

MARKETING | QUICK CARD MK-01

Still on their radar?

Fifteen minutes, one list, 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. They have an adviser they are broadly happy with, or a problem they have not yet noticed. That is not a reason to ignore them. It is the whole reason marketing exists: so that when their moment comes, your name is the one they think of first.

Research for LinkedIn's B2B Institute by Professor John Dawes suggests that, because businesses change suppliers only every few years, something like 95% of your potential clients are not in the market at any one time. It is a rule of thumb, not a law, but the shape matters. A business that only markets when the pipeline is empty is always talking to the smallest part of its market.

Your market maths

How many businesses are on my realistic target list?

Roughly how many years do clients stay with an adviser like me?

So about how many of my list come to market each year? (list divided by years)

How many of my list would recognise my name today?

Where did my last ten new clients first hear of me?

A consultancy with 300 target businesses, each changing adviser about every five years, has about 60 coming to market each year. If 1 in 10 of its list remember it, it wins about 2 of them; if 4 in 10 do, nearly 10.

Try this this week

Write down 30 businesses or people you would like to work with. Put a tick next to each one you think would recognise your name, and a second tick if they would know what you are good at. The gap between the two columns is your marketing plan.

Coach yourself

Set aside fifteen minutes where nobody can interrupt you, and answer in writing. An answer looks surprisingly different once it is on paper.

G

GOAL

What would a steady flow of the right enquiries do for me?

R

REALITY

Where did my last ten clients come from, and when did I last market, and why then?

O

OPTIONS

What could I do every week, whatever the pipeline says?

W

WILL

What will I do each week for eight weeks, even when busy?

If you catch yourself saying...

You hear yourself say	Try asking instead
<i>"I hate self-promotion"</i>	What would it look like to be useful to them, rather than promote myself?
<i>"It has to be perfect before I post"</i>	What is the cost of good enough, compared with the cost of silence?
<i>"We're too busy to market"</i>	When it goes quiet again, what will I wish I had done now?

ONE HARDER QUESTION

My pipeline goes quiet every year. What will I do differently this time?

Keep it going

Marketing stops when the business gets busy, which is how the next quiet patch is made. Give it a weekly slot and an owner, and put check dates in the diary: 3, 6 and 12 months from today.

When to get help

Branding, websites and paid advertising are jobs for specialists. If you need work this month, start with direct selling: being remembered will not fill this month's gap.

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 me: book a Discovery Call at smarterentrepreneurs.co.uk

No pitch, no pressure, and you'll leave with something useful either way.