

**More**

**Client Generation**

**Strategies**

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## Bait System

A method that can provide you with a constant flow of leads…

**SPECIAL NOTE: More than any other, this system isn’t just for you the consultant, it is for you to show your clients how to use and implement for their business.**

Your first challenge as a Business Development Consultant is to find clients who will pay you to do what you do best -- help others become better business men and women. One of the best ways to help others is to first help yourself by becoming a master at generating highly qualified prospect leads. You’ll be performing this invaluable service for others. But first, you will master the art of doing it for yourself.  
  
That’s what this strategy is all about, and what will be discussed here. In these section, is outlined a powerful lead generation technique. It’s time tested, and anyone with basic understanding of what makes people buy can implement it, and start producing leads in a very short amount of time. This system has experienced various incarnations in past years, but here we are going to call it *The Alchemy Bait System*.

Why The Bait System Can Be So Powerful

1. The Bait System is literally self-generating. You make the most money when you have prospects in front of you demanding your services. Finding those prospects is important, but it can take time, and the work of actually fishing for leads does not earn money. Any seller only makes money when they sell to people after finding them. The Bait System is designed to be non-labour intensive. It brings in a steady flow of leads so that you can concentrate on the actual process of consulting with your captured clients.
2. The Bait System generates “qualified” leads. That’s important. Anyone can find thousands of names right now by simply opening up the nearest phone book. But how many of those names are guaranteed to want what you’re selling? The Bait System doesn’t waste time by producing cold prospects. It generates names, addresses and even email addresses of hot prospects.
3. The Bait System has a built in methodology that creates prospect names who will give you permission to contact them. It eliminates cold calling.
4. As a professional consultant, you are concerned about your image and reputation. The Bait System is designed to create positive impressions among your client base, and bolster the your image as an expert in your field.

You stay in control. If your business is currently white hot and you have all the prospect leads you can handle, the Bait System can be throttled back on command. Better yet, you never has to worry about a business slow down because the Bait System can be “turned on” when more fresh leads are needed. The Bait System helps manage growth at the pace that’s best for the capabilities of your schedule.

Leveraging the Psychology of Potential Buyers

The Bait System goes right to the source as it seeks to produce hot leads -- it appeals directly to the mind, and to the basic needs and desires of human beings. As psychologists have been telling us for years, certain behaviours are triggered by certain stimuli. The Bait System identifies 5 specific and powerful human motivators:

**Motivator No. 1** -- Some say love is the most powerful human emotion, but there is another mental state that may be as powerful, or a very close second. That mental state is curiosity. Once curiosity is aroused, most people feel a powerful urge to scratch that itch -- they need to find out more.  
  
**Motivator No. 2** -- Human beings naturally seek out and use the things they need or want in life. If they perceive very little risk in getting something they want or need, they are far more likely to act to get that thing.  
  
**Motivator No. 3** -- Just about everyone alive today is bombarded daily with advertising messages -- so much so, that just about everyone has "evolved" a natural defence against this constant onslaught. They are hyper-sceptical, and most often turned off by traditional advertising messages, and slick sales pitches. People know that advertisers will say just about anything to get people to open their wallets. They trick is, then, to somehow reach beyond this natural self-defence mechanism in people and appeal directly to their curious minds. A marketing messages needs to get past that natural “gatekeeper” which is the defence and scepticism of all ads. When people think they are reading a straight, objectively written news article, they are not approaching that information with their advertising “BS filter” engaged. Most people willingly choose to read a news story, article or editorial if they are curious about it what it portends to be about.  
  
**Motivator No. 4** -- People naturally pay attention to information they believe to be important to them -- information which has direct bearing on their lives. For example, a person suffering from persistent migraine headaches will be highly motivated to read all they can about methods of relief. A person who has never or rarely suffered a headache will care less about such information.  
  
**Motivator No. 5** -- Everyone loves a free offer. Just about all people eagerly accept something for free, even if they don't need it. Offering something for free -- with absolutely no risk attached -- is one of the greatest motivators known in marketing.

Each of the above factors motivate people to take action. So the question becomes: Is there a tool that can take advantage of all five of these basic motivators? And the answer is "Yes." There a perfect tool, and its called "an advertorial."  
  
