

ACTION PLAN MARKETING

HELPING SERVICE BUSINESSES ATTRACT NEW CLIENTS SINCE 1984

Why "Mastering the Marketing Conversation"?

As you know, the marketing workshop with Robert Middleton, entitled "Mastering The Marketing Conversation" is coming up in just under two weeks on Saturday March 12 at the LAX Renaissance hotel and in four weeks on Saturday, March 26 at the Clarion Hotel SF Airport.

If you've been considering the workshop but aren't yet sure, this interview with Robert might tip the scale for you. In it he goes into much more detail about what is covered in the workshop and how it is structured to help you attract clients.

Question - Why should people attend this workshop?

Robert - There are a lot of reasons, but the main one is very simple. If you are not attracting clients consistently, are not making the money you know you could or you are not making the contribution you know is possible, this workshop will help you in all three of these areas.

Question - What specifically are people going to learn that they haven't already heard a hundred times before?

Robert - We'll that's one of the biggest problems. People are in information overload. They've attended workshops, seminars and teleclasses, read books and listened to audio programs and still their marketing isn't getting the results they'd hoped for.

Question - So again, what makes this workshop different?

Robert - Because it isn't about information, it's about the application of information. It's about actually practicing the core skill of marketing and that's what I call marketing conversations.

Question - How can you actually practice marketing in a workshop.

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Robert - Simple. Let's take an example. I teach you how to introduce yourself at a networking event in a way that gets attention and interest. That's one of my trademark strategies I've been using for years called the "Audio Logo."

I'm really good at teaching it to people. They go, "Ah, ha, that makes sense. I'll use that technique after the workshop."

And you know what? Almost nobody does! It's retained in the mind but more like "temporary software," not like something that becomes literally "hard wired" from practice and experience.

So it's only theoretical. Before too long it's forgotten altogether.

Most workshops are like this and although they may be interesting and engaging, and the information may be top-notch, ultimately they amount to very little because the ideas slip away before they can get implemented.

So in this workshop we don't dump a ton of information on you. We work with a few very powerful concepts and then get you to actually practice them in the workshop. And you get to see others practice them as well.

So with the Audio Logo for instance, we'll spend some time really practicing this until it goes "clunk!" Then you don't just understand it, you're empowered to use it. It starts to become hard wired.

Question - What other things will you be working on and practicing in the workshop?

Robert - Well, if you really break it down, marketing is all about communication. It's all about getting people's attention and interesting them in what value you have to offer.

In the workshop we work on six different marketing conversa-

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tions that are the very essence of marketing. If you know these, if you can gain some degree of fluency in these six conversations, you will start to become very good at attracting more clients.

Question - What are these six marketing conversations?

Robert - The first one is the Audio Logo. Virtually everyone gets this wrong. The first thing out of our mouths needs to generate some attention and interest. Actually we tend to do just the opposite. When people get how this works it just amazes them that they missed something so obvious.

The next conversation is called the Ultimate Outcome. If you ask people this simple question, "What do your clients get when they work with you?" most really can't answer in any meaningful way that gets the listener to want to know more. Again, the formula is easy once you know it and practice it a little.

The third marketing conversation is called Value. This is really a direct extension of the Ultimate Income. The thing is, your clients don't just get one thing from you, they get several things. But again, the way we talk about this value is key. This conversation can really get people excited or it can bore them to death. There's a secret to communicating value that virtually nobody knows or uses.

The fourth marketing conversation is called Proof. Look, we live in a skeptical age. Once you get someone's attention and interest you've really only started. You need to prove that you can deliver the goods. What amazes me is that many Independent Professionals have proof up to kazoo and they don't know how to talk about it in a way that increases credibility and trust. Once again, something that's not rocket science, but that maybe 10% actually use to its greatest advantage.

The fifth marketing conversation is called Process. This is a funny one. It's tricky because what we actually do is use this

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one way, way too much. In fact, it's not unusual that we talk about this first instead of the above four. And this usually sinks us. Process is about how we do what we do. But it's more than that, it's about talking about what we do in a way that is actually compelling, not a deadly bore.

The final marketing conversation is called The Offer. This one is extraordinarily important because it's the conversation that gets people to take action. No action, no new business. What people don't realize is that to move marketing along you need to be making offers over and over again at different stages of the marketing and selling process. When people get clear on the concept of offers, marketing and selling starts to look completely different to them. It becomes easier, less of a struggle.

So those are the six marketing conversations we'll be exploring and practicing in this workshop. It will be a very full day.

Question - Could you perhaps give me an example or two of the results people get when they master marketing conversations?

Robert - Sure. People email me testimonials all the time. Here are two that I think prove my point. The first is from Mark Silver, a business consultant and coach from Portland, OR.

"I had worked on marketing for years, with okay success. But when I came across your materials, and applied them to my business, I never knew it could be so easy, straightforward, and honest. My business has doubled in the past year, and instead of chasing clients, they now come to me basically ready to buy-thanks to the structures you helped me put in place. Thank you!"

And the structures Mark put in place were essentially marketing conversations. The next is from Kathy Mallary, a business consultant who works with women in Kirkland, WA.

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"Because of using your approach, my business has more than doubled in the last nine months, and the more I incorporate your methods, the better my results have been. People respond much more favorably to my marketing communications now, and I consistently hear positive feedback from my customers and from visitors to my website."

You know, the thing I didn't even mention is that marketing conversations aren't just verbal, they are written as well. And you can use exactly the same marketing conversations in a web site, article, letter or other marketing materials.

Question - What else do people get in the workshop?

Robert - The final thing we do is set people up in a free follow-up program that enables them to practice these conversations more and to work with their peers in a virtual mastermind group. I added this because I really want to see people get tangible results and just going it on your own can be hard. It's difficult to stay on track no matter how much you've gained in a workshop.

Question - Thank you very much. The workshop sounds great! I think people are going to get a lot of value.

Robert - That's certainly my intention. I love doing this work because the feedback I get is that it really does make a difference. People improve their marketing dramatically and start attracting a whole lot more clients.

Question - If you want to reserve a space in the workshop, there are still spaces left. Just click on the link below and pay with your credit card online. When you do, you'll also get some preparation work to do before the workshop.

Los Angeles: <http://www.actionplan.com/wkp/lawkp.html>

San Francisco: <http://www.actionplan.com/wkp/sfwkp.html>

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