

HOW TO MAKE ATTRACTING YOUR IDEAL CLIENTS MUCH EASIER.

Valuable ideas and
examples to get much
better results when
marketing your services.

Nicole Gebhardt

How to Make Attracting Your Ideal Clients Much Easier

Plain talk about something that often sounds complicated.

By Nicole Gebhardt

Hello!

I'm really excited to share the tips contained in next several pages with you. Thank you so much for placing your trust in me. I know your days are already packed full of things to read and do...so I'm going to work hard to make this respite worth your time. **I invite you to get comfortable and study this information with me – it's important.** Soak it in. Mull it over. Compare it with what you're currently doing and act on your A-ha moments!

You probably already know many of the marketing ingredients, but I suspect many of them have never crossed your mind in the manner I'm about to share. At least that's the discovery I've made time and time again in my workshops. I find most small business owners know some of the WHAT they should be doing but no one has ever put it all together into a package that makes sense...until now. That's my gift. I'm going to help you make sense of marketing so you can attract the people you really like and build the business you *really* want.

Here's the common problem brewing around the small business community: Every day business owners are struggling with the same basic challenge – the need to attract more clients and a dizzying array of marketing options that MIGHT work. The problem is, if you don't know what works for you and why, you wind up "throwing spaghetti" at the wall and hope something sticks or you pay to outsource your advertising decisions to the first media seller that comes along. I call that **random acts of marketing**. It can quickly get messy, costly and frustratingly time consuming.

Facebook, Newspaper, Radio, TV, paid Search Engine Optimization (SEO), even memberships and networking groups COULD BE the right options for you IF you understand WHY and you know HOW to make the most of every dollar, hour, and inch - OR they could be a huge waste of your time and money.

Our grandparent's generation had it so much easier, I'm frankly jealous. They had a few simple choices, but your menu is nearly endless...and so are the enticing promises. These days **you can't afford to outsource marketing decisions until you understand the fundamentals of what's going to work for YOUR market – and why.**

In fact, the heart of your business is your marketing.

Your marketing is what attracts your clients. It's what keeps you in business. You want to invest the time and effort to understand it so you can judge your options wisely and make good decisions. You may still need to lean on others to get your marketing in front of the right people but **you should RARELY rely on others to decide the right media and message for you.** That's a skill you want to master as a business owner.

Think about it this way:

- How effective can an ad be if it was written by an ad salesperson who wrote your competitor's ad last month? Are they trying to get your competitor's ad placed again this month?
- What works better for you – a Facebook page or a newspaper ad? How would the newspaper try to convince you of their value? How does Facebook?
- If your ad is attracting 5 warm leads a month, could a few simple tweaks bump that to 7 hot leads?
- Do you know which marketing campaigns are working for you right now and which aren't? Can you distinguish who called because of a flier vs. a Facebook post?
- How do you help ensure good results using 'free' word-of-mouth marketing and networking? Do you frequently wind up with referrals of people who aren't a good fit?

Each opportunity has its advantages and its pitfalls but at the end of the day, no one understands your business and your ideal clients, and their needs better than you.

But first a little about me and why I want to help you.

My name is Nicole Gebhardt and I'm a marketing coach and consultant. For more than 20 years I've been helping business leaders create **compelling and effective** messages in their own authentic way. I've developed corporate communication strategies for six Caterpillar Inc. vice presidents and plant managers and designed many marketing campaigns for small businesses, service professionals, and not-for-profits. **Clients love how my proven marketing strategies bring clarity out of chaos and make the overwhelming simple with step-by-step action plans.** Most importantly, I teach in a way that equips, encourages, and inspires my clients to achieve more than they thought possible.

With a degree in graphics, twelve years experience in corporate communications and public relations strategy, and twelve years of working with and consulting small business owners – I have a sharp eye when it comes to recognizing the entire perspective of your marketing and helping you understand the WHY as much as the HOW.

This report is the beginning of understanding all of that, and I'm freely sharing it with you for two main reasons:

REASON #1 – Marketing should be the most enjoyable part of owning a business – creating new ideas, new services, and new ways to get out there in a big way. I love working on this stuff with my clients and seeing them get really excited. At the end of this report, you'll have an opportunity to work with me to create YOUR plan, but even if you choose not to yet, at least I'll have equipped you to start thinking differently about the most important aspect of your business – getting great clients.

REASON #2 – I'm a hopeless optimist and I believe your success impacts others in a massive ripple effect. If your business is performing well, you benefit, your family benefits, your clients benefit, those around them benefit, and hopefully your contributions to your community increase as well. It's not just you that benefits. Your success pays forward. I'm certainly not a relationship therapist, but I know "If mama ain't happy...ain't nobody happy."

