



# FAST TRACK

The Fast Track to More Clients

**SEVEN**

**SIMPLE STEPS**

**TO ATTRACTING**

**MORE CLIENTS**

**A Six-Week, Seven-Session Marketing Intensive**

**A C T I O N P L A N M A R K E T I N G**

# FAST TRACK

## The Fast Track to More Clients

**SEVEN  
SIMPLE STEPS  
TO ATTRACTING  
MORE CLIENTS**

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# The Fast Track to More Clients

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## Purpose of the Fast Track Program

### Purpose

The purpose of the **Fast Track Program** is to get your marketing on a fast track and create a simple and clearly defined plan for marketing your professional services. The outcome of implementing this plan will be consistently winning more profitable clients for your firm.

### The Fast Track Marketing Approach

**In the Fast Track Program our approach is to present the Seven Fast Track Steps** that are applied to the marketing of your professional service business.

**Then we work with these Fast Track Steps** to develop simple, yet powerful marketing messages, marketing information, tactics and plans for your specific business.

**By the end of the Fast Track Program** you will be left with a written Marketing Action Plan that you can start to implement immediately.

**The Fast Track Program provides the structure;** you create your own plan.

### The Seven Fast Track Steps are as follows:

- 1. Marketing Stance** - The Mindset Marketing
- 2. Marketing Ball** - The Game of Marketing
- 3. Marketing Syntax** - The Language of Marketing
- 4. Core Marketing Message** - The Value of Marketing
- 5. Marketing Information** - The Currency of Marketing
- 6. Marketing Tactics** - The How-To of Marketing
- 7. Marketing Action Plans** - The Structure of Marketing

**We'll go into all of these steps in great detail over the next six weeks.** But first, what would you like to get out of this program?

## Your Expectations and Intentions

**To a great degree, what you will get out of this program will depend on your expectations and intentions.** Expectations are what you hope the program will give you and intentions are what you bring to the program. To get the most out of the program you need to turn your expectations into intentions.

**You may have the following expectations from the program:** You will get clear on your marketing message, you will develop effective marketing materials and you will create specific marketing action plans. In fact, these results were promoted as expected outcomes from participating in this program.

**But a program such as this is not like buying a vacuum cleaner with built-in features that will work despite your intention!** This program will only work if you work the program. And this is why expectations will only take you so far. The program provides material, models, exercises, examples and a structure of support. But the program cannot "do your marketing for you." You have to plug the program in, turn on the switch and go into action.

**This is where intentions come in. Intentions are the active side of expectations.** Take some time to think about what you intend to create during this program, taking full advantage of the resources offered. These might include the following:

- A new, more positive mindset about marketing your business
- An understanding of how marketing works to attract clients
- A good idea of who my ideal clients are
- Insight into exactly why my clients need my services
- Clarity about the outcomes or results my clients receive
- Powerful marketing messages that get the attention of my clients
- Persuasive written marketing materials
- Understand which marketing tactics will work best for my business
- A focused, written marketing action plan

**Now take a few minutes to write the intentions you have for this program** (in your words) on the following page. This will be the first assignment for your preparation work prior to the first Fast Track tele-session.



## Biggest Accomplishments and Disappointments

**Before you start working on your marketing, the next step in preparing for the Fast Track Program** is acknowledging your business accomplishments and disappointments from the past year. We often find it hard to move forward because we're stuck in the past. We can dwell on our accomplishments, resting on our laurels or, perhaps more frequently, become preoccupied with what didn't work.

The purpose of this exercise is to be complete about both your accomplishments and disappointments so that you can move on. On the following pages you'll list them. Below are lists of some of the areas you might want to look at.

### Accomplishments

- Income from past year
- New clients and projects
- Successful marketing efforts
- Positive client results
- Areas of business or marketing you mastered
- Books read, classes attended
- Skills and abilities broadened
- Other goals you accomplished

### Disappointments

- Income goals you did not reach
- Clients you did not get
- Unsuccessful marketing efforts
- Less than positive client results
- Areas of business or marketing that still frustrate you
- Books and classes you did not get to
- Skills and abilities you did not broaden
- Other goals you did not reach

**On the following pages write your lists of accomplishments and disappointments from the past year.** This is the second assignment for your preparation work prior to the first Fast Track tele-session.



