



The **MARKETING**
START-UP KIT

SEVEN
SIMPLE STEPS
TO ATTRACTING
MORE CLIENTS

An Introductory Audio Program

A C T I O N P L A N M A R K E T I N G

MARKETING
Start-Up Kit

**SEVEN
SIMPLE STEPS
TO ATTRACTING
MORE CLIENTS**

An Introductory Audio Program and Workbook

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Purpose of the Marketing Start-Up Kit

The purpose of the **Marketing Start-Up Kit** is to introduce you to the Action Plan Marketing system of attracting clients. It is a proven approach to attracting clients with integrity and without manipulation.

This Workbook was designed to go with the Start-Up Kit Audio Program that explains the concepts in this Workbook in much greater detail. Just open and play the audio and follow along with the workbook.

Click here to open the Audio File

To get the most value, I recommend printing out the Workbook and making notes in it as you go. By the time you have completed this program, you'll have a completely new picture of what marketing is and how it can work for you to attract all the clients you want.

Ready? Here we go...

The Seven Fast Track Steps are as follows:

- 1. Marketing Ball** - The Game of Marketing
- 2. Marketing Mindset** - The Inner Game of Marketing
- 3. Marketing Syntax** - The Language of Marketing
- 4. Core Marketing Message** - The Value of Marketing
- 5. Marketing Information** - The Currency of Marketing
- 6. Marketing Tactics** - The How-To of Marketing
- 7. Marketing Action Plans** - The Structure of Marketing

Before we start working on any actual marketing, we need to look at what marketing actually is and how it works. We look at marketing as a game and call that game "Marketing Ball."

Step 1 - Marketing Ball - The Game of Marketing

Marketing is a game. The purpose of the game is to turn strangers into prospects, buyers, and clients. Marketing Ball is a model to help you understand this game and play it effectively. (See the Marketing Ball diagram, next page.)

Marketing Ball starts in the “Locker Room.” This is where you develop your Core Marketing Message that lets your prospect know who you work with, what issues and challenges you address, and the solutions and outcomes you deliver. This is covered in Fast Track Step 3.

Once you have your marketing message developed, you get to play and step up to Home Plate. Every prospect you have a connection with is a new “chance at bat.” When you make this connection, you have the opportunity to communicate your Core Marketing Message. If you do it well, you generate attention and interest.

When someone is interested in your message, you’re on First Base. They’re not a buyer yet; they may not even be too enthusiastic about what you’re offering, but at least you have their attention. At this point, a prospect is open (at least to some degree), to knowing more about your services.

Once you’re on First Base, you want to get to Second Base. You know you’re on Second Base when the prospect is willing to explore working with you. This usually takes the form of a meeting of some kind. And the way you get onto Second Base is by providing the right Marketing Information or an Experience of you and your services.

Now that you’re on Second Base, your goal is to make it to Third Base. The journey from Second to Third is the sales process. And when you’re on third, the prospect is ready to buy. They want to work with you. You’re almost home. Just one more base before the client is actually secured.

From Third Base, your aim is to get back to Home Plate and score a run (a new client). This step is a matter of agreeing to terms, signing a proposal or contract and getting your first payment. Sometimes this takes a long time and a lot of work. Often it happens immediately after you get to Third (depending on many factors such as the size of the contract, the kind of service you offer, etc.).

When you play Marketing Ball, you know exactly where every prospect is and what you need to do to move them to the next base.

Marketing Ball - The Game of Marketing



Marketing Ball - Playing the Game

Where are your prospects in the Marketing Ball Game? Every prospect can be located on the Marketing Ball Diagram. The following five positions will give you a better sense of where your current prospects are.

Strangers

Which prospects don't know you or have any current affiliation with you who could potentially be future clients? What can you do to create affiliation with them?

Affiliation

Which prospects do you currently have some affiliation with but who are not currently familiar with you? What can you do to become familiar to these prospects?

Familiarity

Which prospects are currently familiar with you, but do not have a lot of information about your services? What can you do to provide information to these prospects?

