

# ADMINISTRATIVE VIEWS

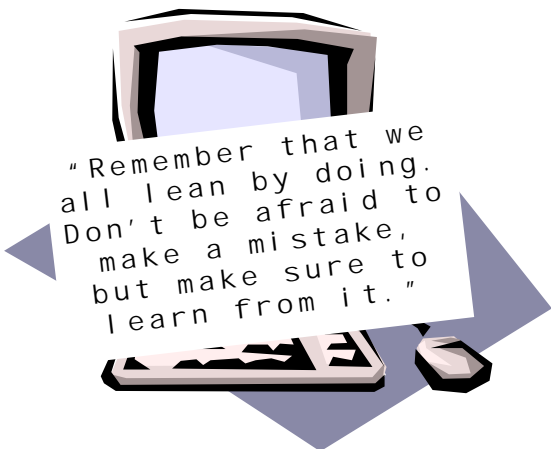
Accurate Business Services (Contact: [Jeannine@Accbizsvcs.com](mailto:Jeannine@Accbizsvcs.com))

Volume 5, Issue 3

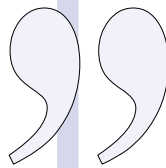
Summer 2005

## Keeping Pace in the Marketplace!

Okay, did that title grab you, or just make you laugh? I hope it got your attention. Working virtually, and having a well-established practice has not translated into an “all knowing”, “all seeing” business aptitude. After working full-time at my practice for more than seven years, I am amazed at how much technology continues to change, and has far surpassed my basic business needs. I’m quite comfortable with my skill level, and enjoy handling the specialized services that I provide to the real estate and legal markets, but I’m still haunted by some who might try to dictate my need to have additional skills I do not require in order to run my business.



Now don't get me wrong, I believe in continuing education and in constantly learning and evolving, and there are lots of great new technology based gadgets that can make my life simpler and increase my productivity, but there are



**It will be just like working in the corporate world, you are allowing your clients..."**

technologies that have no impact or interest to me, or the continual growth and success of my business.

So while I'm always interested in learning about new products and services that can make my life easier, and help me make my clients more productive, I don't feel I should be REQUIRED to have or subscribe to any specific technology, except if I so desire.

Be wary of clients or peers who put such demands on your business. I know sometimes it can seem like it's the only way to get and maintain their business, but remember, this is your business, you make the rules, and it's your choice how and what you will do within the confines of your business. Don't let anyone take that away from you. It will be just like working in the corporate world, you are allowing your clients and peers to run your business, and that's not what you got into business to do, is it?

Although you should be willing to consider new technologies and methods of doing business, it's not a requirement to keep pace with the ever-changing marketplace. Don't subscribe to anyone who says it does!

## Get More Clients using Pull then Push Marketing By Charlie Cook

**M**arketing is like rowing. You pull hard on the oars to go forward, then lift them out of the water and push them back to finish the stroke and get ready for the next pull. Once you've got the sequence of the stroke right, you and your boat slip forward through the water and build speed and momentum. If you push when you should be pulling, the boat goes backwards, or, even worse, you lose your balance and fall into the bottom of the boat.

One of the biggest mistakes people make in marketing their services is to simply PUSH information about their services and themselves out to prospects and hope that this will result in attracting prospects. Unless you are already a household name and in such demand that your phone is ringing off the hook, this approach rarely attracts the numbers of new clients you want. The result is that most marketing falls into the bottom of the boat instead of propelling your business forward.

An alternative to the typical push and hope approach to marketing is to PULL prospects in and then in the context of a growing relationship, PUSH useful information out to them. If you want prospects to remember your firm when they have a need for your services, start by attracting their interest.

Generate interest by focusing on what your potential clients want and the problems they need solved. Use this client centered marketing strategy to pull prospects in so you can push your expertise out to them. Give them ideas they can apply instead of information about credentials, or past clients. Like rowing your boat, you won't move very far unless you repeat the sequence again and again.

Are you pulling prospects in or just pushing your information out? Review your marketing materials to see if you have the sequence right. Take a look at your web site, brochures, newsletters, correspondence and proposals.

### **PULL TACTICS** – `Client' Centered

Do your marketing materials

1. Begin with a clear identification of the niche market(s) you work with?

2. Lead with client problems and concerns?
3. Use the two elements above to create a picture that your target market can identify with?
4. Provide useful ideas that your target market can use and that demonstrates your expertise?

### **PUSH TACTICS** – `You' centered

Do your marketing materials

1. Focus on you, your services and staff?
2. Focus on glowing testimonials and your client list?

Which works best? Both. The challenge is getting the emphasis and order right. The pull then push marketing sequence that works to move your business forward involves the following:

1. Create resources that pull prospects to you and your firm
2. Get prospects to give you their contact information (Most firms let over 99% of the people who see their information go away and never follow up)
3. Push useful information out to self-selected prospects on a regular basis. (Remember the majority of buyers won't make a purchase until they've had a minimum of 5-6 contacts with your firm.)