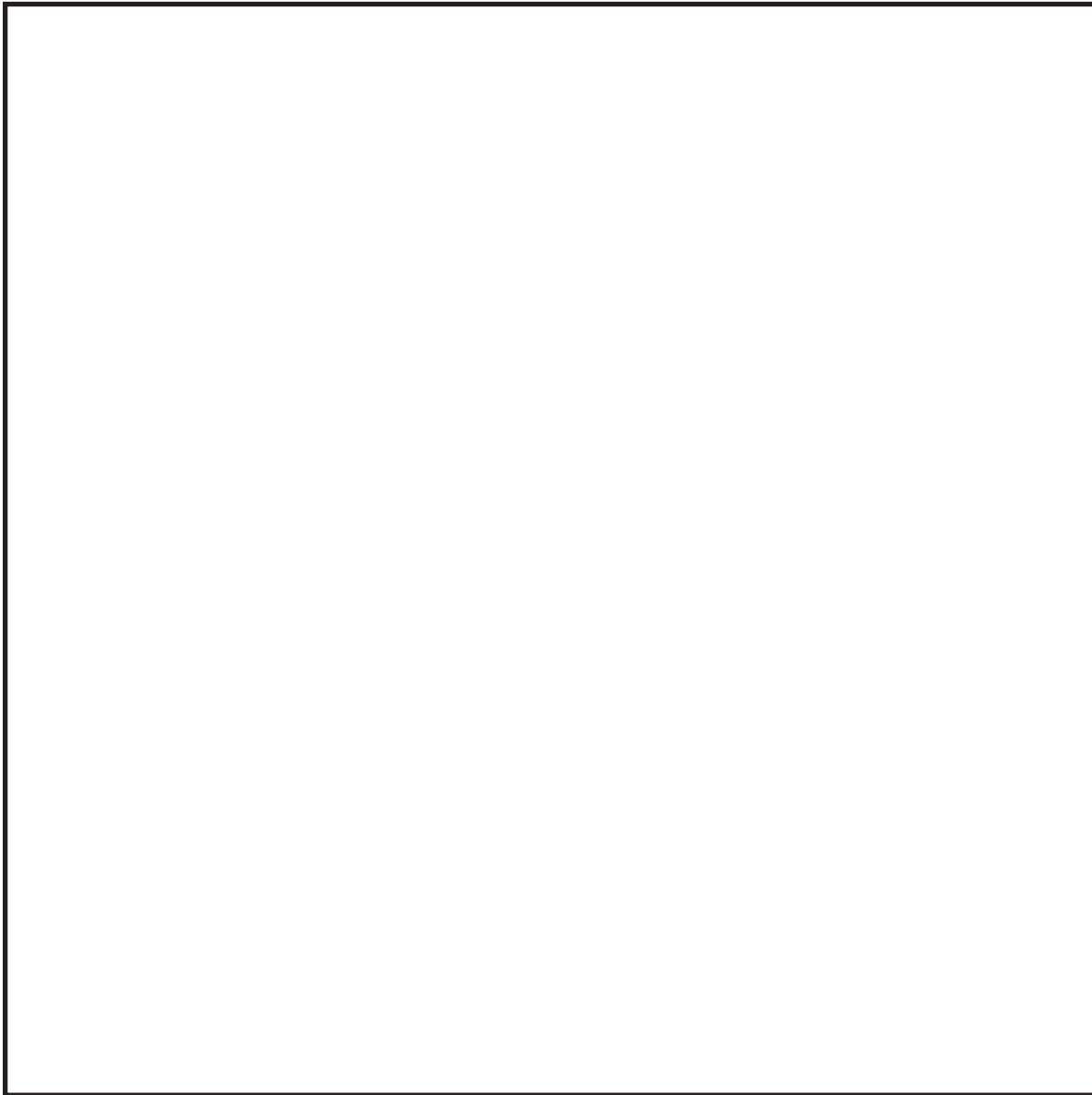




## Step 1 - Marketing Stance

**Stance Definition:** The position or bearing of the body. A firmly held point of view or way of regarding something.

### STANCE

A large, empty rectangular box with a black border, intended for the user to write their marketing stance. The box is centered on the page and occupies most of the middle section.

### PARADIGM - MINDSET - CORE BELIEFS

*No problem can be solved from the same level of consciousness that created it.*

**- Albert Einstein**

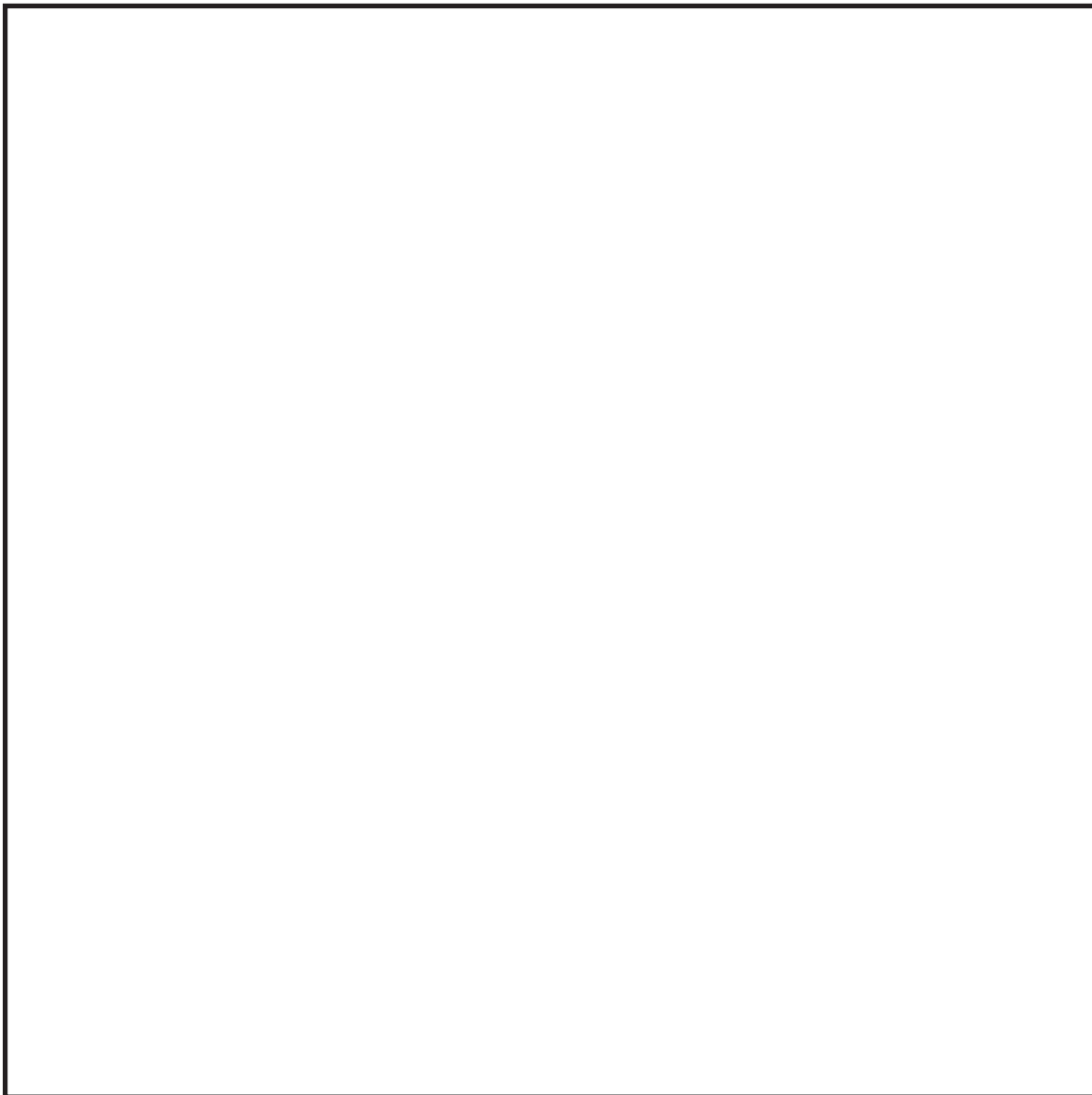
## What Stance Shapes Your Current Results?

