

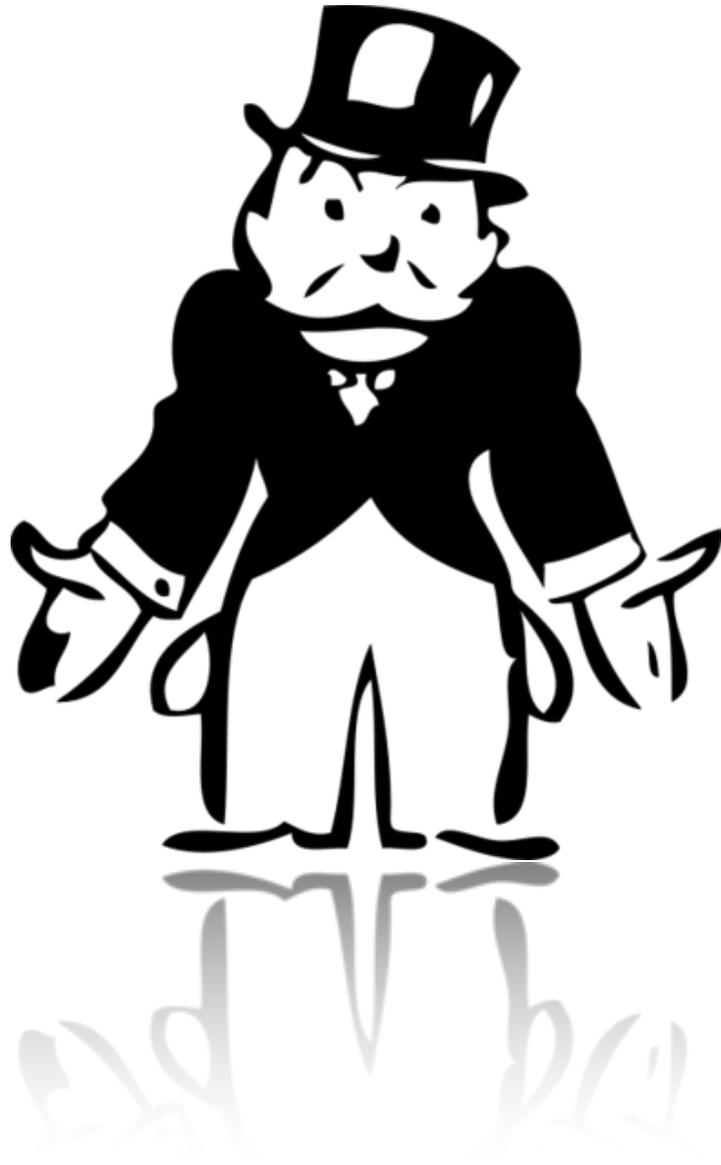
**Self-Employed
Professionals:**

**The 7 Big Reasons
Your Marketing
isn't Working**

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Admit it. Your marketing isn't working to attract **enough clients** to your professional service business.



If you don't
learn HOW to
attract more
clients...

you're **out of
business!**

If you want
more clients,
but you don't
know what to
do or where
to start...

**You're in the
right place.**





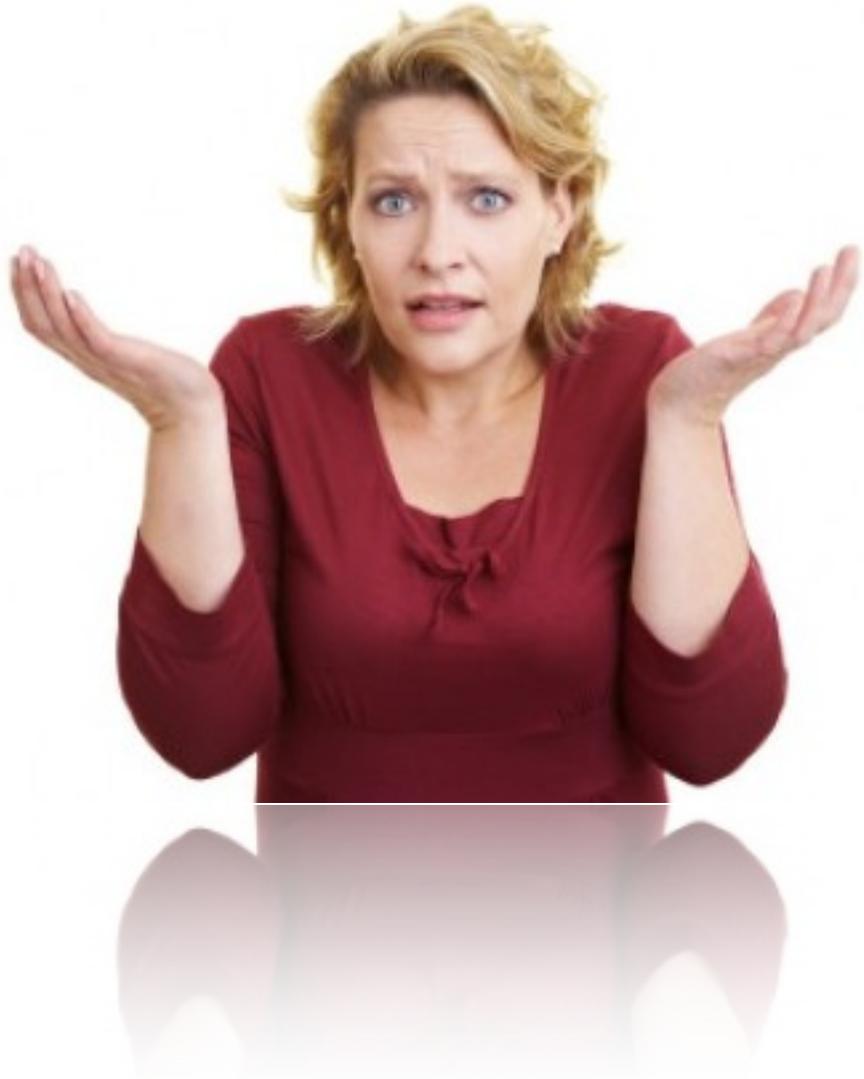
First of all,
what exactly is
NOT working
in your
marketing?

