



THE AUTOMATIC CLIENT
ENROLLMENT SUPER SYSTEM
MODULE 8

In this section, we're going to talk about how to advertise your consultations in a way that brings an ever-increasing flow of prospects into your business. One of the things that a lot of people miss when they just start out is that if you want to become successful, you must turn yourself into a scientist in the study of self-promotion.

Getting people interested

We've talked about how to conduct the enrollment session and, also, some things you can do to get people to sign up for one. In this section, we're going to explore in more depth some ways in which you can generate that initial interest – the desire within people to hear what you have to say.

When you think about it, you can't host a successful webinar unless people show up to attend it. You can't conduct a paid mini-session without having some kind of client to work with. And you can't use email marketing without email addresses in your contact list.

It might be useful for you to know how to first, find these people, and, second, how to get your message in front of their eyes. That's what this chapter is about. We're going to teach you some simple yet very effective strategies for locating the clients you want to work with and then getting them to raise their hands and say, "Please give me more information."

Some of these things will require that you do them again and again over a period of time – that's just how it works. It's important to note here that most people see, hear, or are presented with several thousands of advertisements per day. Therefore, if you only state your message in a certain time one way and then do no more, it will quickly get lost within all the incoming static.

You don't need to utilize every strategy here – at least not all the time. But you do need to do a few of them every single week. One of the biggest roadblocks that stops most people from getting lots of clients, something that becomes a devastating detriment to their business, income and livelihood, is not being able to stay motivated.

Just think about it. A lot of us are in change-working professions like coaches, hypnotherapists and NLP practitioners. Or maybe you're a consultant, or some other type of entrepreneur who works one-on-one with people.

Individuals like us prefer to be in our natural element. We want to interact with clients, implement action plans, demonstrate our expertise, and improvise our communications on the fly with whatever feedback we're getting. For a lot of us, the thought of doing any type of marketing on a regular basis is something we dread.

Enrolling clients is the end result of a strategic process. If any part of the process comes to a dead halt for any significant amount of time, your customer base will dry up and disappear soon afterwards. Let's take a look at some of the things that you can do to keep people coming in for your free consultations.

- promotional events, teleseminars, webinars, trainings
- publicity/press releases, news reports, television and radio interviews as a guest expert
- follow up calling prospects who didn't enroll, sending email notifications of new products, etc.

Module 8:

WORLD-CLASS MARKETING

- posting ads, television commercials, radio, newspaper, magazines, online, fliers, banners, cars magnets, etc.
- public speaking
- networking and getting referrals

So you have six general areas of influence when it comes to marketing your enrollment sessions. You can do some of these methods for free and some will cost you a few dollars.

The truth is that you may utilize any or all of these strategies at one time or another. However, a good plan is to focus on two or three at a time, pursue those for a few weeks, and then analyze your results. After that, you work on a couple of the other methods, check your results again, and so on.

Monitoring the number of consultations you sign up through each method is essential. That's really the only way that you can know for sure what's working and what isn't. A very simple way to do this is to ask each person who calls you, "So how did you hear about me and what I do?" That way, you'll be able to apply your efforts to whatever marketing channels are giving you the biggest returns.

Over time, you'll be able to determine a good approximation of how many consultations each method is likely to bring you, and how many prospects you are likely to enroll from a given number of consultations. From then on, your business will begin running like a well-oiled machine, because you'll know exactly where and how to make adjustments; how to optimize your process and your earning potential.

For instance, if you need six new clients each month to survive and you typically sign up two at the end of every speaking event, logic dictates that you must speak at least three times this month, if that's the primary marketing strategy you're focusing on. It's a simple formula, but a lot of entrepreneurs overlook this step and because of that their businesses end up falling flat.

Sometimes you don't need to abandon a particular marketing message that isn't working; you just need to tweak it a bit. For instance, let's say you're getting a very poor response from your radio advertising. Do you just throw radio ads in the toilet and never use them again? That doesn't make much sense, because radio ads work extremely well-for a lot of people. A better thing to do might be to rewrite your message; adjust it, edit it, make some modifications, and do a little testing – at least if you can afford to.

