't ready or doesn't have a need to engage in your services at that time. Through your newsletter the person has an opportunity to gradually learn from you, experience you and trust you. If/when that person is ready for the services you offer, whom do you think they will call? YOU!

Examples of the "Gradual Marketing Approach"

Example I

Step 1: Do a complimentary talk for a local business association.

Step 2: At the talk offer comp consultations and registration for your free newsletter.

Step 3: In the newsletter offer a half day seminar for a modest fee.

Step 4: At the half day seminar offer products and services at various pricing levels.

Example II

Step 1: Send a direct mail piece to your target market.

Step 2: Provide a link to download your free E-Book from your website.

Step 3: In your E-Book reference your other products and services.

Step 4: One month after the E-Book was downloaded, send a "call to action" follow-up email with a special offer on your services.

It is EXTREMELY IMPORTANT that the no/low cost items PROVIDE VALUE. Nothing is more of a turn off than a sales pitch disguised as a freebie. You must genuinely want to serve people. Give huge value and then offer an opportunity for people to experience you at a higher level, if they so choose.

As always, there is much more I could say on this topic, but hopefully you get the idea and can run with it! The key is to provide value for your prospective clients. Allow them to learn from you. Be yourself and let your personality, knowledge and experience shine through.

This takes time, however and does not happen overnight. Be patient! And remember, there are people out there who are waiting for YOU. People whom only you can assist. Go find them! Reach out. Provide value. Give them multiple ways they can experience you. Allow time for a level of trust to be built. People want what you have to offer and when they are ready, you will be the one they call.

NEWS & ANNOUNCEMENTS

Entry Level Accountant/Bookkeeper Wanted.

A client of mine is looking for an entry level accountant/bookkeeper. The ideal candidate will be a finance major in his or her junior or senior year of college. Beginning accounting knowledge is a must; intermediate accounting knowledge is preferable. The position is part time, around 20 hours per week, and the hours are flexible. (On a personal note, I'd like to add that my client is

a great person and would be WONDERFUL to work for!) If you know someone who might be interested, please ask them to contact Paul Byrne at (858) 277-1097.

Making Rain Out of Mist Program.

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at Barbara@Rainmaker-Strategies.com or go to my web site at www.rainmaker-strategies.com and click on the Products link.

Booklet Information. To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at www.rainmaker-strategies.com or send me an email at Barbara@Rainmaker-Strategies.com and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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If you've enjoyed this article and learned a valuable business-building tip, please feel free to forward this newsletter to your friends and colleagues.

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