

Business Bait: How To Land Trophy Clients™

Identifying & Finding the **BIG FISH**

with Lisa Parziale & Mark Allan Nielsen

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Business Bait
How To Land Trophy Clients™



What is a Trophy Client™?

Trophy Clients are those clients that have a **large marketing budget** and high client value.

- They are **willing to spend \$2000+** per month
- Their typical **product sells for \$2500 to \$10,000**
- They use marketing currently
- Believe marketing is essential for success (or at least are open to marketing)



Trophy Clients™:

Identifying Your Target Market

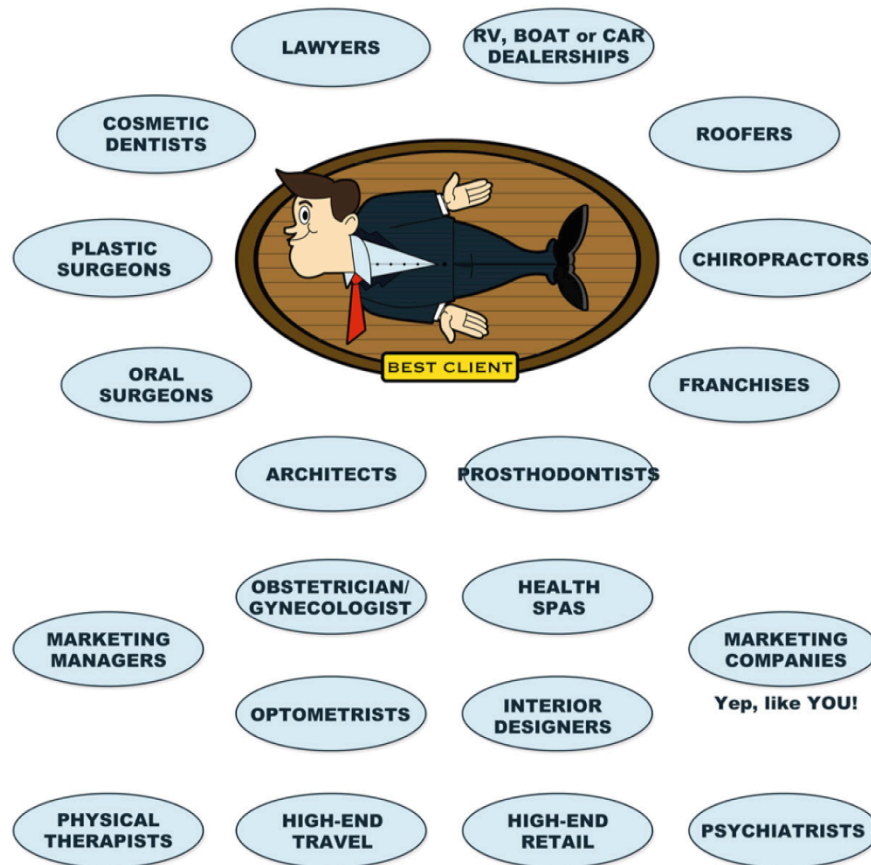
- Who we consider Trophy Clients™
 - Doctors, Lawyers, Dentists, Service Industry, etc.
 - Identify others that know these guys
 - Create the win-win scenario
- Refer to the ***Top 20 Target Mindmap***
- Decide one or two niches to target
- Select which product you will lead-in with

Focus on ONLY 1-2 niches and products to start!



Top 20 Target Mindmap

The top 20 clients that we consider Trophy Clients™



Now that you know WHO to target, learn how you can EASILY get in with just about any client AND why you should ONLY target Trophy Clients. Visit www.trophyclients.com for more information!

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ACTION ITEM

Identify and select at least one initial niche to target.

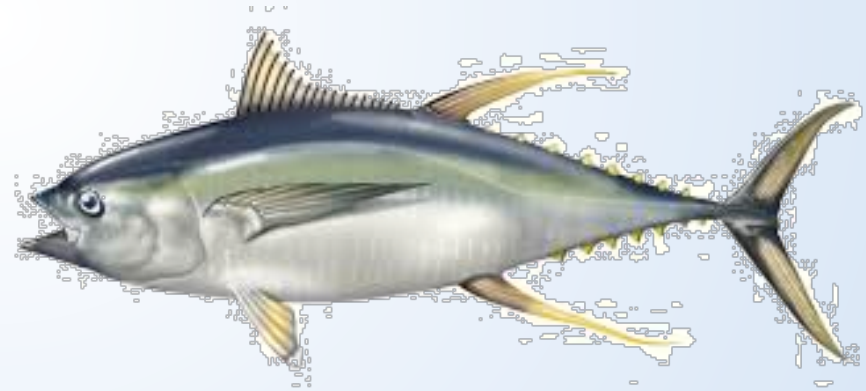
Start with no more than
2 target markets



Just how big is a **BIG FISH**?

Let's look at the numbers:

- 20 Dentists = \$40k month
- 1 Dental Consultant = \$40k per month



To earn your money each month, do you want to catch, clean and fry 20 fish? **Or just one big, trophy fish?**



So How Do We Bait the Big Fish?

**WE LEAD IN WITH SMALLER SERVICES
THAT BUILD TRUST & AUTHORITY**



Baiting the Hook

- Building **trust & authority** is key
- Offer a low-cost or free service to start
- Preferably **one they already use**
- And then deliver amazing service
- Become the EXPERT and **build authority**
- Gain trust and become the **TRUSTED AUTHORITY**

Once you've built trust & authority
you no longer need to sell your services ...

You simply let them know how else you can help them!



