

LEAD GENERATING SYSTEM
for PRACTITIONERS

**TRIPLE YOUR CLIENTS
IN 30 DAYS**



Ideal for:

Hypnosis Practitioners
Counselors
Massage Therapists
Mental Health Professionals
Sales Professionals

Do You Need Leads?

How to Generate up to 200 Referred Leads
in 30 Minutes or Less

RENE BASTARACHE

Founder: American School of Hypnosis

77 Strategies
to Send Your
Profits Soaring

TRIPLE YOUR CLIENTS IN 30 DAYS

**TRIPLE YOUR
CLIENTS
IN 90 DAYS**

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TRIPLE YOUR CLIENTS IN 30 DAYS

INTRODUCTION

No matter what the career, it seems to me the same story where it comes to marketing. You are extremely excited about starting out on your new venture. You have high hopes of helping thousands of people and making a great income at the same time. You take your training very seriously and feel confident in your abilities to begin. You finish your training, return home ready to start out with a bang. Then the cruel reality hits you, where do you get clients? You have all this knowledge, new ability and determination but no one to share it with. Many people with that same combination have failed because they didn't know what to do next.

If you are going to be self-employed, no matter what service you offer you must be an active marketer to be successful. You can have the best product in the world but if no one knows about it, you won't sell it. The more people that know about you the better you will do. To be truly successful you should spend approximately 70 - 80% of your time marketing.

Follow these proven techniques and you will start getting clients almost immediately depending on your efforts. It worked for me when I started out as a hypnotherapist and has worked for many others since then. It will work for you. It is a plan for great success.

“If you work the plan, the plan will work.”

“If you fail to plan, you plan to fail.”

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How to TRIPLE YOUR CLIENTS IN 90 DAYS?

You just finished your training and are ready to set the world on fire. You get to your office or at home, organize all of your materials and then it dawns on you, who you going to see? Where are you going to find your clients? Don't worry, that is the purpose of this book and we are here to help.

The first thing you must get to as soon as you can is to complete the exercise called "Circle of Influence". As you will read in that section, everyone has approximately 200 people in their circle of influence. These are the people they associate with both actively and others only on occasion. These are the people that you know and know you. This exercise will help you to identify all these people as they are all possible clients. In just a matter of moments by going through this exercise you will have upwards to 200 new clients to call on. Keep in mind however that each one of these prospects also knows an additional 200 people within their circle of influence. This is where getting referrals from each person can keep you in clients for years.

Immediately after completing your circle of influence exercise it is important that you get your promotional packet finished as soon as you can. This will be your most successful tool in recruiting new clients with ease. Once you have prepared your promotional packet and made many copies, be sure to keep them with you wherever you go. Place some of them in your briefcase, pocketbook and also your automobile.

Every time you meet someone throughout your day or on your list be sure to give them one. Consider everyone you meet

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a possible client. Be careful not to prejudge who you think is a client or not. Give everyone a promotional packet because even if they are not a client, you just gave them a Gift Certificate which they will not want to throw away. Most people consider a gift certificate something very similar to cash therefore if they are not going to use it themselves the majority of people will go out of their way to find someone to give it to that can use it.

Your job is to simply give away the packets and allow them to filter through the hands of your clients until they finally rest in the hands of someone who can use it. This is one of those types of advertising campaigns that will grow exponentially if you continue to do it. The more you give out, the more business you will receive. You may not see huge results within the first few days, but it will definitely eventually begin to multiply.

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GETTING STARTED

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CREATE YOUR GOALS

As with any type of business the first thing that must be accomplished is to determine exactly what type of business you would like to operate and how you would like it to be operated.

Are you going to open a physical office?

Are you going to share an office with other professionals?

Are you going to open an office from home?

Are you going to open a virtual office?

Are you going to conduct telephone sessions?

Will your business be entirely run on the Internet?

Are you going to specialize in individual sessions or group sessions?

You can see that there are many questions that need to be answered before you begin. And it is important that you do determine them before you launch any major type of campaign. If you do not have a destination to go to, then how would you get there? Three of the main factors in beginning a business are plan, plan, and plan.

CHOOSE A NAME FOR YOUR COMPANY

Equally as important is having a proper name for your company. What will you be known as? Will you be operating under an assumed name or under your own personal name? Why is this important? First of all you'll need to know what to put on your business card and brochures. Once you've chosen a proper name you can also use it to start advertising on the

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Internet, and newspapers and all the other venues you'll be doing. Take your time to choose a proper name because you will be using it and known by it for a long time.

FIND YOUR NITCH

People like specialists. They want to know that the person they are about to deal with is a professional in their field.

What is your focus? Are you a:

1. Jack of all trades, master on none?
2. Leader in the field of Smoking cessation?

Always be the leader in your field.

Write articles for your local papers on your specialty

Publish online articles, podcasts

Write an eBook

Write a book on your specialty.

Writing a book on anything immediately puts you in the top 10% of informed society. It makes you the leader or specialist in the field.

Giving it away free as your business card shows people your level of proficiency, builds an email "opt in" list and gets people coming to you for service.

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If you needed brain surgery, who would you prefer to have operate on you?

Surgeon #1 The one who wrote groundbreaking books, held seminars and workshops on the subject and published papers on your specific surgery.

-Or-

Surgeon #2 Someone you found by getting their card off of the bulletin board at the local supermarket offering 1/2 price off any surgery and on the reverse side of the card he is advertising selling water purification systems.

You would do more business specializing in smoking cessation alone rather than hypnosis for all topics.

LIST YOUR BENEFITS

This all comes back to the age-old topic of features versus benefits.

In today's market people benefit oriented. Let's face it when you're going to purchase any product or service the first thing that comes to mind is "What's in it for me?"

I heard a story recently of this car dealership that would not allow a client to leave the lot until they had taken a test drive and one of the new automobiles. Upon hearing this story the first thing that came to my mind was, "wow, are they pushy salespeople what?". Then upon giving it some thought I

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realized how wise their decision really was. By having the client take a test drive they were now seeing the benefits of the automobile rather than just the features. Although features are important to know, by themselves they rarely sell. It is benefits that sell.

By taking a test drive in the car, you are seeing the benefits of the car first hand such as the smooth ride and handling, the spacious interior that is big enough to be comfortable for the entire family and the quietness of the motor. These are all benefits that sell that must be included in your presentations, printed material and web pages.

How many times do you try to sell your clients by pushing the features rather than the benefits? People want to know "what's in it for them". How will they benefit? Why should they buy it? After all the features are given the client often times will say, "so what?" When benefits are given, that is a statement that you do not often hear. They have been told or shown what they need to know.

USP (Unique Selling Point)

Once you have decided on what your benefits are, now take some time to decide what your unique selling points are. What makes you different or sets you apart from anyone else in your industry? Do you do a thing differently? Do you specialize in something? Do you offer something the others don't? Why should they choose you over someone down the street who does the same thing?

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ELEVATOR INTRODUCTON in FIVE FLOORS

An elevator introduction is a 20 - 30 second commercial that you would be able to give someone describing who you are, what you do, what your benefits are including the unique selling points of why you are the best. This entire 20 to 30 second commercial is something that should be able to be given if you entered an elevator on the first floor and be finished by the time you hit the fifth floor. Consider it the equivalent of a durable business card.

Take the time to create three to five of these covering different aspects of what you do. It is seldom that you'll able to give the exact same pitch to everyone. Having additional introductions will give you the variety to be creative.