Okay, now that you know who I am and why I’m doing this, let’s talk about **“How to Make Attracting Your Ideal Clients So Much Easier.”**

A-Ha Moment #1:

Smart marketers know insanely accurate details about WHO they want to attract.

When it comes to building a business you love, nothing is more important than liking what you do and the people you serve. Yes, you may be able to advertise and network to get more clients – but without thoughtful systems in place, you may be missing out on capturing YOUR ideal clients and building the business you REALLY want.

Remember: When it comes to building your client list, you don’t necessarily want MORE. You want BETTER.

As I’m sure you can agree, more clients doesn’t always mean more profit. Sometimes it equates to more headaches, more late nights, more time away from family, more hidden costs...you get the idea.

With that in mind, **you need to do some homework to clarify precisely WHO you’re looking for when you develop your marketing strategy.** That requires some research into your client base and your audience needs. This is a very important first step – usually with surprising results for people – so invest in the time to do it well.

You want to know as much as possible about the people who are most likely to buy (or refer) your products/services so you can create materials that will appeal to them. Think of it this way: you don’t write to a grandmother the same way you write to a 23 year old man. In most cases, you don’t even market to a 25 year old woman the way you’d market to a 45 year old woman. A well-written paragraph shared with one, could easily be a turnoff to the other. If you enjoy one type of client more than another...figure you which one you like the most and fill your sales funnel with your most rewarding people.

Working with people you really like is the secret to building a business you love.

First lesson: Know (and love) your WHO.

An example: I was once working with a not-for-profit women’s health agency who was hoping to attract more ideal donors. The agency’s presumption had always been that donors were women in their 40’s and 50’s. After they completed the research during session one of our Breakthrough Workshop, they were shocked to discover their ideal donors were historically men over age 50! Armed with that new knowledge, they changed their marketing message to speak more clearly to the hearts of their most generous and consistent donors.

A-Ha Moment #2:

The Secret to Marketing is knowing WHY THEY WANT to buy your products and services.

Once you understand the WHO, it's easier to identify the WHY. There is all kinds of research on why people buy (I cover that in a bit more depth in my Breakthrough workshops) but the top four reasons are:

- To Make Money.
- To Save Money.
- To Save Time.
- To Avoid Effort.

You need to understand which of the leading reasons apply to your product and services (there are at least 10 in all) – and how to create sales copy that appeals to those needs and desires. It's important to note that your clients' reasons for connecting with you may be different even from your competitors' clients' reasons. (In fact, that can be a marketing brilliant strategy.)

Here again, if you outsource your marketing to the local advertising media...they probably won't do the homework to understand your ideal client, their motives, and how to appeal to those motives. You can guess...but the research isn't that hard to uncover, so why would you risk it? One new A-ha Moment here could change everything for you!

Lesson #2: Understand WHY.

For example: Years ago I led a direct sales team for the fastest growing company in American history. When I presented to prospects, I led with the products and created a love for the products' benefits because that's why I joined. Others in the business led with the income opportunity from selling such a popular product. Same business – but prospects were attracted by very different reasons.

Truth be told, the profit-motivated buyers were easier to recruit, but they also left quicker if the results didn't show up. The product-loving clients weren't as interested in selling, but they weren't quick to leave either (many of my friends remain loyal users to this day). Neither approach was inherently wrong, but the type of person each message appealed to was significantly different. Same company, same products, entirely different messages.

A-Ha Moment #3:

There are probably several places where your current marketing is incongruent with the message you're trying to send...and your prospects are confused.

When you know WHO and you know WHY you can then objectively look at all aspects of your clients' experience to determine where your message is incongruent with your ideal client's desires. Here are three key areas to consider:

Make it easy and pleasant to do business with you. If you're difficult to contact or you only have one way of getting more information, you've greatly limited your incoming lead generation. Don't let your only entry point be "call for a free consultation". Look for ways that might engage people who are not quite ready yet to pick up the phone for a one-on-one conversation.

Convey competence. This is a matter of actions and words. Clean up the piles on your desk, dress for success, arrive on time, and *keep all outward appearances under control*. Watch your social media persona too. Every once and a while I'll see a small business owner completely destroy their credibility online – like a nutritionist who complains of frequent headaches or a personal assistant for hire who shares a bit too much about her (out-of-control) personal life.

Be authentic. If someone thinks they're like you – they'll prefer to do business with you. Most importantly, don't try to be someone you're not. You can be you - to the right audience. If you're fun to be around and witty but your marketing tries to make you appear like you're always prim, proper, and professional – you may drive away the people who'd most enjoy working with you. Build your brand around you and *your* ideal client.

Third lesson: See your business from your client's viewpoint.