When your prospects have a compelling need, they will turn to the firm that they've had regular communication with, know and trust. At some point prospects will want more details about your services, credentials and testimonials. But this is often the last information you need to provide.

Use the pull then push strategy to get your marketing moving. You'll be amazed as you watch both your prospect and client lists grow and your business gains momentum.



=====  
22003 © In Mind Communications, LLC. All rights reserved.  
=====

The author, Marketing Coach, Charlie Cook, helps independent professionals and small business owners who are struggling to pull in more clients.

Get a copy of the marketing guide, 7 Steps to Get More Clients and Grow Your Business. Get the FREE marketing guide now: [CLICK HERE ==> http://www.charliecook.net](http://www.charliecook.net)  
<mailto:ccook@charliecook.net>  
=====

## "Keep Learning,"

by Susan Dunn, MA, The EQ Coach

**Y**ou must learn day by day, year by year, to broaden your horizons. The more things you love, the more you are interested in, the more you enjoy, the more you are indignant about--the more you have left when anything happens." -- Ethel Barrymore

Al Siebert, Ph.D., who studied resilient seniors, discovered that they had "a childlike" curiosity, and a lifelong love of learning. People who die in their 5th and 6th decade had this life trajectory: school, then work, then leisure. Resilient seniors had combined all three throughout their lifetime.

Take a look at this painting - <http://www.susandunn.cc/images/neophyte.jpg> .In fact print it out and put in on your computer. It's called "The Neophyte," which means "newly converted." However, I see this painting symbolically - the men as "people" and all the same age, but the one who is learning is alive!

I've seen this happen repeatedly with coaching clients who are in a midlife crisis. Some are burnt out on their jobs, others on their careers. They feel they've failed to find the prescription for "a happy life." It's all "been there, done that." They're like the old men in this painting - asleep, bored, exhausted, resistant. They know this, but don't know what to do about it.

Once they start learning something new, they become excited again. As one of them told me, who was an expert on homelessness and explained this complex social

problem to the public, "I long to sit in the back of the room and be the one raising their hand saying 'What does that mean?'" My prescription to her was that she do exactly that!

Once she put herself back in that position-changing careers completely-she came alive again.

This takes courage, because it often means the battle of the golden handcuffs. It also goes against the societal grain that we become experts and stay there. But those who are willing to forego the ego trip and the money which hasn't bought happiness, benefit.

However, you need not do it so dramatically.

You can learn new things in your own field, learn a new language, learn a new hobby, or travel to a new land. Too old? One of my clients who's 58 became fluent in German in two years. Another, who's 60, went from zero to designing websites in three years.

However you choose to keep LEARNING in your life, the evidence is in that's it's one of the best things you can do.

(c)Susan Dunn, The EQ Coach,  
<http://www.susandunn.cc> . Coaching for all your needs. [Mailto:sdunn@susandunn.cc](mailto:sdunn@susandunn.cc) for FREE ezine.



*For your convenience we accept all major credit cards through PayPal.com*



## Accurate Business Services

P. O. Box 206  
Arnold, MO 63010-0206  
Toll Free 1-888-547-6392  
www.accbizsvcs.com  
Jeannine@accbizsvcs.com

Did you know we accept all  
major credit cards?

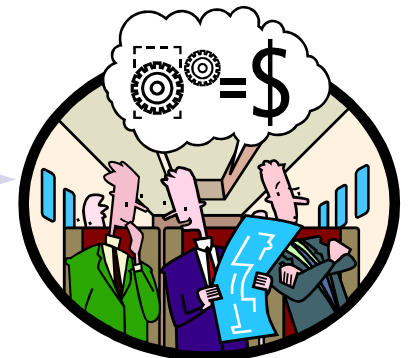


Focus on the things that you get paid  
well for doing...

Hire a VA  
Let them do the paperwork!

### What's inside:

Keeping Pace in the Marketplace  
Get More clients Using Pull then Push Marketing  
Keep Learning



### Business Tips      TRICKS OF THE TRADE

**T**his quarter, I'm discussing how to use the old "tricks" to market ourselves, but give them a 'fresh' feel to keep clients interested in learning more.

We all know that referral business is the best way to get new, qualified leads, but we don't get the full benefit of referrals because we just don't know how to ask...and ask again! Try purchasing a sticker to put on your invoices and envelopes encouraging clients, friends and peers, as

a reminder that you enjoy working with them and would like to work with more clients just like them.

This compliments them and makes them think of other people they know who might be a good fit for your services.

The next time you're discussing business with a client, before ending the conversation, ask them if they find your services beneficial...or how you're doing for them. With any positive response, ask them if they might

know of anyone else that could use your services. It's really in their best interest to keep your company strong so you'll be there long-term to provide them with top-notch services.

If you cannot expand and grow your business, you may have to close your doors, and then they would have to go through the process of interviewing and training your replacement!

Be creative, but don't be afraid to ask.. :)