

Fishing for Trophy Clients™

WEEK 2



Webinar Agenda

- Website review (5 min)
- Action items & videos (5 min)
- Week 1 Questions? (10 min)
- **Fishing for Trophy Clients™** (35 min)
- Review Action Items for Week 2 (5 min)
- Q&A (10 min)





REVIEW 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



REVIEW 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!



Week 1: Questions?

Keep your questions on target to the
content presented.

Section Timing: 10 Minutes



Fishing for Trophy Clients™

WEEK 2



It's Time to Go Fishing!

- You need to let folks know you exist!
- What do YOU open or respond to?
 - Coupons? Offers? Deals?
 - A service or product explained just right?
 - Something just felt right?
- 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
- As an expert, you become sought after



Baiting the Hook: Initial Contact

- Your first contact is extremely important
- Sets the tone for the relationship
- Establishes **your brand** in the customers eyes
 - Trusted Partner
 - Service Provider
 - Discount Broker

Establish the TONE right away!



Initial Contact Methods

- Initial Contact Methods
 - Sales Letters
 - Postcard Campaigns
 - Phone Calls
 - Email Campaigns
 - Referrals
 - Social Media

Focus on 1 or 2 methods to start!



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.



Pricing & Initial Offers

- Select 1-2 Initial product offerings
- Create an enticing offer based on need
- Pricing matters
 - Discounting allows you to earn new business
 - Avoid over-discounting
 - Beat your competitors by just a little

I would like to EARN your business!



Proposals

- Proposals that close deals
 - 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!



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	FISH FARM OUTFITTERS LLC
	CALLED 1/24/12	\$12,800	NEW BEGINNINGS CHRISTIAN ACADEMY, LLC
	CALLED 1/30/12	\$28,520	U.S. TINT COMPANY LLC
	MONTH 1 TOTAL	\$41,594	

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!

- You and your clients need to understand
- Every market is different
- 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



New Business Lead Source

Easily Find New Businesses that
Need Your Services



Lead-in With Small Service

- Just starting out
- Will be very loyal to those that were there “in the beginning”
- Often turn into very nice Trophy Clients™
- Know others that may be Trophy Clients™
- Gain trust and then will become their GO TO PERSON 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 cash poor
- They do not have marketing partners yet
- They will quickly trust the first business, company or person that helps them



What to Look for in a New Business

- Their customers fit a marketing profile
 - \$100 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



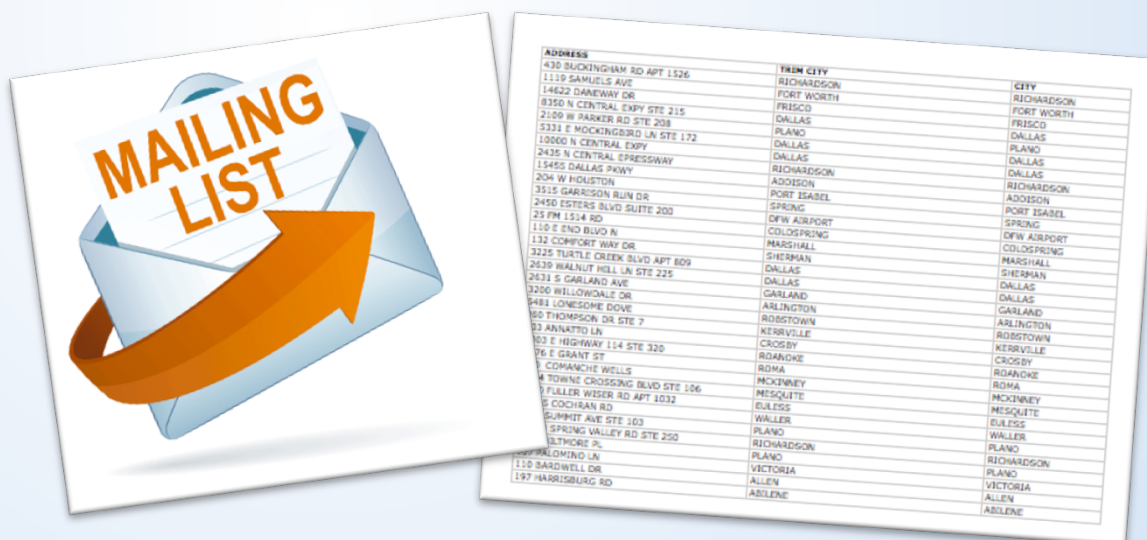
How to Craft a Letter that Converts

- 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 FREE Mailing Lists

- Florida - http://www.sunbiz.org/cor_downld.html
- Texas - <http://www.window.state.tx.us/taxinfo/taxfiles.html>
- Other States –
<http://publicrecords.onlinesearches.com/Business-Licenses.htm>



VIDEO: New Business Lead Source



What to Do With the Data

- Download the files (often Excel or CSV)
- Open in Excel
- Format for printing
 - If creating labels, you will need to do a mail merge
 - If using a 3rd party, the list may not need to be formatted but a charge may be incurred to format
- Many suppliers will sell labels already created
- Variable printing will not need labels



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/mailing-lists.jsp>
- Accu Data - <http://www.accudata.com/>

Exclusive Member Lists Available for Purchase for TrophyClients.com Members

- Sales 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 this service as a DFY service.

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Business Bait
How To Land Trophy Clients™



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
- Week 2 resources contain 3 sample letters:
 - New Business Offer Letter 1
 - New Business Offer Letter 2
 - New Business Offer Letter 3



Social Media

- 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!

TIP: Remember, in Week 1 – we show you how to use LinkedIn and Google+





WEEK 2: 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



WEEK 2: 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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www.TrophyClients.com

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

BUSINESS BAIT: HOW TO LAND TROPHY CLIENTS™

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