You're not
getting...

- Attention
 - Buy-in
 - Interest
- Engagement

Your marketing is **not attracting** enough of the clients you want.

Here are the
7 Big Reasons
you're not
attracting
more of your
ideal clients:



1. You don't know **what to say** when people ask you about your business.



2. You're not very good at **engaging in conversations** that lead to new business.



3. Your written materials, website, emails, articles etc. don't get prospects to **respond** to you.



4. You don't know how to get the word out to the **right people** who need your services.



5. When you do meet someone interested in your services, it's hard to turn them into a **paying client.**

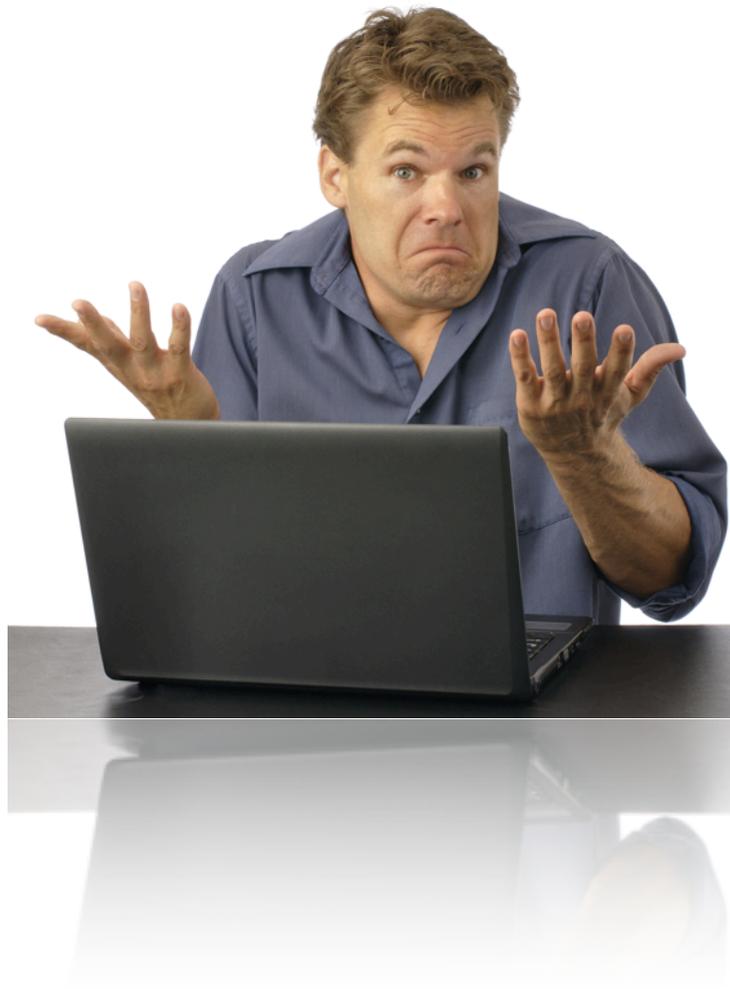


6. When you do get a client, you often **don't get paid** what you're really worth.



7. You feel stuck in your marketing, **avoid taking action,** and you don't know how to get unstuck.

If some or all of those 7 are true, what are you going to do to start getting results from your marketing?



If you don't
change what
you're doing,
you won't get
different or
better results,
will you?



First of all,
let's get real.
Marketing
your services
has some
very real
challenges!



