



# Get Clients Now!: A 28-Day Marketing Program for Professionals, Consultants, and Coaches

*C.J. Hayden , Jay Conrad Levinson (Foreword)*

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**Get Clients Now!: A 28-Day Marketing Program for Professionals, Consultants, and Coaches** C.J. Hayden , Jay Conrad Levinson (Foreword)

"Get Clients Now!" has helped thousands of independent professionals dramatically increase their client base. With this uniquely practical guide, it's easy to replace scattershot marketing and networking efforts with proven and targeted tactics. Using a simple cookbook model, the book helps readers identify the ingredients missing from their current marketing activities, select the right strategies and tools from a menu of options, and create a completely customized action plan. A structured 28-day program then outlines exactly what they need to do to put it into action. Now fully updated, the third edition combines tried-and-true marketing practices with new ideas for reaching clients. Readers will learn: - How to choose the best marketing tactics for their situation and personality - Hands-on approaches for replacing unproductive cold-calling with the power of relationship marketing - Online networking and prospecting, social media, and internet marketing strategies that really work - Advice on integrating online and offline tactics - Tips for dealing with fear, resistance, and procrastination - And more Complete with worksheets, exercises and all-new examples, "Get Clients Now!" remains the definitive guide on winning new business.

## Get Clients Now!: A 28-Day Marketing Program for Professionals, Consultants, and Coaches Details

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# From Reader Review Get Clients Now!: A 28-Day Marketing Program for Professionals, Consultants, and Coaches for online ebook

**Evie Burke says**

3/2013 - GREAT book! Pointed out a huge blind spot for me and gave the enough of a start that I was able to find more info

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**Chad Warner says**

A specific, step-by-step system for getting clients quickly. It covers six broad marketing strategies, with advice and detailed examples. It includes a 28-day program for putting the information into action. You're supposed to start seeing results by the end of the program, but to keep repeating it to be effective. It's aimed at professionals and consultants operating as self-employed and very small businesses, but much of the advice can be applied more generally.

I liked that Hayden ranks strategies by their effectiveness, and considers the cost and time required.

I read this because I'm seeking to improve the marketing of my web design agency, OptimWise. This book was recommended by Cory Miller, founder of iThemes. I've also heard it recommended by others.

## **What Really Works? Effective Marketing Strategies**

*Marketing strategies for professional services, most to least effective*

Type of strategy is in parentheses.

1. Direct contact and follow-up (outreach)
2. Networking and referral building (outreach and credibility)
3. Public speaking (visibility and credibility)
4. Writing and publicity (visibility and credibility)
5. Promotional events (visibility)
6. Advertising (visibility)

### **Direct contact and follow-up**

- Must personalize initial communication, otherwise it's just direct mail, which is advertising (least effective). Subsequent contact can be impersonal, such as newsletters or mailings, but use personal contact for interested prospects.
- Tactics: warm calls, lunch/coffee, personal letter/email, send links to useful articles, invite to third-party seminars, newsletters.

### **Networking and referral building**

Tactics: develop referral partners (people who serve the same clients).

### **Public speaking**

- Speak to existing groups rather than hosting your own event.

- Tactics: make announcements or introductions at group meetings, serve on panels, do webinars or web chats, give classes/workshops.

### **Writing and publicity**

- Start small (blog, newsletters) before graduating to larger publications.
- Use ghost writers and editors as necessary.
- Always provide the media with a story. Tell why their audience will be interested.
- Don't expect a flock of new prospects; these efforts slowly build credibility and name recognition.
- List publications and media appearances in your marketing kit or website.
- Once you've appeared in one media outlet, others will be eager to have you.
- Tactics: write a regular column, contact journalists or bloggers when they discussed your area of expertise (and they may contact you next time).

### **Promotional events**

- Can be expensive; compare cost per lead to other marketing methods.
- Tactics: free demos or workshops to hot prospects; online demos or workshops; open house reception; co-sponsor events with nonprofits or colleagues; host networking lunch, breakfast, or mixer.

