**Session 14**

**Marketing Mastery – The Marketing Chain.**

I want to talk about the step-by-step-chain or process that makes marketing work.

When we’re working on one thing, one link, we get focused on that and we forget the rest of the chain.

We forget we’re playing Marketing Ball. We are playing marketing randomly without building the skills necessary to turn prospects into paying clients.

The aim of marketing ball is to get a prospective client to say yes to working with us.

**And it doesn’t happen randomly.**

Here are the major steps of the marketing chain.

**1. The first step is our marketing message.** Our message needs to permeate every single marketing activity we do. It’s in our articles, web site, presentations, and proposals. If your message is inconsistent it will be confusing to prospective clients and your direction will tend to be random.

**2. Next are our marketing materials.** Mostly articles and websites. And we need to make them the best they can possibly be. Content, graphics, the flow through the website and everything else, needs to communicate that we can help our clients. Everything needs to elicit a big YES from your prospects.

**3. Next are the steps of our marketing strategies.** I’m working with a lot of clients on this these days. This step-by step chain of activities needs to be done completely and you need to understand how each step of the chain connects to the others. One weak link in the chain and the chain breaks and you don’t have a client.

This is really the push you need to make, to understand more deeply the links in this chain.

**So in a sample plan, in this case speaking, here are the essentials:**

a) What is your outreach vehicle? Is it networking, a talk, or connecting with past or current clients to get referrals?

You need to have marketing vehicle or strategy to get in front of your prospective clients.

Whatever it is, it needs to be focused and repeated. I got 26 clients in 26 weeks in 1995 because I knew I needed to give a number of talks to get in font of audiences and get their cards and follow up on them.

I filled my for Marking Mastery Programs in 2009 – 2012 because I knew I needed to get twice the number of people to fill out the application form on my site as I wanted in my program. So I sent emails and held teleclasses and invited people to apply until there were enough applications and I filled every spot.

These were like little, contained marketing machines. They are the strategies that generated the leads that enabled me to do steps b and c.

b) You need to master the conversations you have with prospective clients – whatever the source, so they are motivated to meet with you and explore a more in-depth meeting or presentations such as a Marketing Strategy Session or an in-house workshop, or a presentation to the board of a large company.

c) Then you need to design your selling conversation or presentation so that most of them turn into new clients. My hit rate for the past year has been close to 100%. It’s not just a casual conversation, it’s thoroughly designed, practiced, tested and implemented. It’s not accidental. It’s planned, fine-tuned and executed.

So when I’m speaking to you in the next few weeks, we’re going to get very clear about this chain of marketing actions and discover the weakest ones and work on them and fine tune them.

You want to get results like this. For instance, in a presentation:

1. Give a great talk that makes people want to know more and builds a desire to work with you.

2. Gets 80% or better cards from the audience.

3. Gives an offer to find out more that 10-20% of people to indicate interest in.

4. Follow up by email and phone to set up appointments with the most qualified people.

5. Turn a large percentage of these conversations into selling conversations.

6. Close a large percentage of these selling conversations into new, paying clients.

You need to understand that each of these steps, must be designed, fine tuned, practiced and then implemented until they get consistent results every time.

Several of you have many of these steps in place and working. But nobody has all of them working consistently and in harmony yet.

When you have this process mastered, you can turn on your marketing strategy anytime you want and get a predictable number of clients.

So, given this overview, I’d like you to share what your weakest link is in this process. Because that’s what you need to work on next. And if we identify it, that’s what we’ll work on, step-by-step until it’s working for you.

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