Example: One of my clients (we'll call him Bob) offered an array of products. Bob's service was to manage some purchasing decisions for businesses so they didn't have to worry about time-consuming details. The problem was, when you walked into Bob's small office he had a plethora of catalog and product options on display. It was like walking into the Internet itself. Even in off-site meetings, Bob would come LOADED with examples and catalogs. Bob then would show his clients the many interesting options available to them. Guess what Bob's clients usually said and did. They spent a long time in conversation looking and looking and then left in overwhelm saying, "I'll have to think about it..." and then they went back to do their own internet research and bought without him. Bob's message was "I'll handle the details for you" yet Bob's actions spoke otherwise. We helped Bob by clearing his front showroom and re-inventing how he presented his service so that the business client became reliant on Bob's expertise in selecting and handling the details and they no longer felt the need to do their own research.

A-Ha Moment #4:

There are a lot of simple ways to position yourself as someone people will know, like, and trust.

The advent of social media has drastically changed the rules of the game, but surprisingly there are still a whole lot of businesses that haven't caught on yet. I'm not suggesting that Social Media is the most productive marketing solution for your business but being SOCIAL is. **People once again have a strong desire to do business with someone they know, like, and trust on a personal level.**

When I was a child, my grandmother used to take me around downtown. We walked from the hairdresser, to the bank, to the gas company, to the local hardware store, to the hearing aid man who worked out of his home, and so on. Along the way, everyone greeted us by name. And then came Wal-Mart and we gave up personal service for the sake of saving a few bucks. The good news is, that after decades of bargain shopping at the big box stores, people are longing once again to connect with small businesses where they're recognized, appreciated, and they feel like their purchase matters.

To create this know-like-trust relationship, you must open the doors to the people side of your business. Start with a well-written bio and friendly photos of you and your staff on your website. Invite them to get to know you and your story. (Read my blog post at <http://theremarkableway.com/write-professional-bio> for tips on writing "your remarkable professional bio.")

You also need to establish yourself as an authority in the marketplace. That's the TRUST factor. By far, the best and fastest way to achieve expert status is by self-publishing a book. **Writing a book is one of the best marketing actions any small business owner can take to gain credibility and increase profitability.** Whether it is an e-book download or a printed piece, writing an educational piece relevant to your business is undeniably powerful:

- Books are your sales workforce. They are your salesman in print. Books establish you as an authority.
- Books create a connection. They develop the critical know, like, and trust relationship.
- Books educate and an educated customer feels good and buys with confidence.

And finally, it's ten times easier to gain trust through other people's referrals and testimonials. Make it your business culture to gather and share how you're impacting the lives of your clients. Give people a story to tell, and interesting proof to study.

Lesson #4: Prove you're someone worth knowing-liking and trusting.



Read my book: In “Book It! How to Turn Your Book into Paying Customers” you get a whole host of ideas on how to use a simple self-published book to attract, retain and reward new customers. This book is loaded with powerful marketing ideas for any business or organization. Grab your copy today on Amazon for under \$10 or Kindle for only \$2.99.

Want to write your own book? Check out BookItAuthors.com for a step-by-step course to plan, write, publish and promote your own book in about 3-months.

A-Ha Moment #5:

The best marketing **GIVES** first. **GETS** later.

Maybe you missed the memo on this, but over the last 7 years, the rules changed and consumers took control of the marketplace. One of the most valuable marketing practices you can learn now is called “**2-Step Marketing**”. The goal of the two (or three, four, five) step process is to get prospects to identify themselves early on, sometimes months before they’re going to buy. We do that by offering up educational content or an inexpensive trial in exchange for their contact information and then we nurture the relationship over time.

Whether it’s through your website, blog, your ads, or your social media campaigns or wherever -- your goal is to get your ideal prospects to acknowledge “*I might be interested in your services soon.*” This is too lengthy of a strategy to discuss here but the basic objective is to have the prospects coming *to you and through you* to research their buying decision while they also get to know you and your business.

To do this well, you absolutely need to have accomplished our earlier steps: a clear who, a strong why, a clear brand and a likeable expert status. It takes a little time, but it makes selling and closing MUCH easier.

Example: This report is an example of two-step marketing. By requesting this report, you’ve expressed interest in marketing education for your small business, practice or organization. Some of my clients offer a free report like this on their website and/or in their advertising. Whether it’s a free trial, an eBook, a printed book, or something else, the goal of 2-step marketing is to lower the barrier of entry by providing clients with a relationship-building informational product or test drive of your products/services.

Lesson #5: Practice 2-Step Marketing

A-Ha Moment #6:

You'll save a lot of time and money by fishing where the fish already are.

OK, so maybe this isn't a big A-Ha yet...but I suspect you haven't figured out how to conquer this one yet. The odds are pretty good that someone already has your clients neatly gathered for you. All we have to do is figure out who...and how to get your foot in that door. Aside from your competitors, your ideal prospects are most likely gathered up neatly in other places too. It may be their physical location, memberships and clubs, buying habits, related products/services that get purchased immediately before or after yours, etc. Sometimes it's so easy to get in front of them through this direct method that you can skip other forms of marketing that may be much more costly and/or time intensive.

