

GET CLIENTS NOW!™ AGENDA

Session 1: Overview of the Universal Marketing Cycle, Determine Your Program Goals

Learn and review some of the basic principles of professional service marketing, and determine where you may be stuck in your own marketing. You will learn about:

- Effective marketing strategies, and their potential impact on your results
- The universal marketing cycle
- Choosing where to focus

Session 2: Prepare for and draft your tailor-made 28-day marketing program

- Choose the best marketing strategies for you given your personal strengths, target market and business development needs/goals
- Select your success ingredients (those things you need to do to be more effective in your marketing efforts)
- Draft your 28-day marketing plan

Sessions 3-7: Implementation and Coaching for Success

- This is the real value of the GET CLIENTS NOW!™ program - the follow-up coaching sessions
- You will actually implement the program you designed for yourself in the first 2 sessions.
- You will receive coaching on doing what you said they would do, receive help solving logistical problems, and assistance with overcoming internal barriers to success.