Information

Which prospects have information about your services but do not have a real experience of what you can do for your clients? What can you do to provide an experience for these prospects?

Experience

Which prospects have had an experience of you (and what you can do for your clients) but have not yet had a sales conversation with you? What can you do to initiate these sales conversations?

As you'll discover in Fast Track Step Six, a prospect's current location on the Marketing Ball Diagram determines which Marketing Tactics you'll use. So let's look at where your current prospects are:

Identifying Your Prospects

Marketing Ball Diagram Location	Prospects
Strangers	
Affiliations	
Familiarity	
Information	
Experience	

Step 2 - Marketing Mindset

What Marketing Mindset Shapes Your Current Results?

Marketing starts with how we think about marketing ourselves. And a great many Independent Professionals have mindsets about marketing that are hindering their marketing efforts much more than helping them.

A marketing mindset, is where we come from about marketing. It's what we think about. It's our attitudes, thoughts, beliefs, expectations, fears, fixed positions, assumptions, and limitations. You could say that our marketing mindset is the "water that we swim in."

It affects us profoundly, but we don't see it because it's so close to us. What we focus on, what we believe, what we think and what we assume, shape our actions. And if these beliefs, thoughts and assumptions are negative, we see marketing as something bad, something to be avoided.

Here are a few of the beliefs, thoughts and assumptions I've heard from Independent Professionals over the years. Do any of them sound familiar to you? Do you operate from any of these as if they were the gospel truth?

Marketing leads to rejection

It probably won't work anyway, so why bother?

If I ask for referrals it will sound like I'm begging

People won't be interested in what I offer

Marketing doesn't work for this kind of service

Marketing just puts people off

I don't have the time to market myself

Marketing is a complete waste of time and resources

Marketing is hard and it's expensive

Only people with sub-standard services need marketing

Marketing people are charlatans or snake oil salesmen

I can't start until I know exactly what to do

I'm not qualified (educated, experienced, etc.) enough yet

Marketing is a bother and an interruption to people

No one will read my writing – I'm a lousy writer

How many of these are true for you? Add yours here:

Is it Really True?

The big question to ask about all these beliefs, thoughts and assumptions are the following: Are they really true? Or are they just ideas you've bought into and taken on as an inflexible marketing mindset? What if they weren't true but you were operating as if they were? Wouldn't that be operating as if there was a big snake on the floor of your office, when it was really only a coil of thick rope?

The way to change your marketing mindset is to first tell the truth about your current mindset. The following four questions and turnaround, developed by Byron Katie (www.thework.com) are the most effective way to do this, in my experience.

Working on Your Negative Thoughts or Intentions

First choose a thought or belief that is opposing your intention to be a successful marketer of your services. This might be:

"I don't have the time to market myself."

Now ask yourself this first question:

1. Is this thought true?

Answer with yes or no. Then answer the second question if you answered Yes.

2. Can you absolutely know it's true?

Answer with yes or no. Then answer the third question.

3. How do you react when you think that thought?

List all of the things that you do (or not do), other thoughts and feelings you have when you think the thought you are working on. Then answer the fourth question:

4. Who would you be without that thought?

If that thought was impossible for you to think, how would things be different?

5. Now turn the thought around to its opposite.

A turnaround to this thought would be: "I do have time to marketing myself."

And then ask if the turnaround is as true or more true than the original thought.

That's it. Now you are looking at your original thought in a whole new way. You will find you are less attached or identified with this thought and have new options. This thought lessens it's grip. The thought is no longer "thinking you." You have the choice of what thought would serve you better to achieve your goal.

Your limiting mindset or thought:

Is it true? (Yes or No?)

Can you absolutely know it's true? (Yes or No?)

How do you react when you think this thought?

Who would you be if you couldn't think this thought?

Turnaround the thought (Is it as true or truer than the original thought?)

Create a new, more empowering thought or mindset.