**Many Stances are useful.** They give us a common reference point and structure that enables us to do the work we do.

**Many Stances are limiting.** They define the box we work from and which we cannot work outside of, limiting our possibilities.

**Stances are malleable.** They are agreed-upon constructs, not reality itself. But we act as if they were reality itself.

**What's the Stance that shapes your current results?**

A large, empty rectangular box with a black border, intended for the user to write their answer to the question above.

## **Your Limiting Marketing Stance:**

**Is it true?**

**Can you absolutely know it's true?**

**How do you react when you think from this stance?**

**Who would you be if you couldn't think from this stance?**

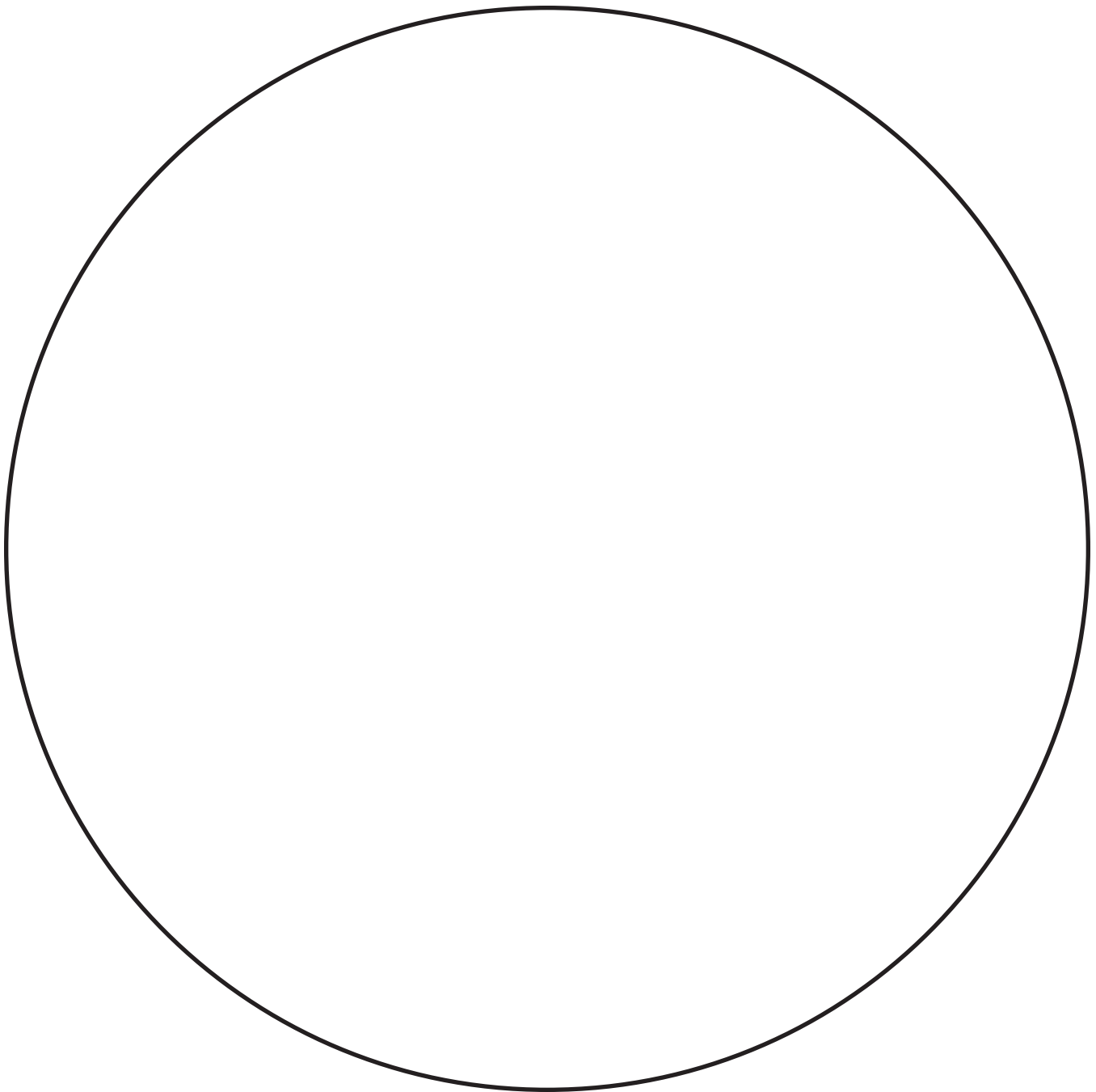
**Turn around the stance.**

**Create a new, more empowering stance...**

*The important thing is not to stop questioning.*

**- Albert Einstein**

## Your New Marketing Stance:



*The true sign of intelligence is not knowledge but imagination.*

