

COMMUNICATING FOR PROFIT

*70 Tips for Coaches, Consultants, and
Service-Based Businesses
from a Collection of Experts*



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INTRODUCTION

This booklet brings you practical and immediately usable insights in bite-size pieces for transforming your communications into profits for your company or practice. Each author in this booklet offers tips from their areas of expertise. These well-tested tools and techniques are sure to get you thinking about what works best for you now and in the future.

You'll see suggestions about everything from ways to leverage case studies, ideas for improving your website, newsletter, article, and book copy, to getting paid for strategic coaching sessions, increasing your results with telesales, and overcoming real and perceived obstacles in your professional life. Find all of that and more right here in this booklet.

Test one thing at a time. See how it suits you. Contact these authors. They remain successful, inspired, and inspiring by contributing to your world. Plus they are really terrific and interesting people you'll want to know and have in your life.

Interview the authors in your publication if you are a journalist. They are professionals, ready to share what they have with those who find it useful. Multiple related sources and bulleted content are all in one place right here for your article, radio or television interview, blog, or website. Ask for a price quote if you are shopping for the services or products they provide. Purchase printed copies of this booklet as a customized promotional tool for marketing your own business or talk with them or us about licensing the downloadable version for other promotional applications. Like communication and profits, the possibilities are truly endless.

Published by:
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MAKE EACH TELEPHONE CALL COUNT

- 1 Organize before.** Create a list of the calls you will make. Zero in on your single objective for each call. Have your responses to questions at your fingertips. Have a pen and paper ready to take notes during each call.
- 2 Set aside a block of time.** Focused time produces better results so set a goal for completing a certain amount of calls within a block of time. You will get into the 'swing' of calling and establish a rhythm.
- 3 Practice before you make your first call.** You want to sound confident. That is done through practice. The easiest way is to use your own voicemail machine. Call yourself, practice your message, and review your results.
- 4 Stand up and look yourself in the eye.** One of the easiest ways to infuse energy into each conversation is to stand up. Glancing into a mirror during the call will bring an automatic smile to your voice.
- 5 Create a professional voicemail message.** Many of your calls will end in voicemail. A well scripted message which includes your contact information (twice and slowly!) will leave a good impression of you and your company.

Denise Clancey, President of Teledirect Partners, works with small and mid-sized businesses that are looking to launch, rejuvenate, or reengineer their Telephone Sales and Customer Service organizations. She provides practical advice, tools, and methodologies, focused on getting results quickly. Denise develops in-house and outsourced telemarketing solutions, matching each client with the right combination and type of telemarketing resources.

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LEADERS GET WHAT THEY COACH TO – NOT HOPE FOR

- 1 Shift your mindset.** See yourself not as the “Boss of people” but as the “Coach for people.” Engage their hearts and minds by talking with them – not at them. Focus on serving their needs and agenda.
- 2 Build rapport.** Build strong, connected relationships that support performance-focused conversations. If people do not trust you, they will resist your feedback. Without rapport, your feedback is just noise.
- 3 Give feedback that describes actions and behaviors and the resulting impact on people and performance.** It’s easier to hear, much more helpful, dramatically increases the chance of them changing behavior and improving performance, and keeps it from being personal.
- 4 Show up coachable.** Leaders/managers who are not open to coaching from others make a mockery of the coaching process. Solicit and respond to feedback – modeling the way for others.
- 5 Re-energize the culture.** Culture is the best predictor of high performance. Cultivate a High Performance Coaching Culture where coaching between colleagues can safely flow in all directions – Up, Down, and Sideways – for optimum performance. Your competitive advantage will become sustainable.

Tom is an international consultant, facilitator, author, coach and speaker. His book, “*The Heart of Coaching*,” shows organizations how to create *high-performance* through the development of coaching cultures. He works with leaders and their teams to make coaching a primary method of communication to enhance both individual and team effectiveness and optimize performance. He has worked for over 20 years in small and large “for-profit” and “not-for-profit” organizations going through strategic change and culture re-alignment.