- > It's complex
- > You may be rejected
- > It takes time
- > It takes effort
- > And it might not work!



To succeed at marketing, you need a **proven system.**

One that's simple and **one that works.**

You need a system that
has been **designed and
tested successfully** with
thousands of self-
employed professionals
just like you.



When you
have a **system**,
marketing is...

easier, more
fun, **less scary**
and gives you
better results.



So what is this
system and
**how does it
work?**

And will it
work for you?

I call it the **Action
Plan Marketing
System** and I've
been using it since
2000 when I wrote
the InfoGuru
Marketing Manual.



First of all, let
me introduce
myself.
I'm **Robert
Middleton** and
for over 30
years I've...

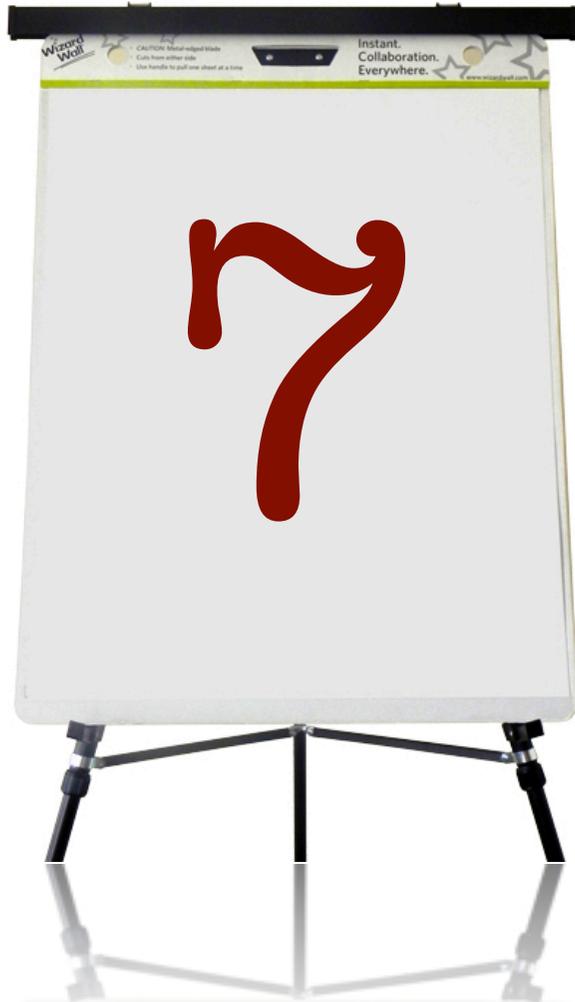


been helping
**self-employed
professionals**
get unstuck
and attract
more of their
ideal clients.



I've helped
them do the
right things,
make more \$\$,
have more fun,
and experience
less marketing
struggle.

Let me outline my
powerful system for
attracting more
clients and how you
can attract more
clients as well.



It includes **7**
Key Steps, and
it's something
you can
succeed with
if you really
want to grow
your business.

GAME

1. Play marketing as a game.

Know the rules and the moves, and play to win the game.

GAME

The marketing game is a **process** of moving a prospect from one step to another until they...

GAIME

are ready to work with you. It takes some **time and patience** to master. But it works every time you use it.

MESSAGE

2. Have a great message

Get immediate attention & buy-in with a powerful mkt. message.

MESSAGE

A great message
is like a **theme**
that permeates all
your marketing,
making you

stand out!

MESSAGE

Your message
must say what
nobody expects.

“That sounds
different and
interesting I want
to know more!”

CONVENER- SATIONS

3. Mastering Conversations

Learn how to
engage a
prospect so
they see your
difference.

CONVIER- SATIIONS

If you say **what**
everyone else is
saying...

...why should
they pay any
attention to
you?

CONVIER- SATIIONS

And **what you say** makes the difference between **generating interest** in your services – or not.

MAILING- MATTERS

4. Great marketing materials grab the immediate attention of your prospects and keep them reading.

MAATTER- IALS

The more they
read, the more
they're
involved.

And when that
happens...

MAILS MATTER.

...your prospective clients will start **calling you**, ready to explore doing business with you.

STRAT- EGIES

5. Use the right strategies.

They'll get you in front of the right people who can use your services.

STRAIGHT- FORWARDS

The best marketing strategies ask for a **call-to-action** and get response now, not later.

START- FEELS

And more
responses
equals **more**
opportunities
to engage in
selling
conversations.

SELLING QUITTE

6. Master the process of selling.

Make selling a no-pressure conversation of discovery.

SELLING

Selling is not about manipulation. It's about **understanding needs** and finding the right solutions.

SELLING QUINTESSENCES

The best selling has the prospect asking you to work with them, instead of you asking them.