**- Albert Einstein**

## **What's possible with your new stance?**

**How would you speak differently?**

**How would you act differently?**

**What would you let go of?**

**What would you take on?**

**What would you risk that you're not risking now?**

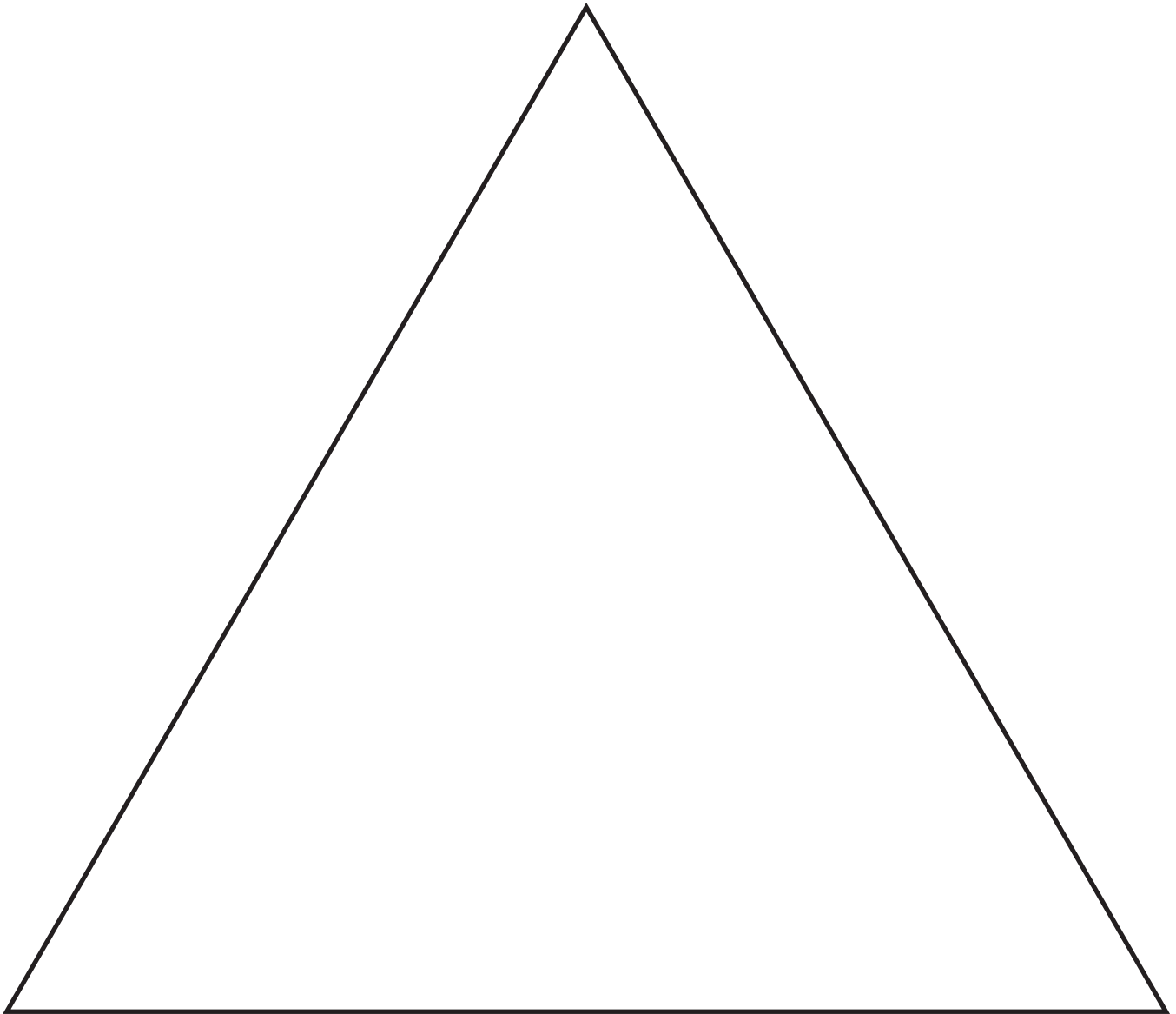
**What would the future be like?**

*Only one who devotes himself to a cause with his whole strength and soul can be a true master. For this reason mastery demands all of a person.*

**- Albert Einstein**



**Your primary marketing objective, coming from the new stance and your values:**



*Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage - to move in the opposite direction.*

**- Albert Einstein**



## Step 2 - Marketing Ball - The Game of Marketing

**Marketing is a game.** The purpose of the game is to turn strangers into prospects, buyers, and clients. Marketing Ball is a model to help you understand this game and play it effectively. (See the Marketing Ball diagram, next page.)

**Marketing Ball starts in the "Locker Room."** This is where you develop your Core Marketing Message that lets your prospect know who you work with, what issues and challenges you address, and the solutions and outcomes you deliver. We just covered this in Fast Track Step 2.