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WEB STRATEGIES THAT WIN

- 1 Identify *all* of your online markets.** Most Websites have more than one type of visitor. Create mini-home pages that speak directly to different audiences and use the main home page to direct traffic to the most appropriate content for each segment.
- 2 Speak in language they'll understand.** Avoid jargon and “geek-speak” unless you're sure that your audience is familiar with your terminology. Use words that your visitors are likely to put into search engines when looking for services that you offer.
- 3 Establish your credibility.** Brief testimonials (audio and video), success stories, portfolio examples, client lists, awards and media appearances all have a significant impact on your response rates. Spread testimonials across every page of your site, and don't be shy about highlighting your achievements and recognition.
- 4 Include plenty of calls to action.** Make sure that there's a clickable link to your sales or sign-up page at any point where the visitor might say “How do I get this?” *Every page of your site should have a strategy.*
- 5 Measure your results.** Implement Google Analytics or another Web traffic reporting program, and regularly review the reports for any needed tweaks to your site. Otherwise, you're shooting in the dark with your whole Web investment!

Philippa Gamse helps business owners and executives maximize the return on their Web and social media investment. Clients report significant improvements in the levels of quality traffic, visitor engagement, customer loyalty and qualified sales leads within 30 days of implementing her recommendations.

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HOW TO WRITE FASTER

- 1 Create a *mindmap* instead of an outline when you're trying to write quickly.** This more freeform style engages the creative part of your mind and makes writing much easier.
- 2 Allow yourself plenty of prep time.** "Thinking" and "percolating" (which often look remarkably like goofing off) are actually a key part of writing!
- 3 Go for a walk and "write in your mind."** If you're worried you might forget something important, use your cell phone to take notes. Walking helps the brain work better.
- 4 Write in five-minute dribs and drabs.** This is much more efficient than clearing huge blocks of time for writing; the writing quickly adds up and you're no longer faced with a blank page!
- 5 Write as fast as you can, without editing or judging.** You'll write faster, better if you save the editing for later. If you have a hard time with this, turn off your monitor so you can't see what you're writing!

Daphne Gray-Grant "grew up" in newspapers (she worked at a family weekly paper until her mid-20s) and then "graduated" into the daily newspaper business where she became a senior editor. Eventually she launched her own communications firm and then formed the Publication Coach – a service designed to help others vanquish the problem of writer's block.

Daphne also wrote a popular book – *8½ Steps to Writing Faster, Better* available at:

<http://www.publicationcoach.com/8.5stepspage.php>

– and she publishes a free (and brief!) weekly newsletter called *Power Writing*. In addition to her coaching, she also continues to work with clients around the world, as a writer and editor.

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ENLIGHTENED MARKETING GROWS YOUR BRAND

- 1 Decide what you want to be known for.** Profitable communication begins with a laser-focused brand identity. Your brand conveys who you're for, what's unique about you and why your intended audience should choose you over the alternatives. It should be clear, compelling, authentic and consistently communicated.
- 2 Articulate your brand value in a knock-out marketing message.** Describe the specific issues you solve and the benefits you deliver. Stories are an amazing way to convey your message, because they engage your listener's imagination and emotions.
- 3 Work exclusively with *perfect* clients.** Nothing communicates more about your brand than your actual results. Working with perfect clients ensures you deliver your brand value effectively, because they "get" what you do, value it highly and bring out the best in you.
- 4 Develop an evocative look-and-feel for your brand.** An effective brand identity includes a logo, color scheme, visual style, imagery, personality and a "voice" to use in your marketing communications.
- 5 Radiate your brand through all your "touch points."** Everywhere your brand is seen or experienced – your business card, photos, social media profiles, website, voice mail message and products - should be consistent with your core brand identity.

