

“Real World” Marketing Programme

The “Real World” Marketing Programme is designed for advisers who want to grow their revenue and profitability by attracting greater numbers of high value clients to their business.

The Programme will show you:

- How to identify your most lucrative client markets
- How to create an effective “marketing machine”
- How to find and attract more of the right type of client
- How to get your message across in a compelling way
- How to create a practical, pragmatic and workable marketing plan using practical cost effective strategies to find and attract target clients
- How to develop profitable referral relationships with solicitors and accountants
- How to stay connected with existing clients, prospects and introducers
- How to sustain your marketing activity for long-term results (sporadic marketing doesn’t work!)
- How to control costs and ensure your resources are well directed

WHAT’S INCLUDED

1. 4 Days on-site face to face consultancy.
2. Creation of your “Real World” Marketing Plan
3. Scheduled teleconferences between each consulting day to discuss key issues and maintain momentum and accountability.
4. Unlimited telephone and email access to me to:
 - a. Answer questions
 - b. Discuss issues as they occur
 - c. Review and edit materials as they are developed
 - d. Provide further tailored input
 - e. Provide a sounding board.
5. Access to all our business consultancy materials and expertise as required.
6. Complementary subscription to our regular practice management insights blog.
7. Access to copywriting and graphic design professionals (where required) at discounted rates

Outcomes and Benefits

- Clear focus on your most profitable market segments to grow your revenue and improve profitability.
- Your own personalized “Real World” Marketing Plan using practical, cost effective tips, tactics and strategies to find and attract your target clients.
- Step by step process for moving prospects through the buying cycle to become clients resulting in a sustainable flow of new clients.
- Creative ways to increase the number of referrals you receive from existing clients and introducers.
- An effective communication strategy to keep you connected to existing clients and prospects so you stay “front of mind” and build “stickier” relationships.