**Once you have your marketing message developed, you get to play and step up to Home Plate.** Every prospect you have a connection with is a new "chance at bat." When you make this connection, you have the opportunity to communicate your Core Marketing Message. If you do it well, you generate attention and interest.

**When someone is interested in your message, you're on First Base.** They're not a buyer yet; they may not even be too enthusiastic about what you're offering, but at least you have their attention. At this point, a prospect is open (at least to some degree), to knowing more about your services. (More on how to accomplish this in Step 4.)

**Once you're on First Base, you want to get to Second Base.** You know you're on Second Base when the prospect is willing to explore working with you. This usually takes the form of a meeting of some kind. And the way you get onto Second Base is by providing the right Marketing Information.

**Now that you're on Second Base, your goal is to make it to Third Base.** The journey from Second to Third is the sales process. And when you're on third, the prospect is ready to buy. They want to work with you. You're almost home. Just one more base before the client is actually secured.

**From Third Base, your aim is to get back to Home Plate and score a run (a new client).** This step is a matter of agreeing to terms, signing a proposal or contract and getting your first payment. Sometimes this takes a long time and a lot of work. Often it happens immediately after you get to Third (depending on many factors such as the size of the contract, the kind of service you offer, etc.).

**When you play Marketing Ball, you know exactly where every prospect is** and what you need to do to move them to the next base.

*You have to learn the rules of the game. And then you have to play better than anyone else.*

**- Albert Einstein**

## Marketing Ball - The Game of Marketing





## Marketing Ball - Playing the Game

**Where are your prospects in the Marketing Ball Game?** Every prospect can be located on the Marketing Ball Diagram. The following five positions will give you a better sense of where your current prospects are.

### **Strangers**

Which prospects don't know you or have any current affiliation with you who could potentially be future clients? What can you do to create affiliation with them?

### **Affiliation**

Which prospects do you currently have some affiliation with but who are not currently familiar with you? What can you do to become familiar to these prospects?

### **Familiarity**

Which prospects are currently familiar with you, but do not have a lot of information about your services? What can you do to provide information to these prospects?

### **Information**

Which prospects have information about your services but do not have a real experience of what you can do for your clients? What can you do to provide an experience for these prospects?

### **Experience**

Which prospects have had an experience of you (and what you can do for your clients) but have not yet had a sales conversation with you? What can you do to initiate these sales conversations?

**As you'll discover in Fast Track Step Six**, a prospect's current location on the Marketing Ball Diagram determines which Marketing Tactics you'll use. So let's look at where your current prospects are:

*The only reason for time is so that everything doesn't happen at once.*

**- Albert Einstein**













## Step 3 - Marketing Syntax - The Language of Marketing

**Marketing has a language.** The purpose of this language is to get attention, generate interest, arouse desire, and stimulate action.

**But most of us don't understand this language or even realize that it exists.** I call this language Marketing Syntax and this is how it works: It's simply a matter of putting your marketing communication in the right order. The correct order of your marketing ideas always gets better results than if the ideas are in the wrong order.

**Here's the Marketing Syntax that seems to work the best:**

**Target** - Who are your ideal clients?

**Problem** - What is your prospect's issue or challenge?

**Solution** - What result or outcome will solve the problem?

**Story (Proof)** - Stories or case studies of your successes.

**Credibility** - What qualifies you to do what you do?

**Process** - What do you actually offer and how does it work?

**Call-to-Action** - What do you want them to do next?

**By playing Marketing Ball and using Marketing Syntax, your marketing effectiveness will increase automatically.** You now have a simple structure and system for attracting more clients to your business.

**Correctly used, Marketing Syntax is what gets you to First Base.** It's the language that makes sense out of your offering; it interests prospects in what you have, and makes them want to know more.

**The best way to understand Marketing Syntax is through practicing a marketing conversation.** On the following page you'll be taken through the use of the "Audio Logo" and Ultimate Outcome. You'll discover that although simple in theory, actually employing marketing syntax in practice can be quite challenging!

## Marketing Syntax - The Audio Logo

**What do you say when someone asks you what you do?** This is a great opportunity to use Your Core Marketing Message, utilizing Marketing Syntax. The combination of Target - Issue - Outcome - Story will typically get more attention and interest than talking about your process, benefits and features.

**The formula is:**

*What do you do?*

We work with \_\_\_\_\_ (This Target Market ) \_\_\_\_\_

Who \_\_\_\_\_ (Have this Issue or Challenge) \_\_\_\_\_

*How do you do that?*

We help them get \_\_\_\_\_ (Ultimate Outcome) \_\_\_\_\_

*Tell me more*

A good example is \_\_\_\_\_ (Success Story) \_\_\_\_\_

**Construct your own:**

*What do you do?*

We work with \_\_\_\_\_

Who \_\_\_\_\_

*How do you do that?*

We help them get \_\_\_\_\_

*Tell me more*

A good example is \_\_\_\_\_

\_\_\_\_\_

## Step 4 - Your Marketing Message

**Your Marketing Message is More than a USP or Value Proposition.** It is the complete message that needs to be consistently communicated to your prospects and clients. It answers the following four key questions:

1. Is this service for me?
2. Why do I need this service?
3. What do I get from this service?
4. Does this service really work?

**The Core Marketing Message answers these four questions:**

### **Target Market/Ideal Client**

Who are your ideal clients for this service? Industry, position, needs, situation, etc. What's the "personality profile" of an idea client?