This process, "The Work" © Byron Katie - www.thework.com

Step 3 - Marketing Syntax - The Language of Marketing

Marketing has a language. The purpose of this language is to get attention, generate interest, arouse desire, and stimulate action.

But most of us don't understand this language or even realize that it exists. I call this language Marketing Syntax and this is how it works: It's simply a matter of putting your marketing communication in the right order. The correct order of your marketing ideas always gets better results than if the ideas are in the wrong order.

Here's the Marketing Syntax that seems to work the best:

1. **Target** - Who are your ideal clients?
2. **Problem** – What is your prospect's issue or challenge?
3. **Outcome** – What result or outcome would they prefer?
4. **Story (Proof)** – Stories or case studies of moving from problem to outcome.
5. **Benefits** - What's everything clients get when they work with you?
6. **Credibility** – What qualifies you to do what you do?
7. **Process** – What do you actually offer and how does it work?
8. **Call-to-Action** – What do you want them to do next?

By playing Marketing Ball and using Marketing Syntax, your marketing effectiveness will increase automatically. You now have a simple structure and system for attracting more clients to your business.

Correctly used, Marketing Syntax is what gets you to First Base. It's the language that makes sense out of your offering; it interests prospects in what you have, and makes them want to know more.

The best way to understand Marketing Syntax is through practicing a marketing conversation. On the following page you'll be taken through the use of the "Audio Logo" and Ultimate Outcome. You'll discover that although simple in theory, actually employing Marketing Syntax in practice can be quite challenging!

Marketing Syntax - The Audio Logo

What do you say when someone asks you what you do? Using the Marketing Syntax of Target - Issue - Outcome - Story will typically get more attention and interest than talking about your process, benefits and features.

The formula is:

What do you do?

We work with _____ (This Target Market) _____

Who _____ (Have this Issue or Challenge) _____

How do you do that?

We help them get _____ (Ultimate Outcome) _____

Tell me more

A good example is _____ (Success Story) _____

Construct your own:

What do you do?

We work with _____

Who _____

How do you do that?

We help them get _____

Tell me more

A good example is _____

Step 4 - Your Marketing Message

Your Marketing Message is More than a USP or Value Proposition. It is the complete message that needs to be consistently communicated to your prospects and clients. It answers the following four key questions:

1. Is this service for me?
2. Why do I need this service?
3. What do I get from this service?
4. Does this service really work?

The Core Marketing Message answers these four questions:

Target Market/Ideal Client

Who are your ideal clients for this service? Industry, position, needs, situation, etc. What's the "personality profile" of an idea client?

Issues/Challenges

Why do your ideal clients need this service? What's not working or could work better? What's missing? What's broken? What's frustrating or what are they struggling with?

Ultimate Outcome

What actual results will your clients be left with? What is the actual want? What ultimate result will make them happy?

Success Stories (Proof)

Who else has used your service and what were the results? What's an actual story of working with a client and moving them from where they were to your ultimate outcome?

Core Marketing Messages are used in every marketing conversation:

Networking and sales conversations

Web sites and brochures

Presentations and talks

Articles and reports

Newsletter and eZines

Your Marketing Message

Target Market - Ideal Client

Issues/Challenges

Ultimate Outcome

Success Story

Step 5 - Marketing Information - The Currency of Marketing

Marketing Information is the **currency** of marketing.

Marketing Information is currency. It's what people want more of once you have their attention and interest. If you give prospects the right information, at the right time, you buy their time, their trust, and their commitment.

But what information do you need to give? The key is to provide information that answers a prospect's key marketing questions. And these questions are as follows:

1. What exactly is this service and why should I be interested?
2. Is this service for me? Will it work for me and/or my business?
3. What kind of results can I expect with this service?
4. What are all the benefits and advantages of using your services?
5. How exactly do your services work? What's the process and structure?
6. Who else has used this product or service and what were their results?
7. Are you credible? Do you have the experience to help me?
8. What do I have to do next to get and use your services?

If your Marketing Information effectively answers these questions, your prospects move closer to doing business with you. If these questions are not adequately answered, they tend to move away from doing business with you.