An advertorial, as its name suggests, is a cross between an advertisement and an editorial. It runs in a print publication, looks and reads very much like a regular news story or feature article, but is actually tailored to deliver the specific message you want to deliver. We'll talk more about the advertorial in a minute, as well as non-print kinds of advertorials.

**The Five-Step Bait System Strategy**

It is important to understand the five steps necessary to make the Bait System work for you in developing leads on clients.

**STEP 1:**   
**DETERMINE WHY PEOPLE WANT YOUR PRODUCT OR SERVICE**  
  
Most people buy a product because it solves a problem, fulfils a need, or provides for something that is missing in their lives. For some products, it's easy to discern the basic motivations for buying it. To take a very fundamental example, people shop at the grocery store and buy food because they are hungry and need to eat! But people also buy things they don't especially need, and could easily live without. For example, why buy a diamond necklace? It solves no basic problem, fulfils no fundamental human need. But a diamond necklace fulfils all kinds of artificial, psychological need -- the aesthetic need to own something beautiful. A man gives his wife a diamond necklace because it symbolizes his love for her. A diamond necklace can also enhance a person's prestige and image in society.  
  
Human beings are complex psychological creatures. They have both basic "must have" needs like food and shelter -- but they have also developed needs for all kinds of other things that may not be necessary to basic survival. Whatever the case, you must understand why a person wants to buy what you're selling, not matter what it is.   
  
Many business owners go directly to the source. They ask their customers why they purchased what they did. Why did they want it? Why did they need it? The business owner probably already has a good idea of why people need the product, but sometimes greater insight can be gained when asking people directly. Many business owners are surprised about the multitude of motivations people entertain when they make buying decisions.   
  
Employees and sales staff are another great resource for exploring the basic buying motivations of your target market. Sales people are "on the ground" so to speak, and they speak directly with customers every day. The insights the sales staff may have can be invaluable.  
  
Your business is helping other businesses become more profitable. But there may be many permutations in the motivations of the business owners who will eventually become your clients. In general, you can assume they all want to make more money. But it doesn’t hurt to separate out the many needs and desires of business owners. That’s because every desire is a motivation you can make your appeals to as you seek to attract qualified leads.

**STEP 2:**   
**WRITE A SPECIAL REPORT**  
  
A special report can be a document of varying length, from 5 to 25 pages in length, or possibly longer. Its topic should match an interest that your optimum customer profile is likely to possess. The best special reports are like little "How To" booklets which offer valuable information. Ask yourself, "What problem does my product solve?" or "What need does my product fulfil?" For example, a company selling a weight loss product might title a special report, *"How to Safely Lose 28 Pounds in 13 Weeks."*  
Incidentally, using specific numbers in report titles is an effective way to build credibility and suggests to readers they are getting highly specific information.  
  
An important point: The special report is not an advertisement, and should contain no hard sales pitches or any other kind of overt advertising come-ons. Rather, it is straight information about a subject that people want to know about, and which they are likely to be highly curious about. Special reports that promise information on how to solve common problems are an excellent idea.  
  
The special report can be created as a paper document, such as a small booklet, a CD audio program, or even as an e-book. A video production can also be a special report.

**STEP 3:  
CREATE A DIRECT RESPONSE ADVERTISEMENT**

Everyone knows what a newspaper editorial, article or column looks like. Step 3 involves creating a document that looks very much like an ordinary newspaper piece, except it will not be a straight news story. Instead, it will read like an informational article, but will subtly promote your business consulting service. This is your advertorial.  
  
The advertorial should contain some key elements, including:

1. An attention-grabbing headline. A headline that is the same or very similar to the special report title is a good idea.
2. The advertorial must be written in newspaper style, on in a way that matches the other stories in the publication it will be placed it. It should read like, and have the look and "feel" of a regular news story.
3. Most news or informational stories began with what is called "a lead." In journalism, the lead tells the *"who, what, where, when and why."* In other words, the lead sentence conveys the most important information in the article. It sums up what the rest of the article is going to be about. But the advertorial should also contain interesting and provocative information in the lead, such as stating a common problem. Example:  
     
