

Business Bait: How To Land Trophy Clients™

Fishing for Trophy Clients™

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www.trophyclients.com

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Business Bait
How To Land Trophy Clients™



It's Time to Go Fishing!

- You need to let folks know you exist!
- What do YOU notice or respond to?
 - Coupons? Offers? Deals?
 - A service or product explained just right?
 - An answer to a specific problem or need?
- When you have value + the right offers
 - People respond
 - Remember, people connect with people



Should you stick with a niche?

- Specializing can be a better approach
- A niche business can be highly profitable
 - can create highly targeted sales processes
 - easier to become the authority and maintain a high-level of knowledge
 - processes can be simplified and duplicated easier
 - reduces labor and overhead costs
- Become sought after as an expert in that niche



Baiting the Hook for Success

- Your first contact is extremely important
- Sets the tone for the relationship
- Establish **your brand** correctly from the start
 - Trusted Partner
 - Service Provider
 - Discount Broker

Establish the TONE right away!



Building Trust & Authority

- Go small before you go big
 - Start with a small service to build trust
 - Deliver **in person** when possible
 - Deliver exceptional service
 - Up-sell **only after** you have built trust / authority

Building trust will win a customer for life.



Proposals

- Create an offer that elicits response (tempting)
 - Don't complicate
 - Don't overwhelm
 - DO make things crystal clear
- Show the value you offer in terms they can understand – **MONEY or REVENUE**

Value sells – show them WHY they should invest in you or use your services!



Keeping Track

- Tracking allows you to know what works
 - Keep track of what you send and to whom
 - Track how many responses you receive
 - Track how much each campaign generated
- Use split-testing to see which methods are more effective
- When something works –keep doing it!

Data tells a story that can have an alternate ending!



DO NOT QUIT TOO SOON!

MAILED	RESPONSE	REVENUE	NAME
1/9/12	CALLED 1/22/12	\$274	CLIENT A
	CALLED 1/24/12	\$12,800	CLIENT B
	CALLED 1/30/12	\$28,520	CLIENT C
	MONTH 1 TOTAL	\$41,594	TOTAL FOR THIS MONTH (GREAT MONTH)

1st Mailing = \$41,594 in services

2nd Mailing = \$5300

3rd Mailing = \$470

4th Mailing = \$11,500

Total Value = \$58,864

Total Spent = \$890

Profit = \$57,974



What if I only had \$470 in services in Month 1 and quit?



One Time is NOT a good indicator!

- The rule of 4
- 4 cycles minimum to determine effectiveness
- Modifications require the same 4 cycle process
- Once something works, don't assume it will always work
- Continue to track your data ALWAYS
- Every market is different



Budget & Spend

- % Marketing or Advertising
 - Set a budget
 - Decide on 1-2 methods
 - Execute the plan
 - Use your budget
 - Increase budget with success
 - Stop doing what's not working

Marketing works but only if you do it!



Pricing & Initial Offers

- Select 1-2 Initial product offerings
- Create an enticing offer based on need
- Pricing matters
 - Discounting may allow you to earn new business
 - Be careful though and avoid over-discounting
 - How do you want to be known in the industry
 - Cheapest or BEST

I would like to EARN your business!



Value Calculator

<http://trophyclients.com/apps/valuelcalc/login.php>

Sign in!

Login

Forgot your Password? | Not a Member Yet?

Type of Service	Level of Service	Initial Fee	Monthly Fee	Add	Added Initially	Added Monthly
Local Maps & ReputationMarketing	Local SEO	1495	995	+		
	Local SEO Pro	2595	1695	+		
	Local SEO Complete	3695	2895	+		
National Natural Search	National SEO	1995	1395	+		
	National SEO Pro	2995	2195	+		
	National SEO Complete	3995	3495	+		
Website Builds Website & Blog Development	WEB Lite	1895	95	+		
	WEB Basic	2592	195	+		
	WEB Pro	4195	295	+		
	Ecommerce	5995	395	+		
	Blog Articles (4)	995	395	+		
	Blog Articles (8)	995	395	+		
	Mobile Website	1195	695	+		
	Mobile App	3995	195	+		
Social Media	Facebook (16 posts per month)	495	195	+		
	Twitter (10 posts per month)	195	95	+		
	YouTube upload & rank one video/month (no edits)	495	150	+		
	Google+ (16 posts per month)	495	195	+		
Domain Name	Yearly Registration (\$15 per domain)	15	1	+		
Hosting	Yearly Hosting including basic POP email	75	25	+		
Monthly	Email Newsletter / Messaging	995	495	+		
Bi-Monthly	Email Newsletter / Messaging	995	895	+		
Print Marketing shipping not included	Logo Design	750	0	+		
	Print 1000 Business Cards	78	0	+		