STUCK- NESSES

7. Get past
your stuckness

Limiting,
fearful beliefs
need not stop
you from
moving ahead.

STUDCK- NESSEN

Marketing can bring up many fears. And fears can stop you cold.

But they don't have to.

STUDY- TIPS

Because all marketing fears are based on **incorrect assumptions** and beliefs, you can get beyond them.

If you want your marketing to really work, you need to **understand** these 7 essential marketing ideas.

And you can't just
know these ideas.

You need to
implement them.

4 Simple Steps:

4 STEPS

1. Learn
2. Practice
3. Implement
4. Fine-Tune

4 STEPS

1. Learn

...the **principles** with our online tutorials in the **More Clients Club**.

4 STEPS

2. Practice

...the action steps through **hands-on exercises** and support from Club partners.

4 STEPS

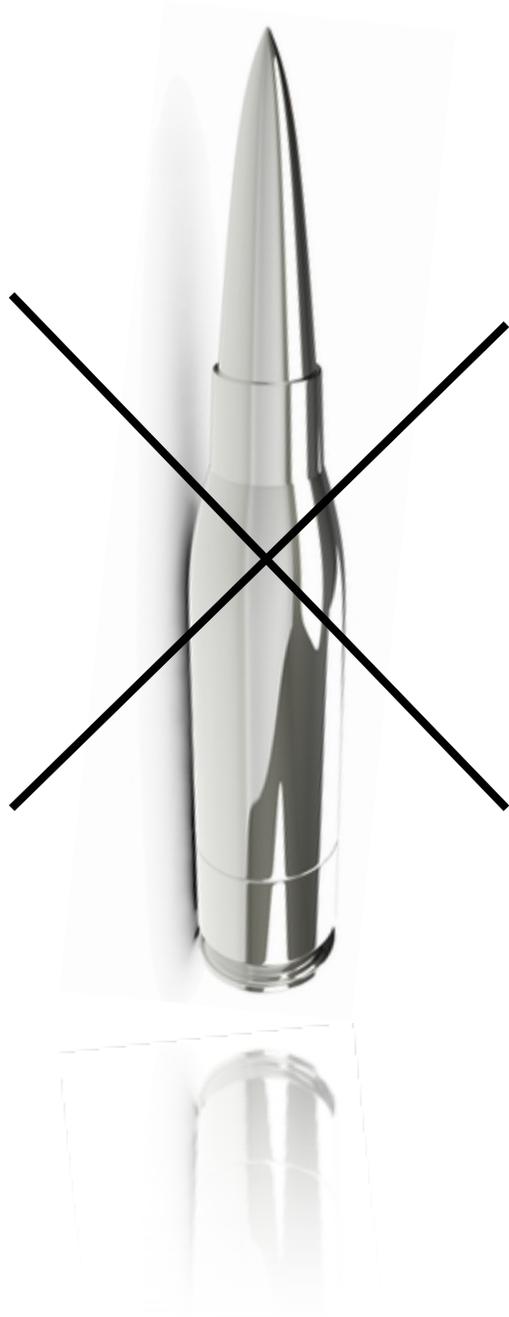
3. Implement

...one thing at a time and get **live coaching** for support in the Action Calls.

4 STEPS

4. Fine Tune

...by making improvements and **getting feedback** in the Club Forum.



Following this system will give you the best results. Sorry, no **Silver Bullets**, just what works.



So where do
you go from
here?

How can I help
you attract
**more of your
ideal clients?**

WEEKLY EZINE

First, you'll get the free **More Clients eZine** with marketing ideas and inspiration each week.

MORE CLIENTS

Next, Check out the *More Clients Club* - with **in-depth** tutorials and support to master your marketing.

MORE CLIENTS

The Club is
easy to use,
very affordable
and includes
everything
you need for
marketing
success.

MORE CLIENTS

Including:

Audio tutorials

Expert interviews

Website toolkit

Live action calls

Interactive forum

Marketing plans

Marketing samples

...and much more

MORE CLIENTS

Get Access

Get access to
everything in
the Club for
just **\$29**.

Try it out and
see if it's for
you or not.

MORE CLIENTS

The More
Clients Club

*[Click here for
detailed info.](#)*

ACTION COACHING

Finally, if you need some hands-on help, I can offer you **Marketing Action Coaching.**

ACTION COACHING

This is a
**personalized
approach** to
help you get
your
marketing on
track and into
action.

ACTION COACHING

Action Coaching is for you if you are simply **stuck in moving forward** and need more hands-on guidance and support.

ACTION COACHING

I work with clients intensively, **at their own pace,** to learn and implement the marketing right for them.

ACTION COACHING

Marketing
Action
Coaching

*[Click here for
detailed info.](#)*

Thank
You

Thank you for
reading this
report, and all
the best for
your marketing
success!

Robert Middleton