   *"Crime experts say home burglary cases have risen 58% nationally, and are likely to increase even more in coming months."*
4. After you have clearly stated the problem, tell your readers that a special report is available that speaks directly to solving the problem. For example, write: *"Homeowners can dramatically reduce their chances of having their homes broken into by requesting a special report titled; ‘****How to Safeguard Your Home Against Intruders’****, which is available free going to www.SafeguardYourHome.com."*

Remember what we said about basic human motivation. Everyone is delighted to get something for free, especially if it is information they care about. People living in neighbourhoods or cities with high crime rates may be highly motivated to get a free report that offers a solution to a common problem. Offering it for free is better than charging even a small fee. A fee, however small, is still an impediment for taking action. The best marketing vehicles make it as easy as possible for people to respond, and with the least amount of risk.  
  
The example used above is very similar to that which a dealer in electronic home burglar alarm systems used with extreme success to produce thousands of leads for its product. Again, each business must shape the subject matter and topic of the advertorial and report to match the attributes of the company product, and what it does for the people who buy it. That means as a business development consultant, you should select topics that appeal to business owners, such as, “How Any Small Business Can Increase Profits by 58% in 3 months.”  
  
Some other possible titles that may appeal to prospective clients of a Business Development Consultant:

“How Any Business Can Get All the Free Advertising It Needs.”  
  
“The Tesco Killer: A Small Business Strategy for Competing Against the Big Boys.”  
  
“16 Golden Rules To Immediately And Massively Grow Your Business.”  
  
“Pulling Back From Business Bankruptcy: A Game Plan.”  
  
“26 Marketing Mistakes That Can Cripple Your Business And How To Avoid Them.”  
  
“From Small Business to Big Business in 14 Steps.”  
  
“Crush Your Business Competitors in 9 Months.”

**STEP 4 :**  
**DEVELOP A METHOD OF RESPONSE**  
  
Step 4 is critical, and it's amazing how many people do everything correctly in Steps 1 through 3, but then fail to prepare for what happens next. A well-written and placed advertorial working in tandem with a special report can produce a gigantic amount of leads in a very short time. Your must be prepared with a response mechanism to capture all the information you need from each responder when they start calling in.  
  
The best tool for this is a ‘squeeze page’ (one page) website that offers the free Special Report once they complete the Response Form.

Another way is to use an automated toll-free direct response phone system that prompts callers to submit the information you want from them: Name, address, telephone number, and possibly e-mail address An automated phone system contains a pre-recorded script that welcomes the caller, and asks them for all the information you need to contact them in the near future with your offering or materials.  
  
It's a good idea to tell callers that they are listening to a "free" recorded message and that that by giving out their information, they are not obligated to buy anything at the moment, and that all of their information will be held strictly confidential. Right now, you are just gathering information for future contact.

**STEP FIVE:  
CREATE AN EFFICIENT FULFILMENT SYSTEM**  
  
Be aware that getting a lot of leads also means that you need an efficient system for handling them, and dealing with them in the future. It may be best to find a software program designed to handle multiple contacts with a large number of individual names on a database list.  
  
Keep in mind that you may be mailing each responder up to five marketing messages -- if there are hundreds, for example, keeping track of who is getting what and how many times can quickly become a significant logistical challenge. You’ll also be dealing with responses, perhaps requests for additional information, and any number of other kinds of follow-up contacts.  
  
Thus, what’s needed is an easy-to-use, efficient database management system. Consult with a computer or software dealer to recommend a system based on what is being done. This is where leveraging the expertise of others will be of enormous benefit. The more automated the response and fulfilment process, the easier the effort will proceed, and the faster you can get down to the real business of providing your consulting services.

Multiple Contacts Is Key

Generating large numbers of leads is, in many respects, the easiest part of marketing and selling products. Making the actual sale is more difficult. You should try to secure the client at the first meeting but experienced and successful entrepreneurs will tell you: Prospects who don't make a purchase on first contact, may purchase on a second or third contact.   
  
Thus, consultants must not only be ready with a sales response tool -- such as a sales letter -- to send out to the leads who call you for more information, but should also have secondary and tertiary response vehicles to follow-up on first-time offers that produced no results.  
  
All experienced sales professionals know that the first time a customer says "No" is really an opportunity to set up the actual sale. It takes persistent and multiple contacts to achieve a high percentage of sales proportional to the number of leads received.   
  