5 MINUTE INTRODUCTIONS

The five-minute introduction should encompass all of the same topics of the elevator introduction but would be given if the person you gave your elevator introduction to show interest. Now you would have their attention and can give them a more in-depth presentation of what you do. This should last no longer than five minutes. These short blurbs that you are creating are also known as sound-bites.

Take the time to create several of these covering different aspects of what you do.

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CONDUCT MARKET RESEARCH

As with any successful business venture it is important to have done some research in advanced to see if your business venture is a viable option. Although it may be a very sound or successful idea, if you do not choose the proper location, then you could change the salability of your product very easily regardless of price.

A good example of this would be selling popsicles on a street corner in southern Florida or during the summertime. This could possibly be a very good business. However if you were to sell the same products on a street corner in northern Alaska in the middle of winter you may have entirely different results.

MODELING - NOT THE RUNWAY TYPE

Modeling is a great way to be successful in any venture. The concept behind modeling is that success leaves clues. If you model the actions of someone else who is successful in your field and do everything the exact same way that they do the logical all, is that you should do exactly as they had.

Another word for modeling would be copying or apprenticing. This is a common practice in the fields of sales and management where you sales people will follow or shadow top sales professionals until they are able to produce in a similar manner.

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COACHING

If you have the availability to be coached by someone who is already doing what you wish to do or is proficient in business or success coaching it would be very advantageous to be coached by them. This eliminates having to re-create the wheel and make costly mistakes. There is a lot to be said for having two minds working on something rather than just one, especially if one of them is detached and looking at the situation impartially from the outside.

CREATE AN ACTION PLAN

Plan out your action steps in advance. What exactly should your desired outcome be? How much of your gold do you want to attain by what specific time period? Once you have created your plan of action be sure to set specific goals with deadlines. It can be very advantageous to you to find a reporting Buddy or someone who can hold you up to your deadlines. It seems like people always perform better when there is someone to report to.

CIRCLE OF INFLUENCE

(Who do I know?)

Here's a great place to start especially if you have no one already lined up to work with. You may find that you have a lot more clients at your disposal that you have imagined. It is

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important for you to begin working as soon as possible and here is the best way to do that.

This exercise is designed to jog your memory. Write down everyone's name you can think of pertaining to each title. If you do not know their name, then describe them such as the baker, or my daughter's school crossing guard. Take your time while filling out each category writing down as many names as possible even if you feel they would have no interest whatsoever. Do not prejudge anyone.

FAMILY MEMBERS (*siblings, parents, children*)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

EXTENDED FAMILY / RELATIVES (*Nieces, nephews, cousins, uncles, aunts, long lost relatives, grandparents etc.*)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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FRIENDS *(from school, work, clubs or organizations you attended, sports)*

ASSOCIATES / WORK RELATED *(co-workers, customers, suppliers, vendors)*

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AQUANTANCES (*butcher, grocer, barber, therapist, postal worker, pastor, teacher etc.*)

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How many did you come up with? How many do you think would like to improve some part of their lives?

How many of them do you think would like to quit smoking, lose weight, reduce stress, improve their relationships, have more energy, eliminate any bad habits, create any new habits, would like to be healthier or happier? That pretty much covers everyone on this planet doesn't? Don't overlook anyone as a possible client. Even though they may not be interested now, if they know about what you have to offer they may come see you in if you months or even a couple years.

* ***So here's what you do***, now that you have a list of everyone you know, approached each one of them to inform them of your new career. While you're telling them about your new career simply hand them one of your promotional packets including one or two gift certificates as an introductory offer. You'll be learning how to make a promotional packet in another upcoming section.

Don't try to sell them on the spot or to make an appointment. No one, especially family or friends want to be sold every time you come up with a new opportunity. Rather than coming off like a pushy sales person, instead just introduce them to what you are doing and give them the promo packet, however when you give it to them refer to it as a gift. This way when you leave the conversation, they will be happy that they received a gift and

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are sure to have questions in the back of their minds. It is always better to leave them wanting. In fact by introducing your new business in such a brief manner, many people will stop you before you walk out of sight to ask you questions about it due to their curiosity. It is always more powerful to have someone else ask you questions then to just give them information.

Keep in mind that everyone you know, knows just about as many people as you do in their CIRCLE OF INFLUENCE. It is said that **everyone has approximately 200 people within their personal influence** that they deal with on a regular basis. How many did you have on your list? Word of mouth spreads very fast. You can even include an incentive for referrals in your Promotional Packet.

WEBPAGE - YOUR WINDOW TO THE WORLD

Get started on building one. Even though you may have clients already by this point, a successful business person is constantly marketing so as to keep the flow of clients coming.

There are many simple programs available on the market today with pre-built legends including point and click capabilities where someone with little to no computer abilities can build a beautiful webpage in no time.

BUSINESS CARDS

If you have a business you should have a business card. Business cards are necessities to let the people you contact know

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what it is that you do. There are many forms and types of business cards available. You may choose from single sided cards, double sided cards, picture business cards and even double sized cards folded in half. They're limited only to your imagination and should reflect your personality and products you carry.

As a minimum, your business card should include your name, phone number, how to contact you and a brief description or headline stating what it is that you do. If you would like people to keep your business cards for a long time you may want to include something on the back that is worthy of your client to keep such as a calendar which many people will keep in their wallets, or any other kind of informative item, or even something of humor.

When I first began in business I used to handout magnetic business cards with my picture on it, and found some 12 years later that people still had them on their refrigerators.

This can be one of your best advertising ideas because people will always know how to get in touch with you.

BROCHURES

Brochures are an excellent way to describe your product as a first point of contact. You should have a different brochure for each different product or program you offer. Keep in mind that the first few seconds that someone sees the brochure will determine whether they will read it or throw it away. Therefore make it interesting and easy to read covering all of your best

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benefits. There are many computer programs that have brochure-making capabilities.

LETTER OF INTRODUCTION

Your letter of introduction should be short, sweet and to the point. Create it as an introduction rather than a sales letter if you want anyone to read it. Your first sentence is the most important part of the letter. It must include something to catch their attention immediately otherwise it will be tossed away. You may have even noticed this when you open your own personal mail at home. When you get a large stack of mail, especially when many of them seem to be junk mail, most people will open a letter and quickly scan through it to see if there's anything of interest. While scanning the two most frequently scanned areas of the letter are the first sentence and P.S. at the end of the letter.

The basic information that this letter should include are first, who you are, that you are opening a new office or have an existing office in the area and as a means of introducing yourself would like to offer (whatever you are offering). Also be sure that there is contact information for them to get in touch with you.

COUPONS / GIFT CERTIFICATES

You may include whatever free offer you would like. In the past I have found great success with including free gift certificates or coupons. In most cases my coupon would be to

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receive \$150.00 off towards the fourth session of our hypnosis smoking withdrawal program. Of course on the coupon itself in large print would be the words **\$150.00 OFF**. I would usually include two or three of these coupons with each mailer which upon opening would look very impressive. Be sure to include on the bottom of the coupon the words “one coupon per customer” and “not to be used in conjunction with any other promotional”.

REFERRALS

In any kind of business asking for referrals is imperative if you want your business to survive. Keep in mind what we said earlier about every person that you know also knows approximately 200 people in their circle of influence and they know another 200 and they know another 200. If you were proficient and relentless in asking for referrals it would be entirely possible that you would not have to use any other form of marketing to keep your business thriving.

You may want to include some form of referral incentive within your promo pack or even on the back of each of your business cards to entice clients to tell their friends about you.