### **Issues/Challenges**

Why do your ideal clients need this service? What's not working or could work better? What's missing? What's broken? What's frustrating or what are they struggling with?

### **Ultimate Outcome**

What actual results will your clients be left with? What is the actual want? What ultimate result will make them happy?

### **Success Stories (Proof)**

Who else has used your service and what were the results? What's an actual story of working with a client and moving them from where they were to your ultimate outcome?

**Core Marketing Messages are used in every marketing conversation:**

Networking and sales conversations

Web sites and brochures

Presentations and talks

Articles and newsletters

*A perfection of means, and confusion of aims, seems to be our main problem.*

**- Albert Einstein**

### What are your current services?

Services - In Priority Order















































## Step 5 - Marketing Information - The Currency of Marketing

Marketing Information is the **currency** of marketing.

**Marketing Information is currency. It's what people want more of once you have their attention and interest.** If you give prospects the right information, at the right time, you buy their time, their trust, and their commitment.

**But what information do you need to give?** The key is to provide information that answers a prospect's key marketing questions. And these questions are as follows:

What exactly is this service and why should I be interested?

Is this service for me? Will it work for me and/or my business?

What kind of results can I expect with this service?

Who else has used this product or service and what were their results?

How exactly do your services work? What's the process and structure?

Are you credible? Do you have the experience to help me?

What do I have to do next to get and use your services?

**If your Marketing Information effectively answers these questions,** your prospects move closer to doing business with you. If these questions are not adequately answered, they tend to move away from doing business with you.

**You'll notice that this information also follows the pattern of the Core Marketing Message and Marketing Syntax.** The right Marketing Information needs to be readily available to prospects when they need it.

**Marketing Information can be presented in the following formats:**

- Elevator Speeches or "Audio Logos"
- Web Site Content
- Articles and Reports
- Brochures and Flyers
- Surveys and Scorecards
- Newsletters and eZines
- Presentations and TeleClasses
- Audio and Video recordings

**Your job as a marketer is to conceive, design and develop all of this Marketing Information.** In the following section, you'll be developing the outlines of some important pieces of Marketing Information.

## Marketing Information - Executive Summary

**An Executive Summary is a one-page overview of your services.** It has to say a lot in a short space. An Executive Summary is something you might fax or email to a prospect who wanted a quick summary of your services. It's something you might hand to those in your networking group. It could be reworked to be the home page of your web site. It communicates the essence of the Core Marketing Message for all your services.

### The formula is as follows:

#### **Problem-Oriented Headline**

Key Issue or Challenge Facing Prospect

#### **Solution-Oriented Sub-Head**

Outcome they would prefer to have

#### **Problem-Oriented Opening Paragraph**

More details about Key Issue or Challenge. Make it crystal clear that you understand what your prospects are experiencing by discussing their problems, pains and predicaments.

#### **Purpose of Service**

Ultimate Outcome-oriented second paragraph. Discuss what's possible or what things will be like when your prospects' problems are solved.

#### **You're Not Alone**

Why your prospects are stuck in the problem and don't have the solution.

#### **What You Need to Do**

What are the key steps to success in this area? What do they have to do to solve the problem and get the solution?

#### **Call to Action**

A statement of who you are, what you do, how you can help, and an invitation to the prospect to take the next step.

### Your Action Step

**Write an Executive Summary of your business following this outline.** When you're writing compact information about your services, it can be a lot harder than writing more detailed information. Every word has to count. You have about five paragraphs here that give a concise snapshot of what your business is about. Look at the examples of the Executive Summaries before starting.



## Marketing Information - Web Page for a Service

**Every web page that outlines a service has the opportunity to arouse interest by answering the key question in the prospect's mind: "What's in it for me?"** Unfortunately, most service pages spend too much space going into the intricate details of the structure or process of the service. The "What's in it for me?" is often lost in the process (literally).

**The formula is as follows:**

**Problem-Oriented Headline**

Key Issue or Challenge Facing Prospect

**Solution-Oriented Sub-Head**

Outcome they would prefer to have

**Problem-Oriented Opening Paragraph**

More details about Key Issue or Challenge

**Purpose of Service**

Ultimate Outcome-oriented second paragraph

**Intended Results**

Additional outcomes and benefits

**Success Story or Testimonial**

Short and to the point with a lot of credibility

**Structure or Process of Service**

How the service works and what is included

**Call to Action**

What the prospect needs to do next

### Your Action Step

**Write a service page for your web site following this format.** Look at the examples of web site service pages before you start.

**Marketing materials also need to be designed for readability.** They must be easy to quickly scan and extract the Core Marketing Message in only a few moments.



## Marketing Information - A Presentation

**In a presentation, you can either tell everything your service will do (process) or you can put more focus on the need for that service and the outcomes this service delivers.** Your presentation might be at a conference or professional association, at a briefing for current or potential clients, or an in-house presentation.

**The formula is as follows:**

**Problem-Oriented Opening**

Hit a nerve as to what is not working or is missing

**Ultimate Outcome-Oriented Follow-Up**

Express hope that you've found a solution

**More in-depth about the Issues and Challenges**

What have you discovered? Get on the same page as prospect

**Reveal the Ultimate Outcome**

Show that you've solved the problem and have a solution

**Expand on Outcomes and Results**

Tell more of what they'll get with your service

**Success Story**

Tie it all together with a story or two

**Structure or Process of Service**

Explain concisely some of the things included in the service

**Answer Questions**

Try to keep the focus on outcomes and results

**Call to Action**

Make a request of the audience what to do next

### Your Action Step

**Develop the outline of a presentation** that clearly communicates your Core Marketing Message utilizing correct Marketing Syntax. If you're using PowerPoint, only have enough slides to make your key points. Look at the examples of presentations before you start.