Follow-up can also be done in a number of ways, including sales letters, telephone contact, e-mail, a live face-to-face visit, or whatever tools you have at your disposal to sell the prospects that have responded to your advertorial and special report. Keep in mind, the fact that someone has responded to or requested information means that they have demonstrated tan interest in what is being sold. People that respond to advertorials and special reports are "highly qualified" customers -- yet, it may take some persistence to sell them in the end.

Not Limited To One Medium

The great thing about the Bait System is that it can be applied to a wide variety of communication tools. This report, has focused on the use of the advertorial, using the print media as host -- newspapers, magazines, shoppers and any other printed product that has a lot of daily or regular readers.  
  
But you are not -- and should not -- be limited to print. The Bait System can be adapted to any form of public discourse, such as radio, the Internet and television. It can even be used at pubic trade shows or at shopping centre stands.   
  
For example, you can create a radio advertorial with a professionally recorded message that sounds very much like a radio news report, which describes a common problem, and then offers a solution in the form of a 800 number offering a free report -- or perhaps offers to send a free audio program to the first 100 responders.   
  
Always remember the element of free -- but at the same time, keep in mind that just being free is sometimes not enough. The thing is, today's demanding consumer market, many people not only want something for free but want something of real value for free. Keep thinking about human psychology and the power of motivation. If people will be motivated by a free offer, they will be even more motivated by free offer that has some strong perceived value.

Using A Niche For The Bait System

In the United States, the National Enquirer is a tabloid newspaper that boosts a whopping 32 million readers. Because of these big circulation numbers, buying an ad in the Enquirer is extremely expensive. But -- to reach 32 million people with just one ad -- that's worth some big advertising bucks, isn't it?  
  
Well, the answer is, not necessarily, and not even usually. Many people buy high-priced display ads in the Enquirer every day, and wait with excitement for the results. They reason that even if just one percent of the 32 million readers respond to the ad -- they’ll have thousands of new leads! Let's just say that results the vast majority of time from such ads are, well, underwhelming. Too many make the critical mistake of thinking that big circulation numbers are everything. But that’s wrong.   
  
It's not how many people respond to an ad -- it's how many QUALIFIED PEOPLE respond to an ad. The problem with big circulation venues such as the National Enquirer, or even the Internet for that matter, is that they represent millions and millions of anonymous people, the vast majority of which who may not have a care in the world about what is being sold.   
  
But when one offers specific information about a specific problem or need, the offer is almost guaranteed to garner only those people who are certain to have a high degree of interest in what is being sold. Also, the more narrowly you can define your market, and those media vehicles that reach those tightly defined markets, the better end result you will get when you attempt to secure clients.  
  
That's why a specialty publication, such as a trade magazine with a circulation of 3,000, can easily outperform a gigantic publication that reaches a general audience of tens of millions. The key is to focus the selling time on highly qualified prospects, and not waste time with anonymous names plucked from a phone book at random. If finding leads was that easy or that simple, every salesman alive would simply get out the biggest phone book he could find, start with the "A" and start working his way down!  
  
That's why the Bait System can work so well. It's designed to not only appeal directly to the kind of customer each business model wants, but also uses basic human psychology to stimulate action from them -- and the action the seller wants is to get new prospects to make contact and request more information.

The Bait System Will Work For Any Kind of Business, Including Your Consulting Business

All good businesses do two basic things: Solve problems and provide for fundamental needs. This includes nonessential psychological needs in that definition. If a business is solving a problem or fulfilling a need, it can create free information products that inform people how to solve problems and fulfil needs.  
  
**Not only can you use the Bait System to generate leads for your consulting services, but** **you can also suggest it as a way to help your future clients find more leads for their businesses.**

Enhancing The Bait System

The best sellers and entrepreneurs never rest on past success. They are constantly looking for ways to improve results, squeeze out more profits, make a good thing better.   
  
Even if an advertorial works well, the seller may want to try to improve it with a stronger headline, by placing it in different publications, or by adapting it to different mediums. The seller can also try to make the content of the special report more compelling, prompting more people to make contact.   
  