Trophy Clients™:

Position Yourself for Success

- How to position yourself for success
 - Successful Campaign
 - Select the campaign and decide exactly how to deliver
 - Create a process, even for small deliverables
- Exceptional Service
 - You must deliver exceptional service from the start
 - No excuses and no hiccups are key in the beginning
- Build Trust & Authority
 - Set yourself up for continued success

People will pay more for quality & dependability!



The Trophy Client Process™

1. Build trust & authority delivering smaller products or services
(we use print or web)
2. Identify & land the **Trophy Clients™**
3. Become a Trusted Partner
4. Sell your **higher value services**
(like SEO, website builds, etc.)
5. Never work with clients that are
NOT Trophy Clients™



Trophy Clients™:

Identifying Lead-In Products

- Lead-In products get you in the door
 - Print
 - Mobile
 - Video
 - Writing services
 - Deal Sites
- Use the *Trust & Authority Mindmap™* to select a service that is right for you

Focus on ONLY 2 or less products to start!



The Trust & Authority Mindmap™

This mindmap is intended to illustrate the many methods that can be used to gain trust & authority once you have targeted your future customer, which we refer to as your Trophy Clients™



These are just a few ideas on how you can use our Trust & Authority method to get in the door with almost ANY client.

FOR MORE INFORMATION ON OUR HIGHLY EFFECTIVE TRAINING PROGRAM,
BUSINESS BAIT: HOW TO CATCH TROPHY CLIENTS, PLEASE VISIT US AT WWW.TROPHYCLIENTS.COM

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ACTION ITEM

Identify and select one to two lead-in products.

Do not select more than two lead-in products to start



What do we think is the **Best Method?**

It depends on YOUR business and what you feel is a good fit to offer your clients!



Print Marketing: Get in the Door

A method you can use to get in the door with just about ANY business.



Why Printing?

- Everyone uses it in one form or another
- It is a lower-priced product to build trust
- You showcase your customer service skills
- Gets you in the door with future customers
- Builds confidence in delivering



What Products to Offer

- Business Cards
- Postcards
- Brochures
- Letterhead
- Envelopes
- Flyers
- Door Hangers



Future Customers

Professionals

- Dentists
- Doctors
- Lawyers
- Franchisers
- Restaurants
- Real Estate Agents
- Builders
- Chiropractors/Wellness
- Medical Facilities

Service Providers

- Roofers
- Plumbers
- Electricians
- Pest Control
- Lawn Services
- Health & Spas
- Massage Therapists
- Estheticians
- Contractors



Why would they use YOU?

Higher quality products

- Higher grade papers (thicker, gloss) at the same or better rates
- Coatings, such as gloss are not extra
- Custom design & personal service
- Marketing expertise - designs that convert
- One source for all marketing needs



But what about price?

Comparable or better pricing

- Meet or beat the online pricing of the majors
 - VistaPrint
 - Postcard Mania
 - Printing for Less
 - PS Print
 - Got Print
- Give them personal service



How to Tell The World

Postcard Campaigns

- Send to key clients you would like to attract
- Hand-deliver to businesses to introduce your service
- Give postcards to friends & family for referrals
- Direct mail campaign to targeted list
- Free giveaways

Business Letters

- New business letters to newly formed businesses
- Ask partners to include letters in their mailings
(ex. business insurance agent)

Social Media

- Chamber of Commerce
- Meetup or BNI Groups
- Business events
- Facebook, LinkedIn, etc



Prepare Your Brand

- You must look amazing
- Include key contact info
- List OTHER services you provide
 - Think about what you will use this for
 - Don't want to look like an SEO in disguise (even if you sell it)
 - Don't list TOO much



Sample Packs

- Samples give you credibility
- Show you have existing print campaigns
- Show others you have other clients using your services for print marketing
- We can provide you with high-quality samples
- Once you have more customers, use your own



Don't want to do it yourself?
We offer **SAMPLE TEMPLATE PACKS**



Print Fulfillment

- Design the piece
- Gain customer approval
- Create files for printer
- Get printed
- Deliver **IN PERSON**
- We can fulfill end-to-end on printing



Don't want to do it yourself?
We offer **PRINT & DESIGN SERVICES**



Print Marketing Pitch

- Know what you do when it comes to printing
- Be able to quickly state it
- Your 30 second pitch
 - How you beat Vista Print prices
 - While delivering amazing quality products
 - And exceptional service



NEVER LEAVE THE HOUSE without SAMPLES!

Always have a few samples with you no matter where you are.
And not only business cards – also carry some postcards and
tri-fold brochures so you are ready anytime!



Other Ways to Find Print Customers

- Fiverr & Service Sites
- Postcard Campaigns
- New Business Sales Letters
- Valpack Customer Letters
- Leave Behinds
- Coupon Cards
- Offers for group affiliations
(BNI or Chamber Groups)



Summary

- Your goal is to attract the ***Trophy Clients™***
- Target the businesses you think will become a ***Trophy Client™*** or lead you to them
- Use at least two methods
- Prepare to repeat each method 3 times before judging if it works
- Repeat what is working
- Stop doing what isn't





ACTION ITEMS

1. Identify and select your initial niche (1-2 only)
2. Research and find 20 targeted businesses to contact
3. Research and find 100 untargeted new businesses to contact
4. Identify one social media outlet



SUGGESTED VIDEOS

1. VIDEO: The Print Method: Customer Lead-Source
2. VIDEO: Creative Prospecting
3. VIDEO: New Business Lead Source



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Attract the right clients to build a scalable, sustainable business.

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