

The Marketing Action Group

A complete program for attracting more of your ideal, high-end clients

Everything that's included in the 9-month Marketing Action Group:

Process (What you'll do)	Purpose (How it works)	Outcome (what you'll gain)
This nine-month program includes 18 group Zoom training sessions and 18 individual action coaching sessions.	You'll learn essential marketing strategies in depth, with a lot of time and support to fine-tune and implement them.	This information and hands-on coaching will ultimately help you attract more of your ideal, high-end clients.
You'll Develop Powerful, Persuasive Marketing Materials and Strategies		
Create an attention-getting Marketing Message – "Audio Logo."	Enables you to clearly communicate the value and ultimate outcomes of your services in just a few words.	Your message will get much higher attention, interest and response from your ideal prospective clients.
You'll develop a Process-Purpose-Outcome document much like this one you're reading right now.	This simple document will help you zero in on the exact value you are offering to your clients through your services.	Prospective clients will better understand what you do, why you do it, and what it means to them in terms of outcomes.
You'll develop a concise Executive Summary of your business.	With this one-page document, you'll precisely communicate who you are and the main advantages of your business.	Prospective clients will clearly understand what you are offering, what it means to them, and make them want to know more.
You'll develop a high-end, outcome-based program (H.E.O.B.) to offer to your clients.	Such a program enables you to offer a complete solution for a client, better outcomes, and the ability offer a guarantee.	This makes your services more valuable, enables you to charge higher fees, and get better testimonials and referrals.
You'll develop an in-depth Services Information Page about your H.E.O.B. for your website.	This page will answer all the key questions a prospective client might have about your services or programs.	Your prospective clients will feel more confident that you can help them achieve the results they are looking for.
You'll develop a big-picture PowerPoint Presentation about your H.E.O.B. services or programs.	This will enable you to explain the value of your services in an interesting and impactful way through a presentation or webinar.	A presentation is often more persuasive than written materials and can be very effective at both generating qualified prospects and closing new business.
You'll collect a number of client Testimonials and Cases Studies that convey the value of your services.	Many prospects want to learn about your successes with other clients who are like them.	Testimonials, cases studies, and success stories are all persuasive and assuring for prospective clients.
You'll develop a Lead Magnet which is a report or article about your core business ideas and the work you do.	A Lead Magnet entices prospective clients to opt-in to your email list and gives them a pithy taste of your services.	A Lead Magnet results in new people joining your email list while building your credibility and value.

You'll start and launch an Email Newsletter to send out regularly to prospective clients and those in your network.	You'll stay in front of your prospective clients and your network with valuable ideas related to your services and programs.	Those on your email list tend to become the best prospective clients for your services as it builds familiarity, liking, and trust.
You'll utilize a Proposal Template that you can adapt and customize for your ideal clients and projects.	You'll quickly and simply communicate the outcomes, value, and methodology of your proposed services or programs.	This proposal template can reduce your proposal preparation time from days to just a few hours. And the format usually gets better acceptance from prospects.
You'll Implement Effective Promotional and Selling Strategies		
50 Coffee Meetings. Making connections and speaking to those in your network.	You'll learn how to make deeper connections with those in your network in a low-key way that is simple, fast and easy to implement.	This relaxed approach to connecting with your network builds your business relationships and increases word-of-mouth business.
Prospecting and Follow-up strategies with a wide variety of prospective clients.	You'll learn to reach out and introduce yourself to prospective clients from many sources beyond your immediate network.	You'll set up meetings for qualifying prospective clients and exploring if your services may be right for them.
Doing Speaking Engagements and Podcast Interviews.	Speaking and Podcast Interviews will raise your profile and get your name, business, and message in front of prospective clients.	Speaking and Interviews will give prospective clients an experience of you and your business and pave the way for them to work with you.
Creating, promoting and giving Webinars and Presentations.	Hosting your own webinar is a great way to promote your programs and services with a one-to-many connection.	Webinars are one of the fastest and most effective ways to generate highly qualified prospective clients.
The step-by-step, non-manipulative Professional Service Selling Process.	You'll know what to say and the questions to ask prospective clients during the professional service selling process session.	You will land a larger percentage of clients when you engage in this approach to selling your services without manipulation or pressure.
Solution-Based Pricing methodologies.	You'll learn how to price your services as a solution instead of charging daily or hourly fees.	Solution-based pricing is the key to both earning higher fees as well as producing better results for your clients.
Overcoming Procrastination and Stuckness.	You'll know what to do when you fall into procrastination about your marketing or get stuck in implementing your marketing strategies.	Mastering overcoming procrastination and stuckness is key to being a successful marketer of your services.

The next Marketing Action Group starts on April 6, 2022.

If you would like to be on the notification list, please contact Robert Middleton by email.