### **Advertising**

- Advertising usually must be coupled with direct contact and follow-up to pay off.
- If your clients usually select your services by referral, advertising is probably a waste. If they use advertising to make their decision, you may consider it.
- Display ads in the newspaper, magazines, and trade journals are more for visibility than direct response. You usually need a big budget and repeat advertising.
- Direct-mail is much less effective than personal letters, and are often a waste.
- Tactics: SEO, web directories.

### **What Really Works? Effective Marketing Strategies, cont.**

- In professional services, marketing and sales are separate. Think of every marketing strategy as a sales strategy, and vice versa.
- Better to get multiple exposures to a smaller target group than get fewer exposures to more people.

### **Putting the System into Action**

Choose only the action items that reflect who you are and what you like to do. The only thing you're required to become good at is talking to people so they understand what you offer and that you can help them.

"Don't let the work you already have your excuse for not finding the class you really need. Make marketing your first priority instead of the last thing you do."

"Everyone you meet is either a prospect or a potential source of referrals. Never pass up an opportunity to introduce yourself."

Acknowledge your progress; don't only reward results. Marketing is a skill learned over time.

### **Filling the Pipeline: When You Don't Know Enough People to Contact**

"In marketing, more of the same works much better than a little of everything."

If you can't narrow your niche definition to one target market or specialty, define two or three distinct ones. Example: "executives, established professionals, and successful entrepreneurs."

10-second introduction: state key benefit of service before giving occupation or job title.

When contacting someone new, call before you mail/email, and call again after your mail. Mail/email without call isn't nearly as effective.

Rather than asking if people can think of anyone to refer you to, narrow the frame of reference. For example, ask if anyone they golf with, or are in Rotary with, etc. could benefit from your service.

Public speaking is effective largely due to the perceived endorsement of the group hosting the event, and the fact that the group invites attendees. Hosting your own talk, webcast, podcast, etc. is a promotional event, and much less effective.

When collecting leads, ask a qualifying question.

Leads from advertising take more convincing, are more likely to ask for a lower price, and require a longer sales cycle than those from other marketing methods.

### **Following Up: When You Know Plenty of People but You're Not Contacting Them**

When following up, alternate emails with phone calls. Email is too easy to hide behind and is too hard to gauge interest.

Don't make contacts feel wrong for not returning messages. Instead of saying, "I haven't heard from you," say you're eager to speak with them. Send/leave 3 messages in a 10-day period, then wait a month and repeat.

If the sale seems worth it, don't quit contacting.

### **Closing Sales: When You're Making Appointments but Not Getting Sales**

#### *Answering objections*

General advice: Agree with what the prospect says, then ask an open-ended question that leads the conversation back to how your service can be of value.

If the prospect says, "We can't afford to spend that much," say, "Yes, I know the prices significant. Let me ask you, what is it costing you not to fix it?" or, "Yes, it's a big investment. What results would make that kind of investment worthwhile?"

If the prospect says, "I need to think about it, " Say, "It's a big decision, and I'm sure you do. Tell me, what are some of your concerns?"

If the prospect says, "We are too busy right now," say, "I know how busy you are. Tell me, if you don't deal with the situation now, when will you be less busy?"

If the prospect says, "I'm not sure you're right for the job," say, "Yes, I know that you may have concerns about that. What would you need to feel confident about in order to hire me?"

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## **Tad says**

A good workbook. Useful by doing. Refer back to it from time to time.

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**Carma Spence says**

You can read my review of the book here: <http://www.womens-business-gallery.co...>

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**Joe Gee says**

This is the best book on marketing a services business I have come across since I started mine. Simple, actionable, measurable, it is great marketing for someone who is not a marketer.

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**Marianne Mullen says**

Great, practical book. Need a good vision before beginning it.