You can even ask friends or others you know if they've heard of your ad and what they think about it. Sometimes that's what it takes to get people calling you, or to get prospects walking into your doors so you have the opportunity to enroll them in a free session.

On the next page is a marketing recap sheet that will help you stay on track with a promotional game plan that you set at the beginning of each week. It basically gives you some solid numbers to work with and a clear direction to go in. Far too many people are random with this stage of the enrollment process, and, as a consequence, they produce random results at best.

Weekly marketing recap

➤ **What two or three marketing methods am I going to employ this week?**

promotional events and training _____ press and publicity _____

Module 8:

WORLD-CLASS MARKETING

following up with prospects _____ ads/commercials _____

public speaking _____ networking _____

➤ **What efforts do I need to increase this week?**

getting prospects _____

conducting consultations _____

enrolling clients _____

following up _____

➤ **Which marketing method is currently giving me the best results and why do I think that this is so?**

➤ **How am I going to capitalize on this information?**

➤ **Which method is giving me the worst results and why do I believe that this is so? What will I do to improve that?**

➤ **Action plan for each day of this week**

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Saturday _____

Sunday _____

Hierarchy of marketing methods

Now you have some type of direction to go in, in regard to promoting your business. You have a plan of action for your marketing that you can follow through each week and make any necessary adjustments. But you're really going to have to just get out there in the field and try some things in order to know which strategies will work best for you.

At the same time, the effectiveness of these different marketing approaches generally follows a certain hierarchy. Those that are more personal in nature (that involve a more direct form of contact with the prospect) are typically more useful for drawing in new clients. Other, less engaged forms of advertising tend to fall into the lower spots within this hierarchy.

For instance, probably the very best way to build rapport with a prospect and get them to feel as though they like, know, and can trust you is to talk with them face to face or over the phone. Doing so allows them to get a sense of your general nature and your mannerisms. You can express attitudes like compassion, understanding, and acceptance through the ways that you utilize both your verbal and nonverbal language.

The next best way to promote yourself is through people who your prospects already have a relationship with – who they already like, know, and trust. This is your referral business; leads that come in from networking with other professionals and through word-of-mouth advertising from your former clients. In the minds of most people, the next best thing to having confidence in you is to have confidence in someone else who has confidence in you. This could be another service provider of some sort, a relative, friend, or even a company. Recommendations are a powerful force for producing positive cash flow in your business.

After referrals and recommendations, one of the next best ways to promote your service is by giving presentations and speeches. When you put yourself up on stage and are in a setting where others are expected to come and listen to you, it gives you a certain degree of authority right from the beginning. After all, people think, you must have done something or be somebody notable in order to assume that position. Of course, you must learn to communicate effectively; to translate your message into a language that those listening can both receive and understand, but if you do a good job of this, you'll be able to gain credibility very quickly with your audience.

The next most effective marketing method out of those we've listed is getting publicity from press releases, articles, television and radio spots, etc. It's basically having other people talk about you as opposed to you speaking directly to a group. Do you see how this works? You will have the biggest impact on potential customers by engaging with them directly. If that's not possible, however, the next best thing would be to have someone else engage with them on your behalf.

The next best strategy is to host promotional events and training. This can be a wonderful way to get leads, referrals, and clients. However, it's a slightly less powerful method than the ones we discussed above. This is in part due to the fact that when you host your own event, the first thing people in attendance are trying to decide is whether you're worth listening to or not. You don't get the luxury of instant credibility, as you would by leveraging some of the other marketing approaches. In other words, your prospects will be coming in with (at best) an open mind or (worst) disbelief and

Module 8:

WORLD-CLASS MARKETING

skepticism. During your event, it's your responsibility to bring them over to your team; to prove your expertise and demonstrate your worth.

"But," you might say, "I have to demonstrate my value no matter which method I use, right?" Yes, that's true. But there's a difference. If, for instance, someone is referred to you by another trusted professional, before that person even meets you, they will already be under the assumption that you're a competent expert who can help them in some way. In order to change their opinion, you'd have to prove yourself incapable of doing the job.

