

Creating An Executive Summary

Good marketing materials should start with an “Executive Summary” that gives a clear overview of what your business is about.

Here are the five elements of an executive summary:

1. Problem – Make it crystal-clear that you understand what your prospects are experiencing by discussing their problems, pains or predicaments.

2. Solution – Discuss what’s possible or what things will be like when your prospects’ problems are solved.

3. How come? – Discuss why your prospects are stuck in #1 and not doing #2.

4. What you need to do – Discuss the basic steps necessary for your prospects to resolve their problems.

5. Call to Action – A statement of who you are, what you do, how you can help, and an invitation to the prospect to pick up the phone.

Applying the formula to your marketing materials

One of the biggest mistakes I see with clients is that they start with #4 and #5 first. They tell everything they do to solve the problem before there is agreement that there is even a problem to solve.

And you wonder why people are not interested in what you do. Well guess what, they aren't! They first want to know that you understand their situation and then they want to know how you can help them.

This Five-Step model provides the perfect template for simple, direct and persuasive marketing materials that do just that. It gives you the format for creating an Executive Summary about your business and your services that speaks directly to the needs of your prospective clients.

Your Executive Summary can be printed on one or two pages and can serve as the first part of a complete marketing package. The same format can be used for the opening text on your web site's home page.

Here's an example using this Executive Summary format with an IT consulting company.

First, a headline with your Core Marketing Message.

"We help IT companies retain their best talent."

1. Problem – Tell them what's not working.

These days, the biggest challenge in big IT departments is keeping talented staff.

In a survey of the 20 largest IT departments in banking, for instance, the average attrition rate is 27% per year, costing each organization over \$3.8 million in recruitment costs annually.

2. Solution – Tell them how it could be.

Research also proves that the top reason for attrition is not poor compensation or lack of challenging work, but poor management by those directly above them.

The good news is that when management approaches change, people stay, saving companies hundreds of thousands, if not millions each year.

3. How come? – Why haven't you already solved this?

Highly competent technical people are the ones most often promoted to management positions, however they only receive in-depth management training 16% of the time. This leaves 84% of those in technical management positions with few skills in the area of people or project management.

4. What you need to do – An approach that’s proven to work.

The best investment IT departments can make is providing in-depth management training and coaching. It is the number one defense against attrition, low productivity and declining morale. Such training needs to be seen as an investment, not as an expense, as it can show a return of 500% or more.

5. Call to action – Prove that you can help them.

Since 1987, IT Management Solutions has been helping some of the largest IT departments in America attract and retain top talent by developing top management and teams through our guaranteed consulting and training services. Please give us a call to discuss how we can help you with your IT challenges.

Another example, with subheadings (based on my business)

Since I'm closer to my business than to any other, I'm also going to give you an Executive Summary example using my business. All you need to do is adapt it to your business. I also include the actual subheadings for each of the sections.

Not Attracting Enough Clients to Your Business?

Do you continually struggle with marketing? Do you love performing your service but find it a real chore to do the marketing necessary to attract new clients?

And if you've done various marketing activities, have you found the response to be less than you hoped for? When you get a lead to a good potential client do you find that you don't convert a large percentage of them into paying clients, and if you do convert them, do you often not get paid what you feel you're worth?

You Can Learn How to Magnetize Clients to Your Business

Marketing really shouldn't be a struggle. The marketing side of your business should just be as easy and as fun as performing your services. Of course, you'll find it a lot more enjoyable and

rewarding if your marketing activities result in prospective clients calling you, ready to work with you. And you'll be a lot more enthusiastic if most of those prospective clients turn into clients that pay you what you're worth every single time. Sound impossible? It's not.

If It's So Easy, Why Haven't You Done It?

Successful, effortless marketing starts with an understanding of how marketing actually works. Because we think of marketing as "trying to get something" instead of "giving something," our marketing efforts make us feel like "used car salespeople." No matter what techniques or strategies we apply (even if they're the right ones), we usually fall flat on our faces because we have the wrong "Marketing Mindset."

Master a Five-Step Process to Magnetizing Clients

Successful marketing starts with a mindset that understands how people are attracted to us and buy our services. Then it's a matter of working with the fundamental principles of service business marketing. I call these principles the 5 Ps – Positioning, Packaging, Promotion, Persuasion, and Performance. All of these 5 Ps are about communicating the

value of your services in such a way that people see what's in it for them.

Action Plan Marketing Has the Expertise and the Tools

Robert Middleton of Action Plan Marketing has been helping professional service businesses attract new clients since 1984. Robert has helped hundreds of business owners through consulting and coaching, workshops and recorded programs as well as developing marketing materials and web sites. If you'd like to learn more about how Robert can help you start attracting more clients, please give him a call. He'll be happy to discuss your situation on the phone at no charge.

Call 831-338-7790 or visit the Action Plan Marketing web site at <http://actionplan.club>

So, I hope that's clear! Are your services presented in a way that makes it easy for people to know why they need you and how you can help them? This Executive Summary format is a way to expand on your Core Marketing Message and communicate the most important information about your services.

Action Plan

Create your own executive summary of your services by following the basic outline above. This is one of the most important “marketing acts” you will perform in your business. Don’t take another step until you’ve done it. Remember, it’s not an academic exercise. This summary becomes the foundation of your marketing materials.

You can print it on a page or two and hand it out to potential clients. You can shorten it somewhat and put it on the first page of your web site. You can edit it and turn it into a 3-panel brochure. For many, an Executive Summary is the only marketing material they use.