On the one hand, if the effort is producing all the leads one can handle, there is probably no reason to mess with success. On the other hand, having all the leads one needs places you in a position of strength and affords the luxury of some experimentation.  
  
The bottom line is, the Bait System is a good place to start, and will work for you if executed correctly.

## Telephone Marketing

The telephone… The quickest way to business…

There is no doubt that the telephone is a very powerful marketing tool. There is a saying: What is the quickest route between a sales person and a prospect… The telephone!

Cold calling on the telephone isn’t for everyone. Indeed, for many is can be a soul destroying exercise that makes them break out in a seat just thinking about it. However, following up qualified leads – people that are expecting you to call or people that you know want what you have is a very different proposition.

The following two telephone strategies are both based on cold calling. The first is a script that has been used very successfully to gain appointments and clients. The second uses an enquiry approach to businesses that have placed advertisements or distributed marketing materials, flyers or ‘junk mail’, and is a rather novel and unusual approach that can yield a solid response.

**Telephone Marketing Script**

“Good morning/afternoon Mr Smith, my name is ……………… from……………

“We specialise in helping small to medium size businesses grow massively and quickly but most importantly showing you how to out-manoeuvre, out-sell even out-market your competitors before they even know what hit them.”

“Mr Smith, surely this would be of interest to you?”

“So, tell me what are the biggest problems or challenges that you face in your business today?”

“What prompted you to start the business?”

“How long has the business been running?”

“How many staff do you have?”

“What is your annual turnover?”

“What are your main products and services?”

“What methods do you currently use to get new business at the moment?”

“How many current customers do you have on your database? Current? Past?”

“How serious are you about growing the business and increasing your profits? On a scale of 1 to 10, one being not at all and ten being absolutely right now, do or die, must fix this…. Where would you be? (If not 10, why not?)”

**[Go through remainder of fact find, remember to ask searching questions, listen carefully, take notes.]**

“Mr Smith, you need to sit down together with …………….. he/she will show you how we generate more leads and sales, uplift your average sale value and work on improving your conversion rate…”

“Grab your diary Mr Smith…”

**[Always make sure that all the decision makers attend the meeting and that they set aside one and a half hours of uninterrupted time.]**

## Direct Mail

* *Now, one of the most underutilised client generation strategies…*
* In this electronic age of the internet, Web pages, satellite TV, Web casting, pod casting and text messaging, is sending paper “junk mail” through the old fashioned postal system still an effective way to market?
* In a word: “Absolutely.”
* Direct mail is still very much “in the game” and it’s a tremendous way to market your consulting business and reach new prospects. Direct mail is still some 300 percent more effective than advertising in print publications or on radio or TV.
* Like Web marketing, it would take an entire book, if not several books, to learn everything you could about effective direct response marketing through the mail. I am going to touch on some highlights here, and trust you to look into this further on your own.

1. **The Mailing List Is Extremely Important**  
   Even the best, most compelling and tightly-worded sales copy for direct mail pieces can be wasted if the stuff is sent to a list of people who could not care less about what you are selling. Thus, you must obtain a list of names with “qualified” prospects for what you are selling.  
     
   How do you obtain the right list? Two choices: From a professional list broker, or by gathering your own names using your own resources. Lists obtained from professional brokers can be expensive. But it’s a general rule of direct mail that if the list is “cheap” it’s probably no good. The best lists will cost a bit of money, yet be well worth it. Be careful, though. Not all list brokers are created equal. They all make big promises about the quality of their lists, but that quality varies greatly. Try to get a personal recommendation for the name of a good list broker that can be trusted.  
     
   The best lists are not only highly qualified, but “hot.” By that, I mean all the names of the list must have been gathered within the last two months, or even sooner. Mailing lists have very short “half-lives.” With each week that passes, the value of each name on a list degrades. You want the names of people who are ready to buy now, and not the names of people who expressed interest in your expertise a year ago. Good list brokers “clean” their lists frequently and constantly replenish their names with new ones who have been active in the target market recently.  
     