"Remember if you do not ask for referrals, you will not get them!"

FREE TRIAL OFFERS

Free trial offers are always a great way to interest people in

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your services. Examples of these would be:

- Free initial session
- Free consultation
- Free appraisal
- Free test drive
- Free gift just for looking
- Free drawing
- Free e-book
- Free newsletter
- Free information

GUARANTEE – Reverse the risk

Another terminology for a guarantee is "reversing the risk". How can you reverse the risk of your reader purchasing a product? In addition to reversing the risks as many other companies do how can you sweeten the pot by making it an amazing guarantee?

Some ways that you may sweeten the pot may be having a:

- Double guarantee, or a
- A 120% guarantee, or maybe
- A guarantee that they can retake your service if not satisfied, or
- A money back and still keep the item is not satisfied.

Keep in mind that the simpler the guarantee the less returns you will get. If you have a guarantee that is too difficult or makes your reader jump through many hoops in order to get you

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will find that in addition to having more returns you'll also have angry customers.

BE THE EXPERT, THE PRO, TOP GUN

If you like to find a way to be ahead of your competition, the best way to do it is by being the expert in your field. This sounds like a simple statement but how can you be the expert in your field? You can begin right now by researching, studying and learning as much as you can about your field. Now prove that you have this knowledge by writing articles, e-books or maybe even a published book that you can offer or sell from your office or webpage.

Be sure to advertise that you are a published author at every opportunity that you can. This puts you in the top 10% of society. You will find many people who say they can write a book or they would like to write a book but the truth of the matter is very few have. It is never too late to get started.

CREATE APROMOTIONAL PACKAGE – DO IT NOW!

Earlier in this publication we had referred to creating a promotional package to assist you in your networking and marketing endeavors. What is a promotional package? Here is a simple list of the six minimum things it should include:

1. **Your business card**
2. **Your brochure**

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3. **A letter of introduction**-telling who you are, what you do, the benefits to them including your unique selling points, and a call to action of some sort.
4. **Coupons / gift certificates** - these are great incentives that the recipients can use for themselves or hand out to their friends or clients as a service or gift. The coupons/get certificates is the key to making this promotional package successful. By handing a package including these, you are giving them a welcome gift rather than simply marketing materials.
5. **Envelope / packaging** -the envelope that you use to house all of this material is not nearly as important as what is printed on the envelope. Print a headline on the envelope that is very catchy and alluring. Something to the effect of "Free \$50 gift certificate inside", or "Introductory gift coupons enclosed". It should be a title of some sort that when initially seen, raises an eyebrow.
6. **Referrals** -either at the bottom of the introductory letter if there is room or on a separate sheet of paper you may want to include some referrals by satisfied customers that I've use your product or service in the past. The bottom line about referrals is that they sell.

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MEDIA KIT

A media kit differs slightly from a promotional kit. The media kit is something that you should keep many with you in your briefcase or in your automobile just in case you run into the opportunity to be in touch with the media or anyone else that can help you in an advertising type manner. Opportunity is always popping up. Have you ever been someplace where you never expected to run into business contacts such as the video store to return last night's movie when all of a sudden you bump into someone you haven't seen for years. A conversation ensues when suddenly they ask you if you have any information on your company so they can give it to an organization that they work with who may be interested in your services. Unfortunately since you would not prepared you do not even have a business card with you and end up writing your name and phone number on the back of a cash register receipt that you were given.

If you had been prepared you would have had a media kit to give them which would have made you look extremely professional and especially when acquaintance handed it to his organization. Instead all he has to hand is a cash register receipt with your name sketched in pencil. Can you see the advantage here?

Let's take that a bit further and imagine yourself at the conclusion of a business meeting where someone from the media approaches you and says he would like information that he can pull it in the local paper or television station. How convenient would it be to actually have an organized media kit

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to simply hand to him. Think of the lasting impression to leave with this person of how organized and professional you are.

Here is a brief list of what your media kit should include. Depending on your occupation you may find some things that are not applicable to you and others that are. Be creative with it. There is no hard and fast rule of what you should have or shouldn't have included within your media kit:

1. **A letter of introduction** including who you are what you do and you're benefits including unique selling points.
2. **A brief company history**
3. **Personal Biography**
4. **List of Articles and Appearances**
5. **List of books or published articles written**
6. **Copies of newspaper articles**
7. **Your photograph** - be sure this is a professional photograph depicting you in a good way. This should not be one of those prom photographs where you simply cut out your date's image from the photo. It should be a professionally done one dressed in a professional manner specifically for this purpose. Most of them include only a partial body shot from the waist up.

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8. **List of questions and answers** - list of most commonly asked questions for major misconceptions about your field with the correct response to each. Make it simple and to the point. The people reading it will want to get the basic information and are not interested in your lengthy writing abilities.
9. **Business card**
10. **Brochure**
11. **Giveaways** - if you have any such as coupons or certificates. Once you have prepared your media kits and some sort of professional envelope or packaging be sure to keep a box full of them in your vehicle and some in your briefcase. When you walk to work each day expect to be handing some out. With this expectation you will mysteriously find opportunities open up to you.

THE POWER OF TESTIMONIALS

Testimonials always are helpful. People want to hear about other satisfied customers that you have had. Constantly solicit them. Always mention your satisfied customers.

REFERRALS

Referrals are the lifeblood of your business. You must always be asking for referrals. Years ago I worked for one of

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the larger national insurance companies in the US as a life insurance salesman. While I was there I had the opportunity of being mentored by ‘Moe’ who I felt was one of the best salesmen I have ever worked with. The one thing that always comes to mind when thinking of him is that he was phenomenal at getting referrals. Moe would leave the office in the morning with no one in mind to visit and in about half an hour would have 5 to 10 referred leads in hand. At the end of each day he would usually come back to the office with approximately 8 to 10 insurance policies sold. He was indeed a master at his game.

What did Moe do to get these referred leads? He asked for them. It was amazing to see him in action. He would simply walk up to a large apartment building where there were people on the front steps talking. He would approach them and ask if they knew where a certain woman was living in that building. Of course he would just use a made up name that he thought of at the moment. I need to include here that when Moe approached the group of people he did so in a very happy, smiling and inviting manner.

The group of people would speak to each other to see if anyone had heard of this person that Moe was trying to find and of course tell him that they didn't know which apartment they lived in. At this point you could see the master snap into action. Moe would look slightly disappointed and tell the group why he was looking for the specific client. He would say that he was with the insurance company he worked for and that he had a wonderful product to show her that would save her so much money that it would be a shame if she didn't get to see it.

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He would continue talking about how great this opportunity was and usually end his story with asking them if they were insured. Within a few moments they would be talking about how they had no insurance and Moe would be giving them rates for some of the beginner policies just to cover their final expenses that anyone could afford.

Keep in mind that by selling the small policies which were very easy to sell as a premium was so low, Moe would now have a lead-in to come back at some future time and upgrade the policy to a larger one. He would usually end up selling two to three right on the spot and then he would ask them one by one if they think their parents or siblings would also be open to this wonderful opportunity. If they said yes, he would give them his cell phone and asked if they call and introduce him. Of course in most cases they would call their brother or sister and tell them that they just purchased this great policy and they think that it would be an awesome thing for them as well. They would introduce Moe to them (which now was a *referred* lead) and give the phone to him at which time he was asked their address and when would be a good time to go over to visit with them.

