



MARKETING MASTERS

Many business owners start an enterprise to increase their personal wealth & professional freedom...

Yet so many never achieve the level of wealth & freedom they really desire... Why?

I call it the Word of Mouth Myth - the old adage that a 'good product or service will always sell itself through word of mouth'. Unfortunately this widespread marketing misconception has kept so many business owners on a perpetual pendulum of revenue highs & lows.

Word of mouth is ofcourse a potent force... however in and of itself, word of mouth simply isn't enough to significantly increase customer demand. The good news is, there's something out there that is... I call it Entrepreneurial Marketing.

Entrepreneurial Marketing is quite different from the traditional marketing most of us are familiar with. It doesn't involve doing an endless cold calling campaign, nor spending huge sums on advertising, both of which deliver very little result.

Entrepreneurial Marketing has three primary functions:

- 1) Creating a regular flow of quality prospects
- 2) Converting more prospects into paying clients
- 3) Developing key client accounts

If you're looking to expand your client-base, I recommend using a client sourcing process that encapsulates the three primary functions of entrepreneurial marketing. Please find a sample process within this guide to get you started.



With Compliments,

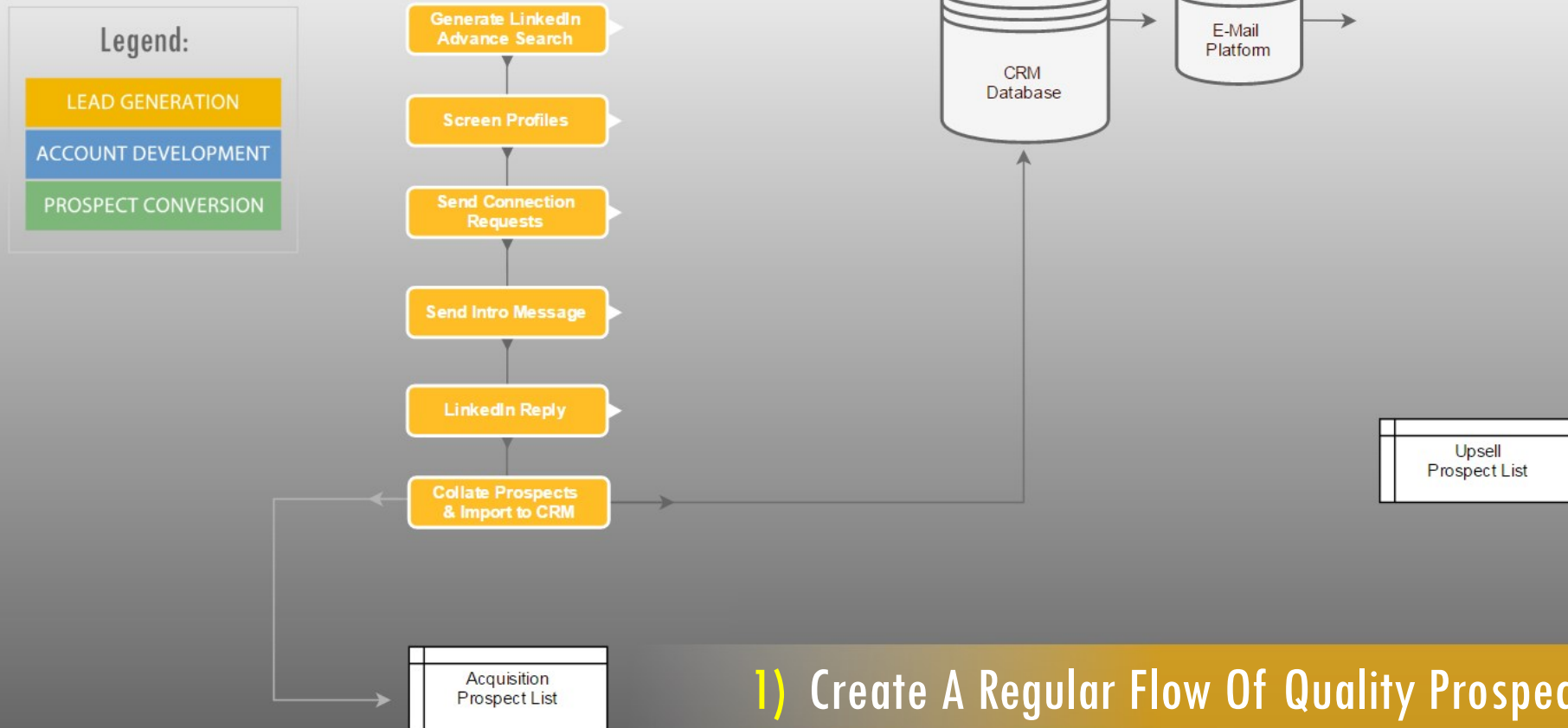
Matthew Chaban - Managing Director

Mmkt, DipMgt (Swin) CertIV SmlBusMgt (RMIT) CertIII InfTech (MSC)

Marketing Masters Consulting

Contributing Author For:

Entrepreneur
MAGAZINE