## Marketing Information - A Sales Interview

**The most successful sales interviews are where you've determined issues and needs and also agreed on desired outcomes.** Sales interviews should not be an opportunity to bombard the prospect with too many features and benefits.

**The formula is as follows:**

**Problem-Oriented Opening**

Hit a nerve as to what is not working or is missing

**Ultimate Outcome-Oriented Follow-Up**

Express hope that you've found a solution

**Ask the prospect about their issues and challenges**

What are they doing now? What's working? What's not working?

**Discuss their desired Ultimate Outcome**

Find out what they really want from a service like yours

**Explain the service, always focusing on Outcomes, not Processes**

Tell more of what they'll get with your service

**Tell Success Stories**

Bring your outcomes to light with appropriate stories

**Structure or Process of Service**

Explain (in not too much detail) how the service works

**Answer Questions**

Try to keep the focus on outcomes and results

**Call to Action**

Determine next steps to take

### Your Action Step

**Review your current sales interview process.** Rework this process so that it clearly highlights the Ultimate Outcome utilizing correct Marketing Syntax. To truly master the sales process you must practice it out loud, preferably with a partner or into a mirror. Think of it as rehearsing for a play. You need to get your part down pat and then you can work on your delivery and interaction.



## Step 6 - Marketing Tactics - The How-To of Marketing

**Which Marketing Tactics or Activities will you use to market your various services?** And what are your plans to implement those tactics? Some of the tactics you may choose include:

Networking, Industry Affiliation, Conferences

Newsletter or Email Newsletter (eZine)

Direct Mail Letters and Follow-up

Articles/Publishing (offline and online)

Presentations, Briefings

Setting Appointments

Generating Referrals

### Choosing Your Tactics

**Some services may utilize several tactics, while other services may utilize only one tactic.** In many cases, completely different tactics need to be used for different services. One way to think of marketing tactics is as "marketing recipes" with a specified number of ingredients and processes.

**Each Marketing Tactic includes all the previous five steps:** A Marketing Paradigm and Purpose, the process of Marketing Ball, Marketing Syntax, a Core Marketing Message, and Marketing Information. Finally, each Marketing Tactic requires a Marketing Action Plan (Fast Track Step 7).

**The Marketing Tactic you choose will depend on where your prospects are located on the Marketing Ball Diagram.** You will use very different tactics to get the initial attention of strangers than you'll use with prospects who already have an experience of you.

**It is not hard to find Marketing Tactics to use.** There are books filled with them. I call these "marketing recipe books." It's often a good idea to study several of these books and customize a Marketing Tactic that is appropriate for your service. Just make sure to incorporate all the other Fast Track Steps in its implementation.

**Time to choose some Marketing Tactics.** For each stage of the Marketing Ball diagram, list one or more tactics which will help you get to the next stage. The following page gives two tactics for each Marketing Ball stage.

## Choosing Your Marketing Tactics - Sample

Marketing Ball Diagram Location	Possible Marketing Tactics
Stranger to Affiliation	<ul style="list-style-type: none"> <li>• Join and get involved in professional associations, industry groups or chambers of commerce.</li> <li>• Have clients and associates introduce you to new potential clients.</li> </ul>
Affiliation to Familiarity	<ul style="list-style-type: none"> <li>• Spend time meeting with people through various networking, social and community functions.</li> <li>• Follow up with those you've met and find out more about their business.</li> </ul>
Familiarity to Information	<ul style="list-style-type: none"> <li>• Meet over lunch or coffee to learn more about their business and to share about yours.</li> <li>• Provide information in the form of articles, case studies, newsletter and eZine.</li> </ul>
Information to Experience	<ul style="list-style-type: none"> <li>• Build relationships through association activity, board of directors and community involvement.</li> <li>• Invite to executive briefing or introductory seminar/workshop.</li> </ul>
Experience to Selling Conversation	<ul style="list-style-type: none"> <li>• Suggest you speak in more depth about how you might be able to work together.</li> <li>• Follow up from introductory events and set up appointments to explore possibilities.</li> </ul>

## Choosing Your Marketing Tactics

Marketing Ball Diagram Location	Marketing Tactic
Stranger to Affiliation	
Affiliation to Familiarity	
Familiarity to Information	
Information to Experience	
Experience to Selling Conversation	

## Step 7: Marketing Action Plan - The Structure of Marketing

**Each marketing tactic needs to have a specific Marketing Action Plan that includes the following components:**

**Marketing Tactic** - Marketing Activity you'll employ

**Purpose** - Main outcomes you intend to produce

**Intended Results** - Additional desired outcomes

**Target Market** - Your ideal prospects

**Core Marketing Message** - What you're really selling

**Marketing Information** - Materials to convey your message

**Value and Pricing** - What is the service worth and what can we charge?

**Basic Game Plan** - Exact details on how this tactic will be executed

**Heart of Activity** - Most important element of the tactic

**Resources** - Ideas, money, time, and people required for success

**Call to Action** - What you'll ask the prospect to do next

**Timeline** - Action steps with dates

**This Marketing Action Plan incorporates all the seven Fast Track Steps.** It is your ultimate marketing blueprint. Now that you have done all the previous Fast Track Steps, it is relatively easy to create Marketing Action Plans. You have all the principles and components to implement a plan that is in alignment with your primary marketing objectives.