Once again, this is the value of intimately understanding your WHO. If you've skipped that step, your understanding of the WHERE can be too broad. However, if you discover your ideal audience is stay-at-home Christian moms of toddlers, then your audience is probably involved with a group like MOPS (Moms of Preschoolers) and we need to look for ways to get you into that group as a guest speaker. If your ideal audience is active affluent boomers, then we'll probably find them serving on community boards and subscribing to AARP magazine. From there you could choose to join a board like The United Way or Habitat for Humanity, or you might rent a mailing list of AARP subscribers. (Speaking of renting mailing lists – if you go that route, you can get super-descriptive details down to age, height, income, marital status, buying habits, debt, and (frightfully) more.)

In my case, I have been able to partner with the Hoosier Heartland Indiana Small Business Development Center (ISBDC) to host some of my events. ISBDC clients are business owners already looking for help. My Breakthrough Workshops are of value to their ideal clients and they already have a large network I'm grateful to get the opportunity to serve. Win-win-win!

Get the picture? It can be incredibly fun forming joint ventures with other groups or sleuthing around in organizations where your clients are gathered in large numbers and it's often an opportunity that will work for you for years.

Of course, make sure you're a welcome guest. No one (especially the host) likes "that guy" who shows up at a networking event shoving cards into hands as fast as he can. On the flip side, when you have the right message for the right WHO with the right product, you're almost always a welcome guest.

Lesson six: Fish where the fish are.

A-Ha Moment #7:

You'll make more money when you work less.

Our final A-Ha moment is about getting you out of your own way. To make more money, you must leverage everything you do. As you can see from all the earlier sections, it's not as much about working harder as it is working SMARTER. As a friend of mine once said, "There's the hard way, and **the remarkable way.**" *Love her.*

In order to leverage, you first need to create multiple uses for everything you do. For example, a blog post can become a mailer, a newsletter article, a brochure or handout, social media fodder, a chapter in your book, a guest blog post on someone else's site, and so on. (Several segments of this report came from other materials I've already written...and I'll repurpose this content in other ways as well.)

Second, you want document, improve, control, automate and delegate as much as possible. Ideally you will figure out the best way to do something once, and then hand as much of it off to a personal or virtual assistant – or use technology. I personally spend over \$150 a month on an elaborate email marketing, shopping cart and customer relationship management database. It's a bit pricey, but it does the work of a personal assistant and it does it consistently 24 hours a day. As the business owner, your most important job is to identify the ideal process and then, as quickly as possible – delegate systematic details to someone or something else so you be the well-rested, visionary leader you need to be.

Final lesson: Work smarter, not harder.

A simple idea: One of my favorite "systems" is the simple – but often overlooked - checklist. In fact, hospitals use checklists to save the lives of emergency room heart attack patients every day. By simply setting aside a few minutes to create a checklist of the ideal way you'd like to welcome every new patient, or close every new account, or prepare for every keynote speech – you can make your life easier immediately. You will also help guarantee the best customer experience.

Try it now: Create a step-by-step checklist for handling a new client the moment he/she says yes to your product or service. Think of a few nice touches you could incorporate into your checklist that wouldn't cost you much time or money at all, but that could help make the experience a bit more 'remarkable'. One more step: Look at your new checklist and determine how much of it you will automate or delegate so you don't need to do it yourself.

Ahhhhhhh.

Well there you have it. Take a deep breath and smile because you're smarter than you were a few minutes ago.

Obviously, each step has a greater degree of depth and the "right next step" is different for every business and every situation. At least now you have a stronger foundation from which to make decisions, but knowledge is not power – it's only *potential* power.

Now it's time to bridge the gap from idea to implementation.

Knowledge isn't power. It's only potential power. That's why I teach workshops where I work with you step-by-step to educate you and help you apply it to your business immediately.

[My most popular event is the Breakthrough Workshop and this year it starts August 22 in Lafayette, IN.](#) But don't feel like you have to live in Lafayette to make this a good return on your investment. I've had several members drive 2 hours one way for 4 weeks in a row to participate...and they loved it! One of my clients consistently drives 1.5 hours for every event, including my monthly mastermind.

If you'd like to work with me to build your 12-month marketing plan, I strongly encourage you to check out the Breakthrough workshop at: www.themarkableway.com/breakthrough. But don't hesitate. **I don't allow competing industries in the same workshop – and - the \$50 savings sponsored by Heath CPA and Associates expires on Friday, August 8.**

Here's to your remarkable success!



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P.S. If you're feeling overwhelmed, I highly recommend you start with my [Breakthrough Workshop](#). I'll help you build your plan step-by-step and you'll leave with a prioritized action plan and 12-month marketing calendar.