VIDEO: Value Calculator



Price Sheet

ONLINE MARKETING			TIER 3	
	Setup	Monthly		
Local SEO	1495	995		
Local SEO Pro	2595	1695		
Local SEO Complete	3696	2895		
National SEO	1995	1395		
National SEO Pro	2995	2195		
National SEO Complete	3995	3495		
Press Release (1)	795	0		
Press Release (Monthly)	795	695		
PR Advertisements	60	50		

WEB			TIER 3	
	Setup	Monthly		
WEB LITE (info only 3 pages w forms/base seo)	2695	195		
WEB BASIC (up to 20 pages w forms/base seo)	4195	395		
WEB PRO (up to 30 pages w forms/base seo/extras)	5995	595		
E-COMMERCE (basic with/up to 50 products)	7995	795		
BLOG ARTICLES (4) + SEO	1195	595		
BLOG ARTICLES (8) + SEO	1195	1095		
Mobile Website	1595	55		
Mobile Application	7995	195		

Email			TIER 3	
	Setup	Monthly		
Email List x 1 mo	995	695		
Email List x 2 mo	995	1295		

Customer Pricing					
PRINT MARKETING	Qty	Price	CLIENT PRICE		
			Ea	Shipping	Design
Business Cards	1000	78.00	0.08	15.00	75.00
Standard US Size	2500	138.40	0.06	20.00	
4/4 - Full color front and back	5000	181.80	0.04	25.00	
14pt Glossy or 16pt Matte - same cost	10000	332.20	0.03	45.00	
	25000	597.76	0.02	95.00	
Business Cards (Rounded Corners)	1000	126.40	0.13	15.00	75.00
4/4 - Full color front and back	2500	226.10	0.09	20.00	
	5000	312.93	0.06	25.00	
Post Cards (4 x 6)	500	93.15	0.19	20.00	75.00
4/4 - Full color front and back	1000	143.82	0.14	25.00	
	2500	278.46	0.11	30.00	
	5000	470.40	0.09	40.00	
Post Cards (5.5 x 8.5)	1000	325.64	0.33	25.00	85.00
4/4 - Full color front and back	2500	556.92	0.22	35.00	
	5000	911.66	0.18	50.00	
Post Cards (6 x 9)	1000	378.52	0.38	40.00	95.00
4/4 - Full color front and back	2500	645.66	0.26	55.00	
	5000	1056.30	0.21	75.00	
Post Cards (6 x 11)	1000	466.04	0.47	40.00	125.00
4/4 - Full color front and back	2500	792.54	0.32	65.00	
	5000	1295.70	0.26	100.00	
Post Cards (8.5 x 11)	1000	659.43	0.66	50.00	150.00
4/4 - Full color front and back	2500	1119.60	0.45	75.00	
	5000	1834.51	0.37	125.00	
Post Cards (9x12)	1000	764.08	0.76	65.00	175.00



VIDEO: Customer Pricing



Want more on these topics?

Learn more in the “*Landing Your Client*”
& “*Getting Paid*” training



New Business Lead Source

Easily Find **New Businesses** that
Need Your Services



New Business Loyalty

- Not always new at business – gems to be had
- Will be very loyal to those that were there “in the beginning”
- Often turn into very nice *Trophy Clients*TM
- Know others that may be *Trophy Clients*TM
- Once a trusted partner, will become their GO TO for everything else
- Will look for business advice & referrals



New Businesses Prime for Print

- Need business cards and other printing
- Need a new website
- Need marketing services.
- Contrary to many beliefs, **new businesses are not always cash poor**
- They do not have marketing partners yet
- They will trust & become loyal to the business, company or person that helps them succeed



What to Look for in a New Business

- Their customers fit a marketing profile
 - \$2500 to 10,000 per client
 - Stay away from less than \$1000 if possible
 - Their customers need to “find them”
 - Suggestive selling works with their customers
- They have a budget for marketing
 - They have initial budget for marketing
 - They can support continued marketing budget
- They appreciate a quality brand or image