We would then leave this group of people and spend the remainder of the day going from person to person on the list. Each person we would visit we would ask for additional names and have them make a phone call so it would turn into a referred lead. It was what you would call a snowballing effect. The funny thing is that we never had a chance to meet with all the leads that we had each day.

I remember that he had a huge book of referrals that he carried with him. If any time there was no one to speak for

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some reason he would simply go into that book for referrals and start the process all over. I always appreciated the opportunity of working with this man and tried to model his success as much as possible throughout my career. Keep in mind the slogan, "*success leaves clues*". In other words do what successful people do and you will also be successful.

HIT THE GROUND RUNNING

“Successful people act! Un-successful people think of acting.”

You have been given much information on how to get your business started. You have been instructed how to build promotional and media packages, you have a list of leads to go see if you have completed the exercise properly that list should be anywhere between 100 and 200 people.

What's next? Do it! Go well in hand each one of those people you promotional package. Don't try to sell them anything, just speak to them. Be personable, be happy, show them concern when you speak to them. A long time ago a great sales trainer told me, "You have two ears and one mouth, that means you should listen twice as much as you speak".

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MARKETING

Materials & Methods

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CATCH PHRAISES

As mentioned earlier in developing any kind of advertisement such as brochures, mailers, press releases or even web pages it is important to catch your readers attention in the very first few seconds. The way to do that is by creating a “catchphrase” that will grab their attention. Below are a few such generic phrases that you may use. Simply fill in your data or topic to replace the blanks. These are all proven catchphrases that work.

The #1 Secret to [blank].
Give Me [short time period] and I'll Give You [blank].
The secret of [blank].
Here is a Method That is Helping [blank] to [blank].
Little Known Ways to [blank].
Get Rid of [problem] Once and For All.
Have a [or] Build a [blank] You Can Be Proud Of.
What Everybody Ought to Know About [blank].
How to [blank] in your sleep!
How to [blank] in [blank] easy steps.
[Blank] on Demand.
The healing power of [blank].
[Blank] quiz. How do you measure up?
Mind Blowing [blank].

LAPEL PIN OR BADGE

Create a unique badge or pin with some sort of catchy phrase about your product that people will ask you questions about. Something simple like a button stating, "Ask me how?" will

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greatly raise the curiosity of people. You will have quite a few people throughout your day coming up to you and saying, "okay, how?" or "what is this ask me how button all about?".

You may want to use a fancy name badge or a badge with your logo on it or maybe even something silly such as a badge that states, "See other side!". Whatever you decide to use, be sure that you have a quick answer to that question that will catch their attention and turn the conversation in a direction you would like it to go.

HAT OR POLO SHIRT

Have total assurance are also great items to include messages on to peak your prospective clients curiosity.

NOVELTY ITEMS

Let's face it, everyone loves to receive free merchandise. If you don't believe that, just go to any trade show or home show to see the people lining up to get free pens, bottle cap openers, balloons and other trinkets that are all sporting the host company logo on them.

It seemed like every year my insurance man would send me a calendar with his logo running across the entire bottom of it as a Christmas gift. The funny thing about it is that I always use the calendar and my office. How's that for subliminal advertising?

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Put your logo or ad on pens, t shirts, pencils, mouse pads, mugs, calendars, magnetic business cards or challenges that can be placed on the refrigerator, etc.

COLLECT EMAIL ADDRESSES

One of the most important things to collect no matter where you go or what you do is e-mail addresses. To put it bluntly, e-mail addresses are like money in the bank. The more you have, the more you make if used properly.

With these e-mail addresses you can put them on a database for newsletters that will include various sales, specials and promos that you are offering throughout the year.

It is said that it takes approximately 8 to 10 contacts with a client as an average before they are ready to buy. If you only saw your client once and had no future contact with them, you can see how you would be losing quite a bit of income. How about if you collected their e-mail address and continued to contact them in the future? By doing this you will find that you would probably sell your product to an additional half of the remaining ones who had not dealt with you initially.

An easy way to work with these e-mail addresses in an orderly and automatic fashion is to incorporate the use of an auto-responder which is a computer program where either you or the client directly would enter an e-mail address and your series of newsletters would be automatically sent to them at the predetermined intervals you have set. I have personally been using one of these for approximately 1 year now and have found

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it to be one of the best investments have ever made. The auto-responder is literally handling thousands of e-mails at this time that if I were to attend to personally would be a full-time job in itself. The additional income I have received by incorporating the auto-responder and to my e-mail campaigns has also been quite substantial.

If you are interested in learning more about the auto responder program, you can go online to: www.choosehypnosis.com/store.htm to see the ones that I use. They are relatively inexpensive, and simple to set up.

POSTCARDS

Postcard campaigns are a great way to raise awareness in your community of your service. The great thing about postcards is that they are less expensive to mail out, and you can have a eye-catching picture on one side as well. Remember the slogan, "A picture is worth a thousand words."

The message on your postcard should be short sweet and to the point. Remember as an all marketing materials, be sure to include a call to action. If people do not know what to do with that, they will not do anything. This should be a curiosity grabber that gets them to either go to your webpage or to call you. Determine what your MWR (*most wanted response*) is and be sure to include it on the postcard.

A postcard can also be used just to announce a spontaneous event that will be happening within the next few days. It would

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include catchy slogans, the date location and time of the event as well as contact information if required.

Another nice thing about postcards is that clients will usually look at them even if they are in a hurry because they do not require having to open an envelope. Sometimes it will be seen by accident such as if the client throws his mail on the table to look at later and the postcard happens to slip out so it can be easily seen.

DIRECT MAIL

Find your target market and get addresses from internet, yellow pages or purchase or rent a mailing list from a reputable company. Direct mail can be very effective if done properly. Remember to be brief and to the point, include benefits oriented statements, unique selling points and a call to action.

FLIERS

Flyers can work equally as well as a direct mail campaign however you do not require an envelope. It's interesting to think about how many other people in addition to your intended recipient may get to read the message on your flyer before it is received. Keeping that in mind, be sure to design your flyer in a way that some of the benefits can be easily seen even if it is folded closed. Who knows, you may be getting a feel postal carriers to call you.

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COUPONS

As mentioned earlier coupons are a great item to include in mailers, promotional packages or simply to carry individually so you can hand them out to people you meet. They should be a staple feature in most of your advertising campaign.

BULK COUPON MAILER

Sometimes known as super-coups. These have those envelopes that you get occasionally in the mail filled with 20 to 30 various coupons and certificates redeemable towards services from local businesses. Some of them offer discounts on tires, restaurants, garbage removal, and many other services geared around the family and home owners. Often times these envelopes do get opened because between the 20 or 30 offer is there is usually one or two that each person may be interested in. Therefore there is a chance as they are going through each coupon to find their interests that they see your advertisement. If it is catchy to the eye and something that they may have need of, you just scored a client.

The other beauty about these all coupon mailers is that they are fairly inexpensive to deal with as many other businesses sharing and the cost.

If you cannot find one of these tight programs in your area, you may be interested in starting one on your own with several other businesses as a way to send out large amounts of mail at a reduced rate that everyone shares in the expense.

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NEWSPAPER

This is the bread and butter advertising of the industry. Newspaper advertising always seems to bring in the client's however as it is not a targeted form of advertising can be quite expensive for the few interested clients you receive. Of course this is not the case if you have a product that reaches a wide variety of people such as in the food industry.

If in local papers watch the cost and the circulation. Sometimes you may find it more advantageous to deal with some of the smaller newspapers in the area rather than the largest one. Once again, the more you can target your readers the better. It is better to pay alot for a targeted market group type of paper than less for a general paper even if the numbers are high.