Samantha Hartley of Enlightened Marketing helps small business owners to identify and communicate their brand value so effectively that they work only with perfect clients, charge premium prices and enjoy healthy profits. As a result they become more joyful business owners! Get personalized feedback on your brand at:

<http://www.enlightenedmarketing.com/assessment/>

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SELLING WITH CUSTOMER SUCCESS STORIES

- 1 Differentiate yourself in the first conversation with a potential client.** Share one powerful anecdote about another client's success, always mentioning a specific result that the client achieved. Try to match the anecdote to the current prospect's situation.
- 2 Communicate credibility to website visitors by showcasing at least three customer success stories.** When you sell something intangible, show how you helped other clients. Match stories to the type of clients you want more of.
- 3 Build trust by showcasing an authentic client success story in every ezine you send, reinforcing your track record.** Be sure to quote clients directly. Prospects believe your happy clients more than they believe you.
- 4 Engage your blog audience with a compelling customer case study.** The format: Introduce the client, talk about their needs and challenges, highlight the solutions you provided, and conclude with the powerful results they have experienced.
- 5 Increase your sales win rate by summarizing a couple of successes in every proposal.** Think your results are not measurable? Get creative. Ask each client 10 relevant questions on areas of focus before and after your services to track progress.

Casey Hibbard helps companies and solopreneurs capture and leverage their customer stories to differentiate themselves in a competitive market – land sales, win PR, and get more fans and followers. She is president of Compelling Cases Inc., and author of the award-winning book, *Stories That Sell: Turn Satisfied Customers into Your Most Powerful Sales & Marketing Asset*. For free tips, follow her blog or ezine at www.StoriesThatSellGuide.com.

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PAID INTRODUCTORY SESSIONS THAT SELL

- 1 Offer “paid” strategic sessions that provide “standalone” value instead of offering “free” sample or introductory sessions as a means of getting clients.** Done properly, your conversion rates and revenue will increase.
- 2 Create a paid “strategic session” format.** This includes naturally leading to a clear, relevant strategic “roadmap” for reaching your client’s desired outcomes.
- 3 Prescreen potential clients.** Have them fill out an initial “snapshot” questionnaire that allows you to concisely and conveniently obtain initial key information that gives you an appropriate “high-level” understanding of their situation.
- 4 Select only the best clients to work with by defining and documenting “client selection criteria.”** This helps you readily determine whether a client is a good fit to work with you. (Then stick to it!)
- 5 Showcase your expertise by crafting a clear, well-defined “core client process.”** This articulates your unique approach for working with clients and delivering your services, programs, and products.

Dr. George Huang works with entrepreneurs who seek new levels of unbounded freedom and success in their work. As a business acceleration coach, George teaches ambitious clients how to get more and better clients using paid introductory sessions that they gladly pay for. He created an annualized six-figure revenue stream in 73 days and later coached one client to achieve the same result in 70 days. Dr. Huang is the co-author of *Create the Business Breakthrough You Want*, and author of the forthcoming books, *The Exponential Bottom Line: Five Sustainable Business Mindsets That Could Change the World* and *Freedompreneur: The Conscious Entrepreneur’s Guide to Greater Freedom, Contribution, and Prosperity*.

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USE THE 5Ws TO ORGANIZE YOUR COMMUNICATION SUCCESS

- 1 Consider WHO you are addressing in your speech or document.** You will attract their attention more successfully if you know your customer's interest and understand their needs.
- 2 Decide WHAT the purpose is of any particular message.** Knowing what action or response you are looking for at the end will help you to cover the action steps or to give the right information from the start.
- 3 Determine WHERE your message is best placed.** A perfectly crafted message in the wrong place is less effective than an average one but in the perfect place. Get your message in front of the right target group, where they are most likely to hear or see it.
- 4 Plan WHEN to best deliver your message.** As communication for profit is about marketing continuously, maximize your success by planning your exposures with a marketing calendar. Coincide your message with events, special dates or seasonal planning.
- 5 Be clear as to WHY people should spend their time or money on receiving your message.** Your compelling reason keeps their attention and gives you time to persuade, influence or sell your product, service or idea.

Asking the right questions to get to the best answers is how Helena helps her clients define their message so that it makes them money. For 27 years, her wisdom with words online, in person and on paper has raised client profiles and market shares in their fields.