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**Sheree says**

Reading this book and using the tracking system included in it was very helpful in growing my business. I would recommend it to any business it can be tailored to help you in the area where you need to focus.

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**Carme says**

Page 62 63 64 is gold.

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**Felicia says**

I'm generally distrustful of books that promise huge changes, but this one offers honest, workable advice that even someone with limited resources and time can use. Even better, the author genuinely understands why a lot of solopreneurs (myself included) hate and fear marketing and offers actual useful suggestions for overcoming this fear.

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**Fotis Chatzinicolaou says**

Το καλύτερο βιβλίο για goal setting, ως προς τον επαγγελματικό τομέα, που έχω διαβάσει ποτέ.

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## **Greg Faxon says**

I was super excited about this book for the first ten pages. Then it kind of went down hill from there...

### Takeaways:

- The key to marketing services effectively is to be consistent with a set of effective strategies
- You want the same people to hear about your over and over rather than a bunch of people hearing about you once
- Reaching out directly to a warm network of interested prospects is the most effective strategy
- The best way to get referrals is to refer business to people who can return the favor
- If you want to speak publicly to get clients, look for an already organized group as opposed to trying to invite your own guests (which may be just as hard as getting clients)
- When you are selling a service, the client's resistance is less about hiring you and more about taking the action that your service represents (hiring a weight-loss coach vs. committing to do whatever it takes to lose weight)

### Limitations:

- Old school with a limited understanding of modern marketing tactics, especially online
- For example, lacks a sophisticated view of modern advertising and it's potential for filling your pipeline
- I'm not a big fan of books that try to act like workbooks and have you go through a specific set of exercises. When I buy a book I want to be introduced to one or two new ideas that change my perspective on my business/life. I'm not going to treat it like an online course or coach.

### Actions:

- Create a system for referring business out to key referral partners
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## **Katrina says**

I return to the theories and frameworks presented in this book time and again. CJ Hayden lays out a clear plan for how to market and sell services. She creates clear frameworks for marketing strategies and marketing tactics, denoting the differences between them, which I have found helpful in working with entrepreneurs. The one downside that I would like to note is that marketing is not sales. They work hand-in-hand. This is a marketing program, but once the leads come into the company, sales must step in and work the lead further. With that in mind, I do recommend anyone trying to understand how to use marketing to create leads will find this book beneficial.

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## **Jeff says**

This book makes it really simple for you to succeed if you want to run your own show, be your own boss, be a successful hired gun, contractor, whatever. Just follow the steps and follow through. Seriously, if you can't get clients after this program, there's something wrong.

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## **Kevin says**

Good primer on managing an entire marketing process to build a client base, no matter what your profession.

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## **Candy says**

I started this book back in February at a virtual assistant retreat. We had a facilitator there and, to be honest, I really don't think I would have done it without her. Reading the book is fine and I did eventually finish it, just skipped around a good bit.

Without a facilitator, I had a hard time understanding what we were supposed to do. It REALLY helped to have someone there to walk you through the steps, help you fill out the forms and make it work.

Mine ended up going beyond 28 days because of some personal issues that came up and the fact that my goal was pretty lofty. I met it in about 2.5 months. BUT it did force me out of my comfort zone and it's nice to have an actual plan that if you miss a week, it's not a huge deal. You just pick up where you left off. There's no sitting around figuring out what to do - you already have the list of what you are supposed to do. Just DO it.

Having said that, the book does get repetitive in places and it's a bit on the "too much information" side. I'm giving it four stars because, when used with a coach or other facilitator, it's really an awesome program.

This book isn't ALL about "getting clients", you can use it to reach any goal - business or personal. It's about coming up with small action steps that you repeat each week to get to your goal. The facilitator really was important here because I needed some help in honing in on not only my goal but what steps were doable and what ones were ones that I simply wasn't going to get done. Take a bite, don't try to swallow the entire cow. :)

Recommended for business folks that need help getting a plan together - just use a coach or someone versed in the program.

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