Example: Which is better for an advertisement on golfing confidence?

#1. \$400.00 for an ad in the Philadelphia Enquirer.
circulation 1 million

- or -

#2. \$700.00 for an ad in a local Country Club, Golfing Monthly Tade Journal circulation 5000.

#1 has more people seeing your ad but few who would be interested. Whereas #2 has less people but it is something that is of interest to most of them.

Keep the ad short and to the point.

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"A picture is worth a thousand words."

QUIT SMOKING

Easily and Permanently

With Hypnosis

Call Now! (215) 586-1818

GIFT CERTIFICATES

Gift certificates as mentioned earlier are great items to include in your publicity packet as well as to carry around with you to hand out to people you meet on a regular basis. It is also a good idea to send out gift certificates on occasion to your past clients as a way of showing your appreciation for their continued patronage and of course for the purpose of increasing business.

MAGAZINES

Magazines can also be a great form of advertising especially if you pinpoint a magazine geared toward your product. If you are in the holistic field there are many magazines having to do with relaxation, vacation, yoga and even meditation. If you are dealing with sporting equipment you may want to advertise in a fishing or hunting type magazine.

TRADE PUBLICATIONS

Virtually every occupation or organization has some form of

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trade publications geared towards its members. If you are in the mental health field as an example and you are offering training classes in a certain area you may want to advertise in a trade magazine geared around counselors, psychologist or psychiatrist. This way you would have more of the readers interested in the product you are marketing rather than simply advertising and the newspaper. You are reaching more of your target audience

YELLOW PAGES

Yellow Page telephone books for years were probably the most successful advertising venue available. I remember at one point having large picture advertisements in as many as seven yellow page manuals scanning from coastal Maine to Massachusetts. Back in those days, that kind of advertisement was very effective.

Today my phone number is not even listed in the phone book. The days of effective yellow page ads seems to be behind us and has been replaced with the World Wide Web. These days if someone wants to know where to get a pizza or to find a good Laundromat they do a Google or Yahoo search online.

I'm not saying that yellow page ads are not effective everywhere. I imagine in areas where the Internet is not readily available such as in smaller towns or outskirts where they are still using dial-up connections, possibly Yellow Pages still serves its purpose. What I'm saying is for the most part in mainstream advertising you very seldom hear about Yellow Pages anymore.

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RESTAURANT PLACE MATS

Depending on the products that you are offering, if it is something that is geared to the local community then restaurant Place mats can be an extremely cost effective form of advertising. Many smaller, Mom and Pop type and diners as well as other restaurants use paper placemats on their table settings. The beauty of these placemats is while patrons are waiting for their food to arrive they take the time to read the many advertisements on the placemats that I've scanned around their plates and utensils. If you happen to be one of them, then people have read your message.

This is also a good place to advertise some form of coupon or discount for your product. I have used some of the services that have found in these placemats in the past for getting oil changes on my automobile and finding quick glass replacement for broken windows.

If you have time on your hands, once again you may want to associate with several other businesses in your area and create your own placemats that you can offer to local restaurants to use as place settings on their tables.

CHURCH BULLETINS

If you are in a small community and are selling products such as sessions or even insurance, advertising and Church bulletins can be a very inexpensive but lucrative place to advertise. Many people who see your advertisement in these type of bulletins would look at your business a little different than if they saw it

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in other types of advertisement due to the third-party influence of the church that they are attending.

VINYL LETTERING ON YOUR VEHICLE

If you're on the road quite often you may want to consider advertising your business on the side of your vehicle utilizing vinyl letters. I have used vinyl letter advertising on the side of my vans for many years and found it to be a very positive advertising method. It's interesting to notice how many people will start to write your phone number down on a piece of paper when you stop at a traffic light. Sometimes the whole family will get into it yelling out the phone number as the driver scrambles to write it down.

There are many companies that offer vinyl lettering and some will even do a complete job for you where you can drop off your vehicle and pick it up later. If you are on a tight budget and would like to do it yourself, here is a company that will create and mailed to you the ready to go lettering with detailed, easy instructions on how to apply it to your vehicle. www.mrletter.com . I have used them several times and found their service and quality to be exceptional.

You can choose the size, font, color and texture of letters to write online at their webpage. It is also very helpful that you can price out the entire job from the information on their webpage before actually submitting anything. If you have any questions you can call directly and they will walk you through the process. If you decide to go this route and install vinyl

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lettering on your own vehicle, send us a picture and will try to include it in one of our future advertising publications.

VEHICLE VINYL MAGNETIC SIGNS

If you would like to still advertise on your vehicle but not have anything permanently attached, a good way to go is by utilizing vinyl magnetic signs. These are signs that you can have made in different sizes that he was simply put on the doors or sides of your car that adhere themselves to the metal because they are magnetic. Once you're done work for the day you would simply peel the magnets off and bring them in the house until they are needed again.

VEHICLE CARD POCKETS



Here's a little novelty item that has a phenomenal success rate for only about \$40.00. They are known as vehicle card pockets. Simply put, you would place one of these on either side of your car and fill clear case that you can see in the picture with your business cards. You can order them directly online at

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the URL we are supplying you. They come in a set of two with the small vinyl signs that would be placed just above them. The cases are a hard plastic type of material and have a flat type door that opens and closes on the top so you can replenish your cards and they do not get wet from the rain. The hard cases have a clear base that is attached to the car with an adhesive so you can take it off later on if you like and the case easily slides on and off of the base so you can take you inside at night time or when you do not want to have your cards attached.

This little item raises a great stir as people walk by and will take your card just for the curiosity of seeing such a novelty. In fact that's how I found out about it as I saw a van parked outside a mall near my vehicle that had a set of these attached with business cards for Tupperware parties. See how great the advertisement was for her? It's been approximately 4 years and I'm still talking about her business.

I once had a call for someone who was interested in a hypnosis session, and when I asked him where he heard about me this was his answer. He said, "you're going to laugh at this but I saw one of your vehicles parked outside of the Giants supermarket a couple days ago when I was shopping there at three or clock in the morning. I took one of the cards and decided I call you." Giants is a 24-hour supermarket that we shop at and I had happened to go to one night when we couldn't sleep. Of course I left the cards on the side of the car and even at three in the morning we were advertising.

I remember many times driving through the city of Philadelphia during the busy times of the day, as I would stop at a red light and traffic many times pedestrians would run up to

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the car and take one or two cards. We got a lot of business that way. In fact sometimes when I had nothing to do, I would drive through the busier parts of town just as a way of advertising so people would take the cards.

When I was going to park in a parking lot I would be sure to park my car in a section where more people would be walking by so they would see the cards. For something that is so inexpensive, if you are not using them you could be missing some valuable business.

Here is their web address: www.vehiclecardpockets.com.

INSIDE STORES

You can place business cards or brochures inside stores that are open to the idea. Some of the best ones I have found are holistic and metaphysical stores.

MOVIE THEATERS

If you have been to the movies you will find that many movie theaters before the actual movie would play a list of the sponsors for that movie. These sponsors are local businesses who have paid to have their advertisement or even commercial featured at the beginning of the movie.

In this situation you have a captive audience that has no place

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else to go as they are waiting for the movie. Try to make your advertisement eye-catching or entertaining rather than something boring that people may ignore.