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WRITE PERSUASIVELY

- 1 Use active verbs.** Ignite your sentences with active verbs and use active (not passive) construction. Which is more effective?
Passive—"The juicy watermelon was eaten by the boy."
Active—"The boy chomped into the watermelon's belly."
- 2 Show, don't tell.** To be compelling, write what's happening without using adjectives.
Don't rely on an adjective—"She is sad."
Describe action instead—"Tears rolled down her cheeks."
- 3 Add alliteration and other figures of speech.**
Alliteration—First letter repeats. "It will dazzle and delight you."
Simile—Compare using "like." "It creeps up like a thick fog."
Metaphor—Something IS something else. "Keep your train of thought on track."
Chiasmus—A sentence that mirrors itself. "Reap what you sow, sow what you reap."
- 4 Whack wordiness.** As you finalize what you've written, whack an extraneous words to sharpen your message.
Take out wobbly words—some, much, very, that
Get rid of redundancies—~~future~~ plan, ~~end~~ result, add ~~more~~
Stop run-on sentences—cut any that exceed 21 words
- 5 Match the right word to the meaning.** Avoid embarrassment by using words that can trip up your readers. Don't write "advice" when you mean "advise" or "accept" instead of "except."

Barbara McNichol provides expert editing of nonfiction books, proposals, articles, and marketing pieces. She has created *Word Trippers: The Ultimate Source for Choosing the Perfect Word When It Really Matters*, an valuable word choice ebook. For more tips on how to write persuasively, subscribe to her ezine "Add Power to Your Pen" at www.BarbaraMcNichol.com

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SUCCESSFUL LEAD NURTURING STRATEGIES

- 1 Invest in your website.** If you don't have a web presence, get one. Hire a web designer to ensure your site reflects a professional image. Remember, your website is your first impression so make it a good one.
- 2 Build online networks.** Social media has moved from fad to trend. Fill your networks with prospects and thought leaders to ensure maximum benefit. Focus on quality, not quantity.
- 3 Dedicate time every day to social media activities.** Developing and engaging the people in your network takes time and is as vital as email and the telephone. LinkedIn, Twitter and Facebook are essential tools for business.
- 4 Start blogging.** Your blog is a secret weapon to position your business and establish your authority. It enables you to populate your website with keywords attracting attention from the search engines and increasing your rankings.
- 5 Develop original content and give it away.** Changes in consumer behavior mean people are educating themselves before they purchase. They are looking for information online so make sure you are providing what they need.

Sarah Mitchell is a content marketing specialist with an interest in small business. Her business, Global Copywriting, helps clients achieve competitive advantage by developing original content to educate prospects and customers. Sarah has lived and worked on five continents giving a rare depth to her expertise.

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SIMPLIFY MARKETING IN FIVE EASY STEPS

- 1 Conduct a personal branding audit.** From your business cards to your website, ask if your visuals communicate the most effective message about your firm. Gather every piece of your collateral information, and separate what works from what needs attention. Map out time to update your revisions.
- 2 Develop a seven word identifier about the value you offer to clients.** Get specific about what clients will get or how they will feel as a result of working with you. Refuse to use broad descriptors like “quality service,” or “unique process.”
- 3 Define your business as the basis for your social media profiles.** Leverage your seven word identifier into a paragraph about your company. Generate synergy by using similar phrases across the web.
- 4 Perform a personal time and money assessment to solidify your chances of success.** Ask how much time you can devote to marketing each week, and then make an appointment with yourself to do it. Determine how many dollars you can put towards marketing each month and set them aside for that purpose.
- 5 Take one marketing action every day and transform your business.** Call a satisfied client and request a referral, or post a story on your website about your new product. Write a contract with yourself and commit to the challenge of achieving what it is you want to accomplish.

Mary Ellen Merrigan collaborates with entrepreneurs to develop successful, sales-building strategies. Learn more about the six-week marketing plan and create your own plan to attract new clients and achieve a positive bottom line.