When you promote yourself by hosting some sort of event, you're in the opposite position where you must demonstrate to your audience that you **are** competent, capable, and knowledgeable about what you do. If you don't accomplish that pretty quickly, people will hang up the call, exit the online meeting place, or walk out of the room.

That being said, however, you can get a lot of new clients by hosting these types of events, especially if you become very good at doing them. And with the technology we have today, people from all over the world can register and attend.

Probably the least effective way to promote your consultations is through traditional advertising; the phone book, print ads, radio and television commercials, things like that. With radio and television, you can actually interact with the audience to a certain degree and do it in a way that generates a lot of interest. But there's a special art to creating these types of winning ads and even most professionals don't get it right a lot of time.

It's difficult to make a basic ad like this convert well. For one, people don't know or trust you yet. They don't know the intricacies of what you do or the benefits they will receive by working with you. In addition, they know you are soliciting their business; that you, essentially, want them to buy something.

That's why you have to get creative with drawing people into your enrollment process. It's not as simple as putting a couple of fliers out in public, hanging up your shingle up on the office door, and waiting for phone calls to come pouring in.

The mechanics of different marketing methods

Let's talk about some of the specific ways in which you can promote your free consultations – ones that haven't yet been discussed in this program. That way, you'll have a clear and straightforward series of action steps to follow to facilitate each of the marketing methods listed above.

★ Referrals

We know that referrals are really good for business, right? But how exactly do you go about getting them? How do you get other professionals to put their reputations on the line by endorsing your products or services?

Let's take a moment to look at some ways in which you can start generating referral business. Of course, you can do what's called *networking*. This is where a bunch of professionals get together (maybe once a month or so) and trade information, exchange business cards, and talk about what

Module 8:

WORLD-CLASS MARKETING

they do and the type of people they serve. The idea is that these professionals will support each other by creating a network through which (among other things) they can refer business to each other.

A lot of people don't like to network like this, because they see it as a insincere and contrived practice where everyone is just going through the motions and looking out for themselves. But it doesn't have to be this way. The best way to get value from a networking event is by sincerely giving it to others first. Go into it with the best intentions; with a desire to actually help other people succeed. Send out goodwill to everyone, and it will come back to you in droves.

Next, you can affiliate yourself with a number of *referral partners*. These are people to whom you will offer some type of value, benefit, or compensation for sending clients your way. This is a great way to generate referrals, because other professionals will be rewarded for each lead they send you and therefore, there's already an intrinsic motivation contained within the act of giving you referrals.

Obviously, one of the ways that you can do this is to pay for each lead. Better yet, you can offer to give the other service professional a fixed fee for each prospect that actually becomes a client. That way, they are not only motivated to send people your way, but are also looking to find the right type of people for you to work with.

Can you just imagine how this type of arrangement will streamline your business? Just think about it. You'll have other people sending you leads **and** screening your prospects; freeing up a lot of your time to work on doing what you do best. On top of that, you won't even have to spend any money out of pocket for this, because you are only paying the fee for clients who actually sign up – only when the referral has already generated extra income for you above and beyond what your payout is. Just think about what would be like to have three, four, even ten or twenty people like this working for you on a daily basis.

Another way to get referrals is to volunteer your services; give people a free sample of what you do. This is a really great strategy, because you get to accomplish two positive outcomes at the same time. Firstly, you're giving something to others that they really need, so there's an internal reward there. And, secondly, you're generating leads and potential customers for your business.

Let's say that you make and sell cupcakes out of your home kitchen. Make up 500 or so of your best ones and donate them to some charity event. While people are there to support the charity, lots of them are going to go to the event organizers and ask, "Where did you get these cupcakes from?" You'll have already put a handful of your business cards into the pockets of each coordinator and they'll have a short promotional pitch to say about your business.

Another thing you can do is join up with something called a *lead exchange* group. People get involved with this type of organization for the sole purpose of exchanging leads; of sending referrals to each other. This is a little bit different to the type of networking event that we described earlier. At networking events, people are also determining how and whether they can help each other in their separate businesses in other ways than giving referrals; providing resources or services to one another, solving problems for each other, creating alliances, things like that. To find a group that is solely dedicated to trading referrals, do an online search for the words "exchange leads" or "referral exchange."