MOTEL / HOTEL GUIDES

If you have visited a roadside information Center or visitor center where they have all of the various brochures and pamphlets describing all of the events and points of interest to visit, you can see another very method of advertising. You may want to contact some of the authors of these brochures and ask if they would like to have a sponsor. Some of the better ones would be anything having to do with a topic similar to what you do or possibly even one of the maps that are offered which have advertisements all around the edges. A good place to start if you're interested in advertising in one of these maps would possibly be your local chamber of commerce.

CHAMBER OF COMMERCE PUBLICATIONS

The Chamber of Commerce puts out many publications and their purpose is to assist their members and businesses within their community to be more successful. Speak to them about advertising in their publications or possibly even on their web sites.

OUTSIDE BUILDING SIGNS

If you are opening your own office and have the availability

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of placing outside business designs on it, those can be some of the best advertising vehicles available.

When I first began many years ago as a hypnotherapist for several years my main thrust of advertising was too huge outside signs above my store windows, the windows themselves were I could put up signs and take them down according to sales of promos and back then Yellow Pages. Cisco is located on the Main Street in the town I was in, I was receiving clients from as far as 150 miles away in either direction. The signs proved to be a very valuable advertising tool

A-FRAME SIGNS



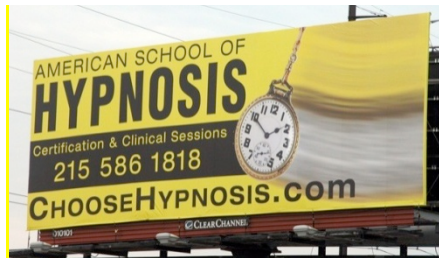
A-frame signs are a great product to use if you have your own office or are hosting an event someplace that allows you to place one in front of the building. These are signs that can be easily made or purchased from sign companies. Some of them have permanent lettering on them and others have lettering that can be changed as you see fit there.

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NEON SIGNS

Neon signs are also a great form of advertising as they can be seen for quite a distance and stand out amongst all the other gallery of signs from competing businesses

OUTDOOR ADVERTISING



These include having your advertisements displayed on the

- Side of busses
- Bus stop enclosures
- Benches
- Taxis,
- Bus and airport terminals
- Mall displays
- Subways
- Aerial
- Roadside billboards

The companies that offer these types of advertisements can be easily found by doing a search online or in your local Phone Book.

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INDOOR BULLETIN BOARDS

These can be found inside many public places such as department stores, supermarkets and corner stores. Whenever you pass by one, be sure to place one of your business cards on it.

RADIO

Radio is something that can be used in two ways. First would be to place any radio commercials that you have created to add your products or services in the second thing that radio is good for is for interviews. Many stations will have talking or interviewing segments where they often interview people within the community.

I was on one recently where the purpose of the radio show was for the listeners to call in and try to guess the occupation of the person being interviewed. While listeners were calling in, the radio host was asking extremely vague questions to give the listeners more and more clues. Of course once my occupation was guessed correctly then an interview was conducted.

TELEVISION BULLETIN BOARDS

I have found television, community bulletin board programs to be quite effective in my field. In fact, each time I have used them I was able to enjoy many new clients in a very short period of time. In case you haven't seen these, they are the stand still

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type of advertisement on certain cable stations that are designed to tell the community what kind of happenings are going on.

The way it works is you will see a stationary page with writing on it describing the event or advertisement which stands motionless for about five to 10 seconds. Then another page will appear with a new advertisement for another five to 10 seconds. These pages will keep on changing advertising many different businesses and events until the cycle has ended which usually lasts anywhere is from 15 to 30 minutes depending on how many other advertisers have registered for the program at that time. Many times they have music going on in the background. Although many people do not click on to this channel unless they are actually looking for events going on in the community, many people will happen upon this page accidentally as they are channel surfing with a remote control from one channel to another. The beauty above these programs is they are usually very inexpensive.

LOCAL COMMERCIALS

Depending on your budget advertising with a live or animated commercial on your local television stations can be very lucrative as well. Check with your local cable company to get a listing of options and prices. Many times you can find less expensive options if you are willing to have your commercial placed as a floater or fill in. They're also options of being advertised in a marquee style of advertisement on the weather or other information type channels.

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NATIONAL TELEVISION COMMERCIALS

National television depending on the product and location you are servicing may be another viable option. Many television stations will even create your commercial for you if you do not have the equipment to do so. Call your cable station or the representatives for the channel you're interested in advertising with and asked them to send a representative out to see you. The Representative will give you a package with all the printed materials and facts you will need to make an informed decision. It costs nothing for the Representative to give you this information and they usually are not high pressure type of sale. Therefore if you have an interest in television advertising do yourself a favor and call them. You may find it to be more affordable than you thought.

SPONSOR – ADOPT A HIGHWAY

Different cities have various options when it comes to programs like this. One of the cities I lived in had beautiful flower displays on all of the medians throughout the town that could be found at intersections. Each one of these roadside islands were sponsored by different businesses throughout the city. The business would be responsible for the upkeep cleaning and planting of flowers on their respective piece of property. They sponsor was also allowed to place a small sign in the middle of their masterpiece with the name of their business.

This program served two purposes. First of all it helped to beautify the city and secondly it was a great advertising method for the business doing the work.

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Other cities will have specific segments of road designated for businesses or individuals to sponsor that they would be responsible for the cleanliness of. Some will allow advertising while others will not. Keep your eyes open while driving down the road to see if any of these opportunities are in your area.

ADVERTISING AGENCIES

Another option that you may want to look into is to contact an advertising agency which can easily be found online or in the telephone book and see what they have to offer. You will need to know what your advertising budget is, what exactly you would like to advertise, what your message should be and is much detailed information that you can come up with is possible in order for them to give you an accurate quote. The advantage of dealing with an advertising agency is that they have been doing advertising for years, are aware of the most effective advertising for your venue are able to get the same advertising as you in many cases for a much lower rate.

Many of these agencies will run your ideas through their advertising staff during meetings as a way to brainstorm to get the best ideas possible. The advantage of this is that you now have many minds working on promoting your business rather than just one.

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NETWORKING

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NETWORKING *(with your promotional package)*

Now that you have your promotional packages, who do you give them to?

The best way to answer that is to think, who are your prospective clients? Or who could you speak to that would have access to prospective clients? Who do you know that knows someone else who would like to quit smoking and lose weight become healthier or happier? Everyone!

Be sure to keep in mind your focus while giving away these promotional packets. Your focus is not to make a sales pitch or to try to sign up a client immediately. Your focus is to simply introduce yourself, your service and to give a free introductory gift. Doing it this way is simple, stress-free and not considered soliciting as you are not soliciting or selling anything, rather you are introducing yourself as the newest addition to your community.

So first of all make sure that everyone on your circle of influence list gets one of these promotional packages.

Now it is time to begin networking. This will be the life-blood of your business. Be good at this and you will have an extremely lucrative income. Do not, and you will most likely not be in business next month. This is where it is time to take a stand. Do you want to be successful or not? Once you have made your commitment to jump into this business with both feet, also add to that commitment to be a great networker.

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Basically networking will become a sideline business for you. Each week you will make your plans as to how you will network this week, how many people you want to speak to, where you will meet them and when. It is as important to plan out your networking strategy as it is to plan out your business strategy. Remember without one you do not have the other.

Places to network:

Businesses - Take a stack of promotional packages and begin your canvassing campaign going to every business within driving distance to you starting from the closest and moving outwards. Be sure to pay special attention to doctors offices, chiropractors, massage therapist, day spas, gyms, holistic centers, health food stores and any other places dedicated to health, fitness or improvement.