You'll notice that this information also follows the pattern of the Core Marketing Message and Marketing Syntax. The right Marketing Information needs to be readily available to prospects when they need it.

Marketing Information can be presented in the following formats:

- Elevator Speeches or "Audio Logos"
- Web Site Content
- Articles and Reports
- Brochures and Flyers
- Surveys and Scorecards
- Newsletters and eZines
- Presentations and TeleClasses
- Audio and Video recordings

Your job as a marketer is to conceive, design and develop all of this Marketing Information. In the following section, you'll be developing the outlines of some important pieces of Marketing Information.

Marketing Information - Executive Summary

An Executive Summary is a one-page overview of your services. It has to say a lot in a short space. An Executive Summary is something you might fax or email to a prospect who wanted a quick summary of your services. It's something you might hand to those in your networking group. It could be reworked to be the home page of your web site. It communicates the essence of the Core Marketing Message for all your services.

The formula is as follows:

Problem-Oriented Headline

Key Issue or Challenge Facing Prospect

Solution-Oriented Sub-Head

Outcome they would prefer to have

Problem-Oriented Opening Paragraph

More details about Key Issue or Challenge. Make it crystal clear that you understand what your prospects are experiencing by discussing their problems, pains and predicaments.

Solution or Ultimate Outcome

Ultimate Outcome-oriented second paragraph. Discuss what's possible or what things will be like when your prospects' problems are solved.

Brief Success Story

Relate a brief story of working with a client, solving their problem and helping them achieve their ultimate outcome.

What You Need to Do

What are the key steps to success in this area? What do they have to do to solve the problem and get the solution?

Call to Action

A statement of who you are, what you do, how you can help, and an invitation to the prospect to take the next step.

Your Action Step

Write an Executive Summary of your business following this outline. When you're writing compact information about your services, it can be a lot harder than writing more detailed information. Every word has to count. You have about five paragraphs here that give a concise snapshot of what your business is about. Look at the examples of the Executive Summaries before starting.

Step 6 - Marketing Tactics - The How-To of Marketing

Which Marketing Tactics or Activities will you use to market your various services? And what are your plans to implement those tactics? Some of the tactics you may choose include:

Networking, Industry Affiliation, Conferences

Articles/Publishing (offline and online)

Talks, Presentations, Briefings

Newsletter or Email Newsletter (eZine)

Direct Mail Letters and Follow-up

Generating Referrals

Choosing Your Tactics

Some services may utilize several tactics, while other services may utilize only one tactic. In many cases, completely different tactics need to be used for different services. One way to think of marketing tactics is as “marketing recipes” with a specified number of ingredients and processes.

Each Marketing Tactic includes all the previous five steps: The process of Marketing Ball, A Marketing Mindset and Purpose, Marketing Syntax, a Core Marketing Message, and Marketing Information. Finally, each Marketing Tactic requires a Marketing Action Plan (Fast Track Step 7).

The Marketing Tactic you choose will depend on where your prospects are located on the Marketing Ball Diagram. You will use very different tactics to get the initial attention of strangers than you’ll use with prospects who already have an experience of you.

It is not hard to find Marketing Tactics to use. There are books filled with them. I call these “marketing recipe books.” It’s often a good idea to study several of these books and customize a Marketing Tactic that is appropriate for your service. Just make sure to incorporate all the other Fast Track Steps in its implementation.

Time to choose some Marketing Tactics. For each stage of the Marketing Ball diagram, list one or more tactics which will help you get to the next stage. The following page gives two tactics for each Marketing Ball stage.

