SMARTer Entrepreneurs

FREE QUICK CARD

MARKETING I QUICK CARD MK-01

Still on their radar?

Fifteen minutes, your market maths, and the questions a good coach would ask you.



The practice

Most of the businesses you would like to work with do not need you this quarter. Research for LinkedIn's B2B Institute suggests that something like 95% of your potential clients are not in the market at any one time: a rule of thumb, not a law, but the shape holds.

Most owners market only when the pipeline is empty: planting seeds on the day you are hungry. A consultancy with a list of 300 worked out that about 15 come to market a quarter. The only question was how many of the 300 would remember it when they did.

Your market maths

How many businesses are on your realistic target list?	
Roughly how many years do clients stay with an adviser like you?	
So about how many come to market a year? (list divided by years)	
How many of your list would recognise your name today?	
Where did your last ten new clients first hear of you?	
The one thing you will do every week for eight weeks, busy or not	

Try this this week

Write down twenty businesses or people you would like to work with. Tick each one that would recognise your name; tick again if they would know what you are good at. The gap between the columns is your marketing plan.

THE OTHER SIDE OF THE CARD

Coach yourself

Fill in the front first. Then take fifteen minutes with these, in writing.

1. How many of your list come to market in a quarter, and how many of those would remember you?
2. When your pipeline was last full, what had you been doing three to six months earlier?
3. What would you like the 95% to remember about you, in one sentence?
4. Look at your twenty. Which column is emptier, and what does that tell you?
5. What is the smallest thing you could do every week to stay in front of them, and what happens to it the first busy week?
6. Who in the business could keep the list and the routine if you did not?

If you catch yourself saying...

You hear yourself say	Try asking instead
"We're too busy to market"	When you get quiet again, what will you wish you had done now?
"I hate self-promotion"	What would it look like to be useful to them instead?
"People know me"	Who knows the business, rather than you?

ONE HARDER QUESTION

If the next quiet patch is as long as the last one, what will it cost, and what are you doing today about it?

Keep it going

Fix the routine for eight weeks, with a day of the week. Decide who keeps the list and which monthly meeting asks what went out and what came in. Three dates in the diary: 3, 6 and 12 months.

When to get help

Brand identity, website build and paid advertising are specialist jobs. Decide what you want them to achieve first, so you can brief well.

What a coach adds

This card gives you the questions. What it cannot do is notice which one you avoided. It is one of the SMARTer practice cards, covering the ten key areas of a business that sells expertise.

> Talk yours through with your SMARTer coach and mentor: book a Discovery Call at smarterentrepreneurs.co.uk

Quick card MK-01 v2, October 2026. Sources: Dawes, for the LinkedIn B2B Institute (2021); Binet and Field, The 5 Principles of Growth in B2B Marketing (2019). © 2026 SMARTer Entrepreneurs. Free to share with other business owners, unchanged and with this notice.