As you're canvassing keep in mind that all of the locations that I just mentioned are also places that may be interested in you working with their clients on a consignment basis. Therefore when contacting these type of businesses you may want to include a small strip of paper stating something to the effect that you do hypnosis sessions (or whatever other service) on consignment. If they have one of their clients who would be interested in being hypnotized for any of the topics that you have available that you would give them a commission for the referral.

An additional advantage to this would be that you may be able to hypnotize the referral at their office or yours depending on what you would prefer. Secondly, keep in mind that every

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self-employed businessperson would love to have the opportunity to make more money within their business for doing absolutely nothing. This opportunity falls under that category. All they need to do is let their clients know that they offer hypnosis services, and if anyone contacts them, they turn the lead over to you which in turn you do all the work and they get a commission just for the referral. It's a win-win situation for the businessperson and for you because you wouldn't have gotten this client if it were not for the business contact you made. I have found in my experience that 30 to 35% commission is adequate for this type of opportunity.

I would much rather have 10 holistic offices or day spas advertising for me through their mailing lists than doing it all by myself. Doing it this way is similar to having 10 marketing employees working for you where you don't have to pay for their efforts unless they deliver. What could be better?

Do not overlook the large corporations in your area. Be sure to target each one especially in the industrial or business parks. Many of these locations in addition to having people that can use your services, would be interested in doing group programs such as group smoking cessation, group weight loss, productivity, sales improvement and the list goes on.

The business approach

When approaching large corporations I have found the best way to do it is to walk up to whoever is behind the reception desk and give them a packet rather than to try and track down the owner. First of all the owner will usually not give you a

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moment of their time because you seem too much like a salesperson. Secondly the receptionist in most companies is the center of influence. So by speaking to the receptionist you will get much more word-of-mouth traffic that you would have by going directly to the owner. Be sure to treat the receptionist with as much respect and attention as possible. If the receptionist likes you, they will speak about you to almost everyone they encounter the remainder of the day in addition to giving the packet to the owner very enthusiastically. The receptionist will get a much better response about your offer than you would have gotten yourself.

How do you get the receptionist interested? This is where your creativity and personality comes in. I used to walk right into the business up to the receptionist with my packet in hand, look the receptionist in the eyes and ask if they are the owner, extending my hand out to shake theirs. Of course that was usually responded to with a big smile or laughter as they said "no, I'm just the receptionist." There's an old saying that goes "Flattery will get you everywhere." Use it, it really does. At that point I would usually say something to the effect of how they look so professional or had an owner type demeanor to them as they were sitting there. I would then introduce myself, tell them that I just opened a new hypnosis office around the corner and just wanted to come in to introduce myself and give them a few gift certificates should they be in need of my services. I would also ask them if they would give the packet to the owner and mention that I came in when they had a chance. I'd then say thank you, turn around and leave. Short, sweet and to the point!

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It's funny how many times I didn't even make it to the door before the receptionist asked me to come back because she had so many questions for me. I did this as a hypnotist which is an interesting field as many of yours are as well. So if it is not a very busy time for the receptionist, many of them will begin asking you questions. That is a golden opportunity for you, so answer the questions, be brief and then once again make your exit so as to not over extent you're welcome.

There are many other places for networking where you can hand out these packets including the meetings of business organizations such as:

Weekly clubs like BNI . Business Network International

Do a search online. They are in most cities.

Lions Club

Elks Club

Knights of Columbus

Chamber of Commerce

Gentlemen's Clubs (*I mean the business ones, not the strip clubs guys-:*)

Woman's Club's

Country Clubs

Trade Shows

Home Shows

Be sure to keep many of these packets with you as you may run into people in the grocery store, library, subway, bus stations, in restaurants, at the mall, at the airport, in waiting rooms, and virtually anywhere you go that people congregate.

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RELATIONSHIP MARKETING

Relationship marketing is basically building relationships with your clients as a way of creating permanent clients. One of the main things that is the difference between marketing today and how marketing was done years ago is that today are marketing requires building relationships. Years ago in the typical sales process was what we call "hit and run". You gave a presentation to the client which built excitement and an urgency to have it immediately. The client would purchase your product and in many cases you would never see them again.

Today however people are more cautious as to what they buy in who they buy it from. They like to know who they are buying from and that there will be good service as a result of making the purchase. In most cases today relationships are formed with the people you do business.

Keeping this in mind do not be afraid to build a relationship with your clients. An obvious advantage of building a relationship with your client is that you are also building future business. Rather than just one sale you have the opportunity of multiple sales.

A good example of this would be my current insurance agent. I remember years ago in my younger years I used to swap insurance companies quite often as a way to save a dollar here and there. Then one time I signed up with the present agent that I have now. I still remember when speaking to him that he told me he was planning on being around and worked with me for quite a while. Rather than just giving me the numbers and running, he took time to speak to me about my needs and kept

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me on top of things with periodic letters and phone calls. I stayed with him for quite a few years until I finally left the state and was forced to change companies to certified state insurance agency of the state I was then living in. Recently I moved back to the state of Maine once again where I was able to choose whichever insurance company I liked. Without even checking rates or benefits of the companies that were available, I immediately called the insurance company I used to have been asked to speak to the same agent. Yes, he made another sale. When you find someone you like, you stay with them. "Be someone that your clients like."

PUBLIC SPEAKING

Public speaking is always a wonderful way to promote your service. There are many training courses, books, websites and even organizations dedicated to helping you to be a proficient public speaker. If you feel you need the assistance seek them out. If you feel you do not need the assistance chances are that you should still seek them out.

Take the time to prepare a 15 to 20 minute presentation about your services. Be sure to include the unique selling points and the benefits. Practice it a few times in front of a mirror, with friends or family or maybe even videotape it so you can review your presentation and make corrections yourself.

Keep in mind that if you do videotape your own presentation, once it comes out satisfactory you can develop it into a podcast or video and post them online as additional way of advertising

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and also as a way to receive valuable back links to your webpage.

SELF SPONSORED GROUP SESSIONS

If you have a presentation that you have prepared, another way of generating business is to network with the public by sponsoring your own event or group session. These are relatively simple to put on. All you need to do is find a meeting place to have your event at and simply advertise in your local newspaper what it is about and what will be happening.

Be sure to have someone at a registration table to collect the entrance fee if you are charging one and if not still have someone there to register people so you can begin collecting e-mail addresses.

Not only is this a great networking tool was also a wonderful way to set yourself up as the authority in the area on the topic you are speaking about.

TRADE SHOWS, JOB FAIRS

Trade shows are also a great networking tool that can be worked in several different ways:

Visit and network

Even if you're not part of the trade show you can still network at

American School of Hypnosis www.choosehypnosis.com

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it simply by visiting. As you go from table to table you are able to start conversations which will eventually lead into what you do for a career. Be sure to carry many business cards with you.

Host an exhibit at show

You can host an exhibit by setting up your own display at the trade show advertising your products and networking with the public. If you decide to be an exhibitor you may want to consider having a free drawing, contests or some other type of event that will attract people to your table. Have something of interest that will catch peoples I as they are walking by. Maybe having a repeat or tape explaining your services or with testimonials playing on a television. If your service is one in which you can conduct demonstrations that may be something to consider as well.

Be a speaker

Many trade shows have a separate row set up for various businesses to conduct group presentations or someone arts. Find out what needs to be done and noted to conduct one of these and gave a presentation that would be helpful to the public about your service.

