

Business Bait: Finding the Trophy Clients™

WEEK 1

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Business Bait
How To Land Trophy Clients™



Welcome & Expectations

- Interactive Training & Business Generation
 - Expect to learn and begin building your business
 - Weekly training
 - Action items to be completed before next webinar
 - Additional videos to watch
 - Measurable success factors to capture
 - Be prepared to take action WEEKLY
 - We guide you through the what and how
 - YOU must take action and do

Participate for success! Control YOUR destiny.



Time Commitment

- Time Commitment & Format
 - One hour per week on webinar
 - Two to three hours per week on videos & action items
 - One to two hours a week on business-building activities
- YOU are in control of your business
- Plan to win, prepare to win, expect to win

4-6 Hours Per Week – Put in the time!



TrophyClients.com

- Living, breathing resource – more added daily
- Your go-to for additional resources
- How to navigate the site
- Additional resources and video training
- Who to contact if you need assistance:
email: support@trophyclients.com

4-6 Hours Per Week – Put in the time!



Trophy Clients™:

Identifying Your Target Market

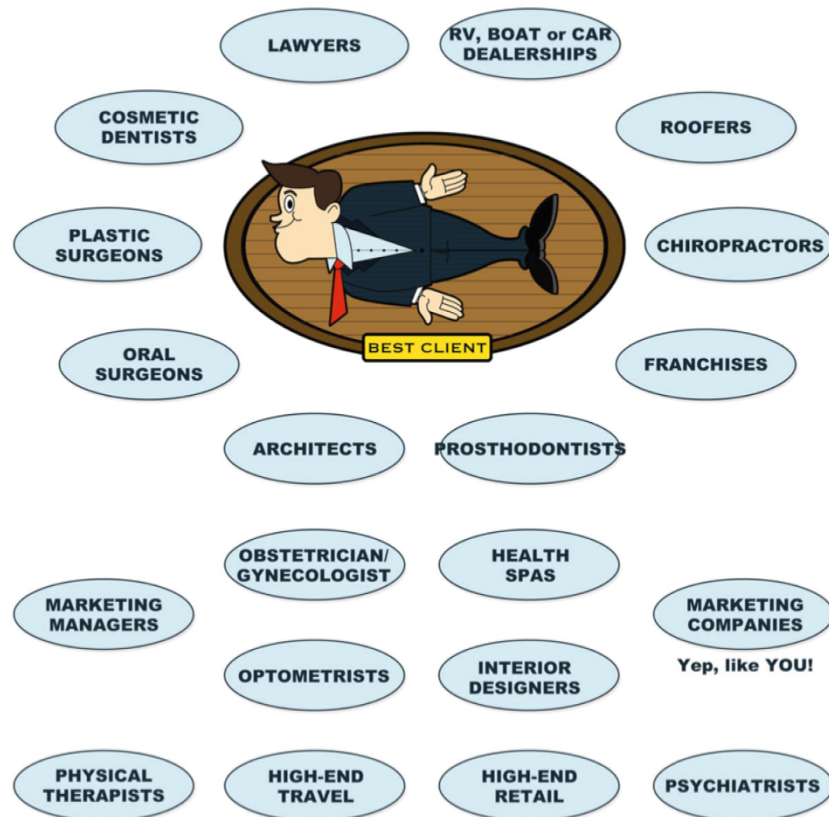
- Who are the Trophy Clients™
 - Doctors, Lawyers, Dentists, Service Industry, etc.
 - Identify Trophy Clients™ that know these guys
 - Create the win-win scenario
- Refer to the ***Top 20 Target Mindmap***
- Decide one or two niches to target
- Select which product you will lead-in with

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.

DO NOT DO THIS NOW! WAIT UNTIL AFTER THE TRAINING!



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!



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 3 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 at one to two lead-in products.

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Print Marketing: Get in the Door

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

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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
- Contractors
- Medical Facilities

Service Providers

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



What Are Your Selling Points?

Higher Quality

- Higher grade papers
- Thicker paper
- Coatings are not extra
- Overall quality is better
- Marketing expertise & exquisite designs that convert
- One source for all marketing needs

Comparable Pricing

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

On comparable products, we beat them hands down!



How to Tell The World

Postcard Campaigns

- Send postcards to key clients you would like to attain
- Drop postcards by to business and tell them about your service
- Give postcards to friends, families and other business to hand out
- Leave them in the bathroom or at your doctor, dentist, etc

New Business Letters

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

Get Social

- Chamber of Commerce
- Meetup Groups
- Business events



How To Prepare

Your Brand

- Ensure it looks amazing
- Includes key contact info
- Lists OTHER services you provide
 - Be careful how you position yourself here
 - Don't want to look like an SEO in disguise (even if you sell it)
 - Don't list TOO much

What You Need

- Samples (we can provide)
- Rate sheets (use ours)
- 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!



What Else Do I Need to Know

Attracting Futures Customers

- Your goal is to attract the Trophy Clients™
- Target the business you think will become a Trophy Client™ or lead you to them
- Use at least two methods
- Prepare to repeat 3 times before judging a method
- What works - repeat

Methods We Have Used

- Fiverr & Service Sites
- Postcard Campaigns
- New Business Sales Letters
- Valpack Customer Letters
- Groupon Advertisers
(we use a cool postcard methods to attract business away from Groupon)
- Leave Behinds
- Coupon Cards





WEEK 1: 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



WEEK 1: SUGGESTED VIDEOS

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

DO NOT DO THIS NOW! WAIT UNTIL AFTER THE TRAINING!



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

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