

Make your own marketing magic!

#1108

Sometimes figuring out all the best marketing tricks can make you feel like a magician on a badly lighted stage. You know the audience is out there, but you can't quite see them due to the blinding glare of the stage lights.

So you bring out your marketing bag of tricks and hope something magic will happen and your audience will respond, even though you have no idea of whether you're actually reaching anyone. Let's look into our marketing bag of tricks and see if we can find a way to pull a real live client out of your hat!

All will be revealed!

First let's venture beyond the stage and out into the audience to find your prospect. The trick is to try to think like your customers and then be wherever your prospect will be. Read trade publications; join associations and network at industry events. If your product is a magic wand, read trade publications and join associations for companies that manufacture magic wands for industry support and information. Then attend seminars, workshops and tradeshows populated by magicians who buy magic wands.

One of my best referring clients developed out of a networking relationship with a group of businesswomen. A newsletter for freelance copywriters provided a lead on a great conference. The conference provided many promising contacts and gave me a lead on another trade association. That led to another networking opportunity, a few more good leads, and another networking opportunity. All of this helped me to more than triple my contact list in only a few months.

Presto Chango from contact to client

Now that you've grown your list, you're ready for the next crucial step: follow through. It is essential to develop a system that easily allows you to put your new contacts into a database and have some type of follow up communication ready to go.

Put together follow-up kits customized for different circumstances and types of prospects. A basic letter or email that can be personalized easily might do the trick. (I really enjoyed meeting you at the...I was intrigued by our discussion about...I would welcome an opportunity to talk with you further about...)

Your follow-up kit could contain a sales letter, brochure, product and bio info, or whatever is right for your type of business and the contacts you are trying to reach. Even a simple direct mail postcard can serve to jog your contact's memory and keep you on their minds.

Having a database of e-newsletters streamlines my follow up program. It's a quick, easy and cost effective way to select a subject of interest to my new contact and send it off in a timely manner. Whichever way works best for you, the main thing is to have follow-up communication ready to go. Anything that will make the process easier will make you more likely to do it!

Need help putting together your bag of tricks?

I can help you magically transform your prospects into clients with the right marketing message to the right audience in the right way at the right time! Email gail@gmawriting.com today!

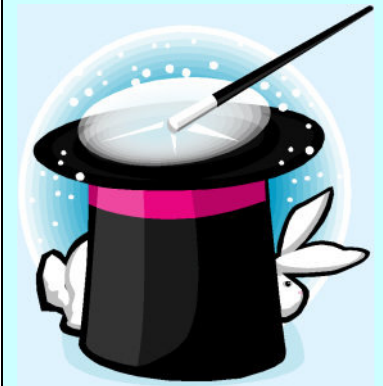
Till next time,

Gail

More marketing magic!

Trying to think like your client increases your understanding of what they want and how to respond to their needs.

By reading your client's trade publications, you can find out how your product or service can solve their problems or save them money or time or make their lives easier.



By showing up in front of your clients/prospects over and over again in person or in print, you become familiar to them.

Over time, as they get to know you and your product or service, they begin to trust and like you. If you have made a good impression and added value to the relationship, they will be happy to choose you over your competitors!

GMA Writing Services can help you send the right message to the right audience at the right time in the right way!

Drop me a line now at gail@gmawriting.com.