★ Power networking strategies

Below are listed some very powerful and useful tips for getting the most of your attempts to network with others. These techniques will help you become an excellent networker; someone with whom others desire to do business and send referrals to on a consistent basis.

One of the first things to keep in mind is that even if you consider yourself to be a shy person, even if you don't typically go out of your way to talk to strangers, you – yes, even you – are a natural networker. Before you discount that last statement as being totally absurd, consider a very simple idea. Think about how much business is conducted on a daily basis due to people networking. In fact, consider how many times you network with others yourself. For instance, you might recommend your car mechanic to a friend.

When you're looking for a good dentist, or a certain type of doctor, you're likely to ask for the opinion of people you know. You may work with neighborhood parents to come up with a schedule for collecting all your kids from after-school activities. All these things can be categorized as networking. It's just that in the context of this course, we're specifically talking about networking to accomplish certain business goals.

When you go to these types of events, it's not good enough to just show up. It's *how* you show up that's important. Here are some power networking strategies that will help you make connections, gain influence, and put your best foot forward.

➔ Get good at reading social situations

Become a student of other people's behavior in group settings and learn how to properly analyze what's going on around you. One of the problems a lot of people face at networking events is that they go in too eager to talk about their own business, their ideas, what's going on in their own lives.

Power networking requires that you apply more of your energy to observing other people and figuring out their needs, interests, their emotions and agendas. When you have this information, you're in a perfect position to explain how other people can get more of what they want by assisting you.

➔ Exercise consistent *state control*

Scientists have discovered that our thoughts and emotions project an energy field from us that matches whatever vibration we happen to be in at the moment. In other words, your feelings constantly affect other people around you. Just think about this. There have probably been times in your life when you've walked into a room and suddenly you could feel tension in the air. Somehow, you knew that the people in there had either been arguing or were projecting a negative energy. It's very easy to sense what's going on in situations like this, and people can detect the same thing about you.

So go into social events with a positive attitude; with an appreciation for being able to meet the people there and an expectancy that things are going to go very well. Also, notice the energy levels of different groups and approach them at a slightly higher frequency. You don't want to overdo it, of course, and overpower everyone else. But you also don't want to come in at a lower energy level and bring other people's mood down.

However, if you're a bit more positive and enthusiastic, a bit happier and more energetic, that sort of energy will rub off on other people. They'll feel better simply by being around you. And, in order to get more of what you're bringing to the table, they will start looking for ways to help you out.

➔ **Focus outward, instead of inward**

One of the biggest problems that people have at networking events is that they become very self-conscious; fascinated with how they're being perceived by others. They are inside of their own minds and questioning themselves. "Did I say the right thing? Is my voice annoying? Am I talking too much? Do I look nervous? Am I standing up straight? Is my body language open or closed?"

What you'll probably notice is that this type of thinking is indicative of a person who is focused only on his self. But remember that one of the keys to becoming an effective networker is to focus more on other people. And you can't do that if all your attention is turned inward. On top of that, people can tell when you are not paying attention to them, when you are not really there, and that will turn them off more easily than the way that you're standing or the pitch of your voice.

Put aside any thoughts of being either accepted or rejected and simply focus on the conversations, the relationships, the connections with other people. When someone is talking about a particular challenge they have, think about that and only that. Imagine that you're going through that situation yourself; see it as though you were in that circumstance, looking at it through your own eyes. Doing this will help you gain a much clearer understanding of what's happening in that person's life. If you do this, you'll automatically begin to communicate with a great deal of empathy and understanding. The other person will pick up on this (at least subconsciously) and you'll begin to forge a genuine bond with one another.

➔ **Don't take yourself too seriously**

It's okay to display a little playfulness or a little lightheartedness in these types of situations. It will probably be a welcome break from the seriousness a lot of your counterparts face day in and day out. Offer a clever joke or a little innocent humor from time to time. However, make sure you aren't being mean, judgmental, or critical, and that you aren't attacking people in any way. Jokes should be neutral and fun for everybody. You can even mention something funny that happened to you as a way of displaying that you're strong enough to laugh to yourself.