Conduct a demonstration

In addition to being a speaker, you may want to conduct group or individual demonstrations of your service. If there is enough room in front of your display table you may want to

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conduct short/many demonstrations of your service right there so people can see your setup and view your materials once they have been drawn in by the demonstration.

Registration

If you decide to host a trade show or job there be sure to have some form of visitor registration where you can begin to collect the names and e-mail address of interested parties. These e-mail addresses will be added to your established e-mail campaigns.

COMMUNITY AFFAIRS

Getting involved in the community is always a great way to network. People like to deal with businesses that they are familiar with or have been referred to before dealing with strangers. Seek out areas organizations in your community where you can be of service. It is important to always be prepared to promote your services at a moment's notice.

CLUBS, CHURCHES & CHAMBERS

There are many other sorts of organizations that you may join or be associated with where you will have the opportunity to network with others. Some of these are clubs and churches:

American Legion
Chamber of Commerce
Lions Club

American School of Hypnosis www.choosehypnosis.com

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Rotary clubs
Wolves club
Daughters of Isabella
Local churches
Parent Teachers Association
Knights of Columbus
Boy Scouts of America
Girl Scouts
Elks club
Business networking clubs

There are many clubs and organizations which vary from city to city. Do a search in your local Yellow Pages or online as see which ones are available to you. Speak to your friends to see which ones they belong to. Go to your local Chamber of Commerce meeting as a guest to find out what clubs they belong to. The bottom line is in order to network you must be around people, so get out there and mingle.

TIME FOR AN OPEN HOUSE

If you are opening a new business be sure to advertise in the newspaper and as many other places is possible that you will be having a grand opening. If you are a member of the Chamber of Commerce you should also speak to them as they would be more than willing to have a ribbon cutting ceremony at your place of business which they will place in the newspapers as a press release. This helps in advertising both to the local community as well as the other businesses in the area.

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GRAND OPENING

If you have an existing business already you may want to consider having an Open House or a Re-Grand Opening so that people may visit and see the service that you have to offer.

If you do decide to have an event such as this be sure to send Press Releases out to all be local papers and radio stations informing them of your event. Do not rely totally on the press releases just in case none of the newspapers decide to run them. Be sure to place ads in the newspaper on our so people know about it. It would also be a great idea to place signs in the front of your business a few days before the event so people know it is coming up.

TEACHING IN COMMUNITY

Teaching in your local community can set you up as an authority as well. One easy way to be able to teach in the community as well as have them advertise to the entire city at the same time is to teach for your local community adult education organizations. Many cities and towns will have a form of adult education that teaches all forms of topics from quilting and motor vehicle maintenance to yoga and martial arts. Some of these adult education programs are sponsored by high schools, colleges and even churches. Find out where the adult education training is offered in your community and contact them. Let them know what you would like to teach and they will give you all of the information pertinent to doing that.

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Many of these organizations will offer you either an hourly rate for teaching or a commission off the amount of people that attend your class. The beauty of teaching in this venue is that the adult education itself will advertise all of the instructors they will be having, usually in a booklet or pamphlet that is sent out to everyone within the city. So whether you have a large class or a small class, everyone within your location will know about you. It is a form of advertising that would be very expensive for an individual to do on their own.

If you decide that you enjoy teaching with the adult education you may decide to spread out and teach for the adult education in several locations or more. It is a very inexpensive way to get some practice in public speaking and to be advertised extensively in a very short period of time.

PRESS RELEASES

The use of press releases is common in the field of public relations, the aim of which is to attract favorable media attention to products or events marketed by those clients. A press release provides reporters with the basics they need to develop a news story.

It is like a short newspaper article that you may send to different media outlets in order to gain interest in a writer's mind so that a story will be published about the organization in which you work for or the product in which you are trying to promote. The person reading your release will be looking for stories that will interest their readers, viewers and listeners. An effective media release tells a story that will interest a number of

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people. The release isn't the place to list all the benefits of the business.

Create them and send them out to every paper within a reasonable driving distance to you.

Any time your business is doing something newsworthy, send out another. If you are opening a new office, that is news. If you are expanding, beginning a new product, doing a group program and so on. You may want to try a Grand Opening or Re-Opening. Both are news. Many times the newspaper will call you and ask to write a full-page feature article on your business. They usually send out a reporter and photographer. It is great press and is FREE too.

You can enter the words "PRESS RELEASE" on any search engine to find out the proper format of how to make a press release.

WRITE A COLUMN

Writing a column for a local newspaper or magazine is a great way to set yourself up as the authority in your field. You will notice that most major newspapers have people writing columns on certain things such as dating tips, mental health ideas, health tips and the list goes on. Write a few articles on topics that you are familiar with and send them in to your local newspaper offering them that you would be interested in writing a weekly or monthly column for them. It never hurts to ask and you may be surprised at the response you will get

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GIVE A SERVICE TO RADIO FOR PROMOTIONS

A great way I have found to get free publicity is to offer a product or service to your local radio station for free that they would be able to auction off during their programming. Radio stations especially are always looking for free thanks to give to the public because it helps to promote them. If the free thing that is being offered happens to come from your company and in the process the name of your company gets mentioned over the radio several times a day that is also a great perk.

If you do not have a product or service to offer but you would still like to have free radio PR there is another way you can do it. Just before lunch time buy a couple pizzas and have them delivered to your local radio stations talk personalities. Be sure that they are delivered to the disc jockeys or speakers who are actually on the air at that specific time and also be sure that there is either a tag or note somewhere connected to the pizzas saying who they are from. You can even attach a business card or a gift certificate with it. Then just sit by your radio and listen for your name to be mentioned.

As you know radio personalities have a knack for saying whatever comes to their mind and they usually love to speak about what happened to them that day. Going to work and getting a free pizza from a hypnotherapist, counselor, or sales agent in the area would certainly cover one of those unique things to speak about on the radio.

I can't guarantee that they will mention your business name, but you will find that this will work most of the time unless the

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radio station is so busy that day that they don't have the time for their radio personalities to speak freely.

VOLUNTEER TIME OR PRODUCT TO CHARITY

Donating a product or service to your local charities is also a good way of getting free publicity. Many times these charities will auction or sell your products during their events. Sometimes these events are even held on television which can be great exposure for you.

In our area there is a local mental health organization that has a large 24 hour telethon auction that is televised each year. Many people from several towns surrounding this business watch this broadcast so they can get deals on merchandise as well as support this organization. This is a wonderful way to get your name out into the public as well as being of service to others. In fact in the past I had even performed as one of the "acts" on this telethon as well.

THANK YOU NOTES

Thank you notes are a very nice touch that can be used in virtually any transaction. You can send thank you notes to your clients, vendors, business associates or virtually anyone you meet who gives you a business card. Simply send a thank you note to them thanking them for taking the time for meeting with you.

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As an extension to this wonderful service you may consider sending a birthday and Christmas cards to your patrons. It is a touch that they will definitely notice and remember for years to come. It is also a way of social networking as mentioned earlier in this book.

SHARE YOUR SUCCESS WITH OTHERS

Don't be afraid to share your successes with others. By that I mean other business people in the same field as you as well as those that you network with in various organizations that you may belong to. If you find something that works, share it. By helping others sharing knowledge that has helped you, they may share information with you that has helped them.

You will find that the most successful businesses are the ones that are of service to others. In all that you do seek out ways that you can be of service to your patrons, fellow business people and the universe in general.



We'd like to thank you for taking the time to view our materials and congratulate you for taking the first step in raising your business to the level of success that you deserve.

See you at the top,

Rene & Raluca