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NEWSLETTERS: THE #1 MARKETING TOOL

- 1 Nurture your prospects with a regular, education-based newsletter.** If you are “out of sight,” you’ll definitely be “out of mind” when people are ready for what you have to offer.
- 2 Build credibility and trust with your target market.** Maintain a vital link to current and past clients by providing valuable articles and resources via your newsletter.
- 3 Be willing to send promotions to your database (aka “list”).** If you have a well-developed relationship with your database, built up through regular, helpful newsletters, your prospects will be more responsive because they already know and trust you.
- 4 Send your newsletters consistently.** If you let too much time go between communications, you’ll practically have to reintroduce yourself. If you’re having trouble creating your newsletters, outsource them.
- 5 Select your newsletter format with intention.** Electronic newsletters (ezines) are great for developing clients across the nation (or world). Print newsletters are excellent tools for developing a local or regional clientele.

Linda Claire Puig is a newsletter marketing expert whose business provides busy coaches and personal development professionals with high-quality, education-based content and newsletters to grow their businesses. She also teaches unique, action-oriented programs on how to create newsletters and use them to make more money.

An award-winning writer since 1983, Linda’s articles have appeared in newspapers, magazines and newsletters throughout the world. She has produced newsletters for small businesses and professionals since 1990 and has trained thousands of individuals in “the way of the newsletter.” For a free copy of her special report, visit:

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INCREASE YOUR BOTTOM LINE WITH ASSESSMENTS

- 1 Complement your existing offer with assessments to expand service to clients.** Assessments provide a “mirror” for us to see our strengths and challenges. We all have both. Assessments provide unconditional and non judgmental feedback for us to see ourselves in ways that might not otherwise be evident. Become a more valued advisor and understand those you serve at a deeper level.
- 2 Select an assessment that is accurate, validated, objective, and will not process positive biased scores.** Choose an assessment that measures at least 24 personality characteristics in-depth.
- 3 Support hiring, selection and placement decisions by incorporating assessments into the hiring and on-boarding process.** Pre-hire candidate assessment profiles overlaid on company job descriptions predict the potential for a successful hire or a mismatch. Reduce turnover by identifying the best candidates to hire.
- 4 Strengthen coaching, consulting or service relationships.** Objective data for individuals and team offer specific areas of personal and/or professional development. Through assessments, new depths of truthful conversations immediately emerge.
- 5 Validate team development needs.** Juxtaposing all individuals into a team profile easily identifies strengths, challenges and potential derailments. Strategically position your firm to provide training and development programs for teams and individuals based upon these results

Results 4 Business...Impacting companies' bottom line with assessments by introducing smarter hiring practices, developing individuals and teams to surpass performance expectations. Organizational planning and accountability performance improves in your organization when we are on your team.

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OVERCOMING PERCEIVED OR REAL BARRIERS IN BUSINESS

- 1 Be positive.** After every storm there is a rainbow. Look for it and you'll see it. Seeing the opportunity in every problem is a characteristic of all entrepreneurs.
- 2 Make everything short.** Use short sentences, bulleted points, and headlines in your ads, newsletters, website, emails, sales letters, brochures. etc. People don't read long run on sentences. Keep them reading.
- 3 Develop a "marketing mindset."** See marketing ideas everywhere. The business could be like yours or not or you could be doing something personal like buying groceries and see something that gives you an idea. Carry a small recorder or coil book and record any marketing ideas you have. Make this a habit.
- 4 Get known.** Speak at conferences, seminars (your own and other's). If you don't think you can speak, attend Toastmasters to learn how. Go to networks. Join associations. Volunteer. Comment on other's blogs. Communicate Your Wow!
- 5 Write a "Call to Action."** End everything by telling people what to do next or asking them. If they don't know what you want, they can't do it, can they?

Trudy Van Buskirk is a small business marketing coach, trainer, author, writer, and resource who has owned businesses in Canada and the U.S. Trudy even lends you a hand by DOING some of the marketing that she suggests for you.

Strokes in 2005 took her ability to speak well and her balance but they didn't take her attitude, knowledge or experience. If she can continue to do business so can you! Sign up to receive your free marketing tips and monthly ezine at her website.

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