➔ **Don't accept your instant judgments of people at face value**

As human beings, we tend to make very quick snap judgments about other people, often within just a few seconds of meeting or seeing them for the first time. Sometimes, you may notice things about what a person says, or the way they act that gives you insights about certain aspects of their character. More often than not, however, those instant judgments have everything to do with you and nothing to do with them.

Remember that we all have our own personal history; a running storyline filled with a host of different characters, dynamics, events, interactions, and experiences. We're also conditioned by our families of origin, our culture, and subculture, the media, social structures, and so on. What happens is that what we see is someone who reminds us of an imagined or real character from our story, we tend to project qualities exhibited by the latter onto the former.

Module 8:

WORLD-CLASS MARKETING

So remember that those ideas that you project onto other people are just that – ideas. They don't really exist in the physical world, only in your mind. Give people a chance to be who they are, not who you believe they should be. Someone you may have judged harshly at first glance could end up being the nicest person you'll ever meet.

➔ Open your mind to new information

Keep in mind that a networking event isn't all about you trying to get some referrals or improving your business. It's also about learning. Maybe people whom you associate with in these situations will have a wealth of knowledge that surpasses your own in different areas. By keeping your mind open to incoming data, you may gain an insight that increases your earning potential, frees up more of your time, transforms your business, or maybe even improves your entire life.

➔ Look for the value in every opportunity to network

You will be able to gain something from every networking event you walk away from, but sometimes, you may have to do a little searching to find the hidden value in certain situations. Even if you didn't accomplish some goal that you'd set out to achieve during the occasion, don't count that as a failure. Keep your goal in mind, but don't become too attached to the agenda. Don't make it so you can only win by achieving one particular outcome. If you follow the previous suggestions, you'll have gained valuable experience, new knowledge, and important connections.

➔ Think long term

Don't think of a networking event as some type of game where you have to hit a home run on your first time up to bat. In other words, don't concern yourself with whether or not you get people to do business with you or promise to send you referrals right away. Power networking is more about nurturing quality relationships over time. Someone may not send you any new business this week, or next week, or even next month. But, if you treat people right, you will build up many long-term channels of assistance, support, and income.

Personal contact

Let's talk about a few ways in which you can initiate some type of personal contact with your prospects. A couple of really good ways in which to do this are to either contact your potential customers on the phone or to meet them in person. But you can also send them a personalized letter. You can send them a little note or card thanking them for registering on your website or signing up at your event.

Of course, you can follow up with emails as we mentioned before. You can even send a personal gift to your potential customers. This is a very powerful method for building rapport. Just think about how great it is to receive an unexpected gift in the mail from someone. It feels personal, even if you know that the sender probably gives everyone the same thing.

Here is an example. Imagine that a person goes on a website and registers to receive some free personal development training tips and suggestions for improving life. About five days later, he receives a small envelope in the mail; something very simple and quaint looking. When he opens it up, there is a little rubber bracelet to put around his wrist.

Module 8:

WORLD-CLASS MARKETING

On the bracelet is written a short, yet very uplifting, affirmation. Along with the bracelet is a one-page letter. It explains how the things we say to ourselves and the way we think on a daily basis have a powerful impact on the quality of our lives.

The bracelet is a reminder for the person to keep his thoughts and emotions pointing in a positive direction. Each time he sees it or feels it around his wrist, he has to (mentally or out loud) say the phrase a few times and think about what it means. It is a very pleasant notion, so he immediately puts the bracelet around his wrist and commits to doing the exercise.

Here's the interesting thing. He knows that he is not the only one who got that gift. But, still, he had a warm feeling inside his heart upon receiving it. It was a very thoughtful and positive gesture. Not only that, it is something most people don't do. Instantly, he felt a type of connection with the people behind that website. That's just how powerful the strategy is.

Now, do you think that if you gave someone that type of feeling, they might be more open to doing business with you in the future? Each time they used that gift, it would be another reminder of you. It's as if you're getting the chance to introduce yourself over and over again, each time building that relationship a bit more. By the time you offer them something like a free consultation, they'll be ready to accept your suggestions with an open mind.