

MAG - Session One - September 3, 2020

The Marketing Model for This Program

Lights, Camera, Action, Clients!

Marketing and presenting your professional services is very much like staging and performing in a Broadway play.

First, there's the "big idea." That's the theme of your play – your marketing message – the concept that you pitch to your prospective clients.

Second, there's your script which includes your marketing materials and presentation that explain what your service or program is all about and what your clients get.

Next is the "table read" where you go over your presentation, work out the kinks, and fine tune it until you are presenting your points with maximum impact.

Then come the rehearsals where you practice your presentation live until you have it down cold and could do it in your sleep.

Of course, you all so need to find your audience – your prospective clients – and put them in their seats, ready and eager to see what's in store for them.

The actual performance where you deliver your presentation in front of a live audience of enrapt potential clients is where all your hard work pays off.

Finally, there's the applause and the curtain calls where your client says yes to your proposal and you move forward to a long, productive, and profitable relationship with the client.

This is the process I just went through by giving three webinar presentations to close to 200 people and signed up 19 new clients for my new Marketing Action Group. We started working together yesterday!

The truth is, almost nobody does this. Instead, we have a weak idea, no script, a lame presentation, no table read or rehearsal – and the performance is improvised. It's strictly amateur hour.

And we wonder why we don't attract more clients more consistently!

Start thinking of marketing and presenting your professional services as if you were producing a Broadway play and you just might have a hit on your hands!

Cheers, Robert