   How do you gather your own names? There are many ways. You can employ your Web site to generate opt-in e-mails from which you can also glean postal addresses. You can form a joint venture with another consultant or company, and gain access to that person's or company’s list. You can attend trade shows and have people sign your guest book at your booth. You can get referrals from your existing clients or your inactive clients. You can conduct your own public seminars. Everyone who attends is another name for your list.
2. **Your Direct Mail Piece**  
   A lot of consultants I know keep this very simple. They write a one or two page sales letter and start sending it out. But your direct mail piece can be anything from a small postcard with just 50 words on it, to a full-blown package which contains a multipage sales letter, coloured brochures, action forms, free gifts, and more.  
     
   Whatever you send, it’s vital that it be well written with compelling sales copy that quickly captures the interest of readers and prompts them to take immediate action. Again, writing compelling sales copy is a subject which could -- and does -- fill the pages of many books. Writing great sales copy is a highly refined art. If you don’t think you can do it yourself, you must hire a professional.
3. **Keep Focus On The Client**  
   Perhaps the biggest mistake made by most direct mail pieces is that they are too “me oriented.” Yes, you are trying to sell yourself, but you won’t do that by merely bragging yourself up, and going on, ad-nauseum, about your tremendous history of accomplishments. Rather, focus your message on what the client will get -- what benefits they will receive - if they call or hire you. Certainly, you have to let prospects know why you can do what you do, and tell them your qualifications. But the emphasis should be on client benefits first and foremost.
4. **Always Test First**  
   The biggest way to lose money fast in direct mail is failure to test your marketing tool before you make a mass mailing. If you’re trying a sales letter, for example, send it to no more than a 1,000 names to see if it pulls any response. If you get 1 to 10 percent response, then you’re ready to send out 10,000, or more. One percent may not sound like a whole lot, but with direct mail, this can be enough. One percent of 20,000 mailings means 20 new prospects! For consultants who can earn, say, $5,000 or $10,000 on each job, that’s not a bad deal at all. For someone who is selling a $50 product, one percent response probably won’t cut it. But this is the way direct mail works. It’s a numbers game. The bottom line is that the money which results from the percentage of positive response must outpace what it costs to pay for the direct mail campaign itself. But when consultants use direct mail, it is not “mail order.” It’s prospecting for high quality clients that are willing and able to pay your fees.
5. **Send Personal Letters**Because consultants are generally not looking for volume response with direct mail, it makes sense to back away from mass mailings in favour of writing smaller numbers of personal sales letters.  
     
   What’s key here is that you are not only addressing your letter to a particular person by name, but you also should strive to show that you know something about the recipient's business. For example, you might start out such a letter with something like:

* *Dear Mr. Johnson,  
    
  Congratulations on opening your new print shop on New Street. I think you have a great location and your chances of success are very good. As you may know, there are two other established print shops within sight of your new business.  
    
  I’m a marketing consultant and I specialize in providing my clients with a competitive edge. I’d love to meet with you and show you my 7-point plan which shows how to position yourself against other print shops in a way that gives you “can’t fail” advantages ....*
* The only drawback of personalized letters is that they are difficult and time consuming to produce in any great number, even though you won’t need a lot of them. But you can get around that by “boiler-plating” your basic message and then simply personalizing the first and/or last paragraph. Thus streamlines, you could easily get out 50 to 100 per week.
* So use direct mail, but look before you leap. Educate yourself on how to use direct mail right, and avoid the pitfalls. When direct mail works well, almost nothing can beat it!

Defining & Selecting A Targeted Mailing List

Ensure that you get your list broker to segment and deselect according to the following:-

* What is the minimum order (e.g. 1,000)
* Businesses with more than 8 employees
* Turnover in excess of say £400,000
* Name of owner/Managing Director/CEO
* Telephone number
* Location (within say 30 miles of your office or a selected town/city)
* Exclude the following categories
  + Branch Offices
  + Government & Local Government
  + Military
  + Service Stations
  + Places of Worship
* Nth’s (Tell the List Broker to select every 9th one)
* ‘Flag’ the list so that if you use them again, you won’t get a list of the same names.

## Faxing

*A very rapid method to get your phone ringing…*

Faxing can be a fast start way to jump-start the client acquisition process.

You can use specialist fax agencies for both delivery of the fax and for the provision of suitable lists.

This once popular device can provide you with many good responses within hours of being sent.

Of course, as with all such devices further qualification using the Qualifier Questionnaire is an absolute necessity.