**A true marketing plan for any organization is simply a collection of detailed Marketing Action Plans** that are developed, tested, implemented, measured, and fine tuned. When you have a Marketing Action Plan that is working, it is doing one thing: Moving prospects through the Marketing Ball Diagram until they have become profitable clients.

**A Marketing Action Plan needs to be developed like a gourmet recipe or a finely tuned machine.** If you follow the Seven Fast Track Steps faithfully, you can expect a very high degree of success with your marketing.

**On the following page is a template for creating Marketing Action Plans.** In Fast Track Step 7 you will create several Marketing Action Plans for your business. These will form the foundation for the plans you'll ultimately implement.

*Insanity: Doing the same thing over and over again and expecting different results.*

**- Albert Einstein**

## **Marketing Action Plan #1 - Service:**

**Marketing Tactic or Vehicle**

**Purpose**

**Intended Results**

**Target Market**

**Core Message**

**Marketing Information**

**Value and Pricing**

**Basic Game Plan**

**Heart of Activity**

**Call to Action**

**Resources Needed**

**Timeline**

## **Marketing Action Plan #2 - Service:**

**Marketing Tactic or Vehicle**

**Purpose**

**Intended Results**

**Target Market**

**Core Message**

**Marketing Information**

**Value and Pricing**

**Basic Game Plan**

**Heart of Activity**

**Call to Action**

**Resources Needed**

**Timeline**



## **Marketing Action Plan #3 - Service:**

**Marketing Tactic or Vehicle**

**Purpose**

**Intended Results**

**Target Market**

**Core Message**

**Marketing Information**

**Value and Pricing**

**Basic Game Plan**

**Heart of Activity**

**Call to Action**

**Resources Needed**

**Timeline**

## **Marketing Action Plan #4 - Service:**

**Marketing Tactic or Vehicle**

**Purpose**

**Intended Results**

**Target Market**

**Core Message**

**Marketing Information**

**Value and Pricing**

**Basic Game Plan**

**Heart of Activity**

**Call to Action**

**Resources Needed**

**Timeline**

## **Marketing Action Plan #5 - Service:**

**Marketing Tactic or Vehicle**

**Purpose**

**Intended Results**

**Target Market**

**Core Message**

**Marketing Information**

**Value and Pricing**

**Basic Game Plan**

**Heart of Activity**

**Call to Action**

**Resources Needed**

**Timeline**

## Marketing Plans Implementation

**What are you going to do to make sure these plans are implemented?** You need to be clear about what you want, who is going to make it happen and what steps you'll take to get there. As they say, "This is where the rubber meets the road." Better an imperfect plan that gets implemented than a perfect plan that doesn't get implemented.

**You want to get very clear on the following steps and get into alignment with those on your team about each of them.** As you start to implement your plans, one of your objectives should be to "fail fast" so that you can make corrections, fine tune and keep moving towards your goals.

### Goals

**What are your top ten marketing goals for the next year?** Which are the most important? What will give you the best ROI? What will help you achieve your One Big Goal? What must you focus on in order to make sure it's accomplished?

### Accountability

**Who is going to take the responsibility for this goal being achieved?** Who will take a stand for making it happen? Who will support the achievement of this goal?

### Timeline

**What is the timeframe for the accomplishment of this goal?** When will it be started? What are the many steps necessary for its accomplishment? When will it be done by?

*The only source of knowledge is experience.*

- **Albert Einstein**

*Just Do It!*

- **Nike**

### Goals, Accountabilities, Timeline

Goal	Who	When
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

## **FAST TRACK MARKETING - Wrap Up**

**What are the three most valuable things you gained from the Fast Track Program?**

**1.**

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**2.**

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**3.**

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### **Your Personal Action Plan**

**What are the five things you're going to work at putting into action immediately?**

**1.**

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**2.**

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**3.**

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**4.**

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**5.**

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**Date**

**Today's Big Goal**

	<b>Schedule</b>		<b>Action Items and Calls</b>	
9:00				
10:00				
11:00				
12:00				
1:00				
2:00				
3:00				
4:00				
5:00				
6:00				
7:00				

**Date**

**Today's Big Goal**

	<b>Schedule</b>		<b>Action Items and Calls</b>	
9:00				
10:00				
11:00				
12:00				
1:00				
2:00				
3:00				
4:00				
5:00				
6:00				
7:00				





## Recommended Books

All of these books cover similar territory. But it's useful to get at least two or three of them, as they contain somewhat different strategies and tactics.

**Get Slightly Famous** - Steven Van Yoder

**Become a Recognized Authority in Your Field** - Robert Bly

**The Obvious Expert** - Elsom Eldridge

**Rain Making** - Ford Harding

Other very useful books on specific aspects of personal marketing

**BRAG! - The Art of Tooting Your Own Horn** - Peggy Klaus

**Million Dollar Networking** - Andrea Nierenberg

**All Marketers are Liars** - Seth Godin

**How to Develop Self-Confidence And Influence People**

**By Public Speaking** - Dale Carnegie

**Million Dollar Consulting** - Alan Weiss (pricing and proposals)

**What Clients Love** - Harry Beckwith

And these are important books that will help you think about business (and life) differently:

**A Clear Eye for Branding** - Tom Asacker

**9 Lies That are Holding Your Business Back** - Chandler and Beckford

**Love is the Killer App** - Tim Sanders (business relationships)

**The War of Art** - Stephen Pressfield (persistence)

**The Attractor Factor** - Joe Vitale (intentions)

**Loving what Is** - Byron Katie (getting past limitations)