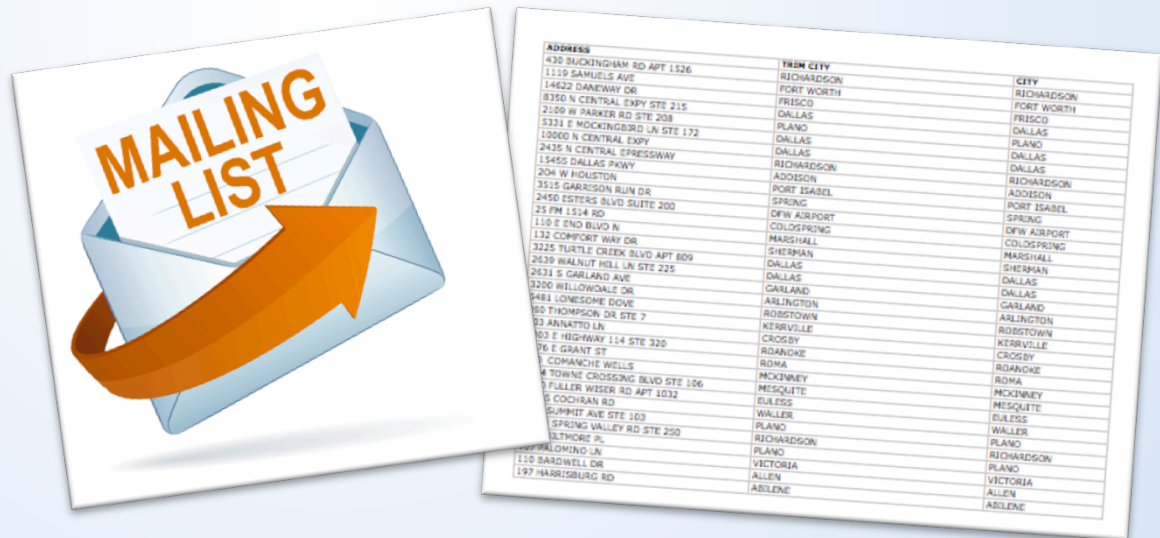
How to Craft Content that Converts

- Congratulate them on their new business
- Position yourself as the expert
- Make a compelling, time-sensitive offer
- Give samples / examples
- Use high-quality printing



Where to Get Mailing Lists

- Florida - http://www.sunbiz.org/cor_downld.html - FREE
- Texas - <http://www.window.state.tx.us/taxinfo/taxfiles.html> - FREE
- New Jersey - <https://www.njportal.com/DOR/businessrecords/EntityDocs/BusinessList.aspx> - PAID
- Other States – <http://publicrecords.onlinesearches.com/Business-Licenses.htm> - PAID



VIDEO: New Business Lead Source



What About Buying Lists?

- Lists are readily available for purchase
 - New business lists
 - Established business lists
- Also great for established businesses
 - Mature marketing companies may want larger, more established businesses
 - Lists can filter for multiple factors
 - Let you hone in on exact businesses



List of Data List Resources

- InfoUSA - <http://www.infousa.com/>
- Experian - <http://www.experian.com/small-business/mailling-lists.jsp>
- Accu Data - <http://www.accudata.com/>

Exclusive Member Lists Available for Purchase for TrophyClients.com Members

- Sales leads (pay per 100 leads)
- Emails where available (additional fee)
- Labels available (additional fee)
- We meet or beat other list prices



Don't want to do it yourself?
We offer **TARGETED LISTS & LABELS**

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Form Letters That Convert

- 3 exceptional letters tested for excellent results
- Download & change your information using Microsoft Word
- Get them professionally printed for best results
- 3 sample letters on the website
 - New Business Offer Letter 1
 - New Business Offer Letter 2
 - New Business Offer Letter 3



DOWNLOADS: New Business Offer Letters



Other “Get in the Door” Methods

- LinkedIn is by far the best resource
- Google+ or Facebook comes in second
- Coupon deal sites can be a good source
 - Valpak, Groupon, Living Social
 - Contact advertisers (they are spending money)
- Starting with a small service still applies
- Take your time and get to know them first!

*Reminder: we cover many of these in our training!





ACTION ITEMS

1. Select your bait (initial contact method – select only 1-2 methods)
2. Prepare and execute your bait method
3. Build your pricing structure
4. Create your default proposal



SUGGESTED VIDEOS

1. VIDEO: The Value Formula – How to Show Extreme Value
2. VIDEO: Pricing Formula – Showing Value to Close Deals



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

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