Choosing Your Marketing Tactics - Sample

Marketing Ball Diagram Location	Possible Marketing Tactics
Stranger to Affiliation	<ul style="list-style-type: none"> • Join and get involved in professional associations, industry groups or chambers of commerce. • Have clients and associates introduce you to new potential clients.
Affiliation to Familiarity	<ul style="list-style-type: none"> • Spend time meeting with people through various networking, social and community functions. • Follow up with those you've met and find out more about their business.
Familiarity to Information	<ul style="list-style-type: none"> • Meet over lunch or coffee to learn more about their business and to share about yours. • Provide information in the form of articles, case studies, newsletter and eZine.
Information to Experience	<ul style="list-style-type: none"> • Build relationships through association activity, board of directors and community involvement. • Invite to executive briefings, introductory talks, seminars/workshops or teleclasses.
Experience to Selling Conversation	<ul style="list-style-type: none"> • Follow up to speak in more depth with prospect about how you might be able to work together. • Follow up from introductory events and set up appointments to explore possibilities.

Choosing Your Marketing Tactics

Marketing Ball Diagram Location	Marketing Tactic
Stranger to Affiliation	
Affiliation to Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Selling Conversation	

Step 7: Marketing Action Plan - The Structure of Marketing

Each marketing tactic needs to have a specific Marketing Action Plan that includes the following components:

Marketing Tactic - Marketing Activity you'll employ

Purpose - Main outcomes you intend to produce

Intended Results - Additional desired outcomes

Target Market - Your ideal prospects

Core Marketing Message - What you're really selling

Marketing Information - Materials to convey your message

Value and Pricing - What is the service worth and what can we charge?

Basic Game Plan - Exact details on how this tactic will be executed

Heart of Activity - Most important element of the tactic

Resources - Ideas, money, time, and people required for success

Call to Action - What you'll ask the prospect to do next

Timeline - Action steps with dates

This Marketing Action Plan incorporates all the Fast Track Steps. It is your ultimate marketing blueprint. Now that you have done all the previous steps of the Fast Track, it is relatively easy to create Marketing Action Plans. You have all the principles and components to implement a plan that is in alignment with your primary marketing objectives.

A true marketing plan for any business is simply a collection of detailed Marketing Action Plans that are developed, tested, implemented, measured, and fine tuned. When you have a Marketing Action Plan that is working, it is doing one thing: Moving prospects through the Marketing Ball Diagram until they have become profitable clients.

A Marketing Action Plan needs to be developed like a gourmet recipe or a finely tuned machine. If you follow the 7 Fast Track Steps faithfully, you can expect a very high degree of success with your marketing.

On the following page is a template for creating Marketing Action Plans. In Fast Track Step 7 you will create several Marketing Action Plans for your business. These will form the foundation for the plans you'll ultimately implement.

Marketing Action Plan - Service:

Marketing Tactic or Vehicle

Purpose

Intended Results

Target Market

Core Message

Marketing Information

Value and Pricing

Basic Game Plan

Heart of Activity

Call to Action

Resources Needed

Timeline

About Action Plan Marketing

Since 1984, Robert Middleton, of Action Plan Marketing, has been helping Independent Professionals become better marketers of their services and attract more clients.

The Action Plan Marketing web site is a resource with information, products and services that help Independent Professionals market themselves more successfully.

Our marketing approach is based on the principles contained in this TeleClass. If you want to become a better marketer, struggle less with marketing, and increase your income, then visit the Action Plan Marketing web site today.

Go to www.actionplan.com Or go to these specific page:

The More Clients eZine – www.actionplan.com/pdffiles.html

A free weekly email newsletter with marketing tips and strategies for Independent Professionals.

The Fast Track Program – www.actionplan.com/fasttrackprogram.html

A six-week, seven-session program to help you put the seven steps into action.

InfoGuru Marketing Manual – www.actionplan.com/infoguru.html

Clearly outlines the most effective marketing principles and approaches for Independent Professionals.

Web Site ToolKit – www.actionplan.com/wstk.html

Gives you a complete blueprint for developing the right content for your web site and guidelines on getting it designed and produced.

Action Plan ToolKit – www.actionplan.com/aptk.html

Provides a complete template for conceiving of, developing and implementing marketing action plans. Great companion to the InfoGuru Manual.

Audio Programs – www.actionplan.com/teleclasses.html

Various in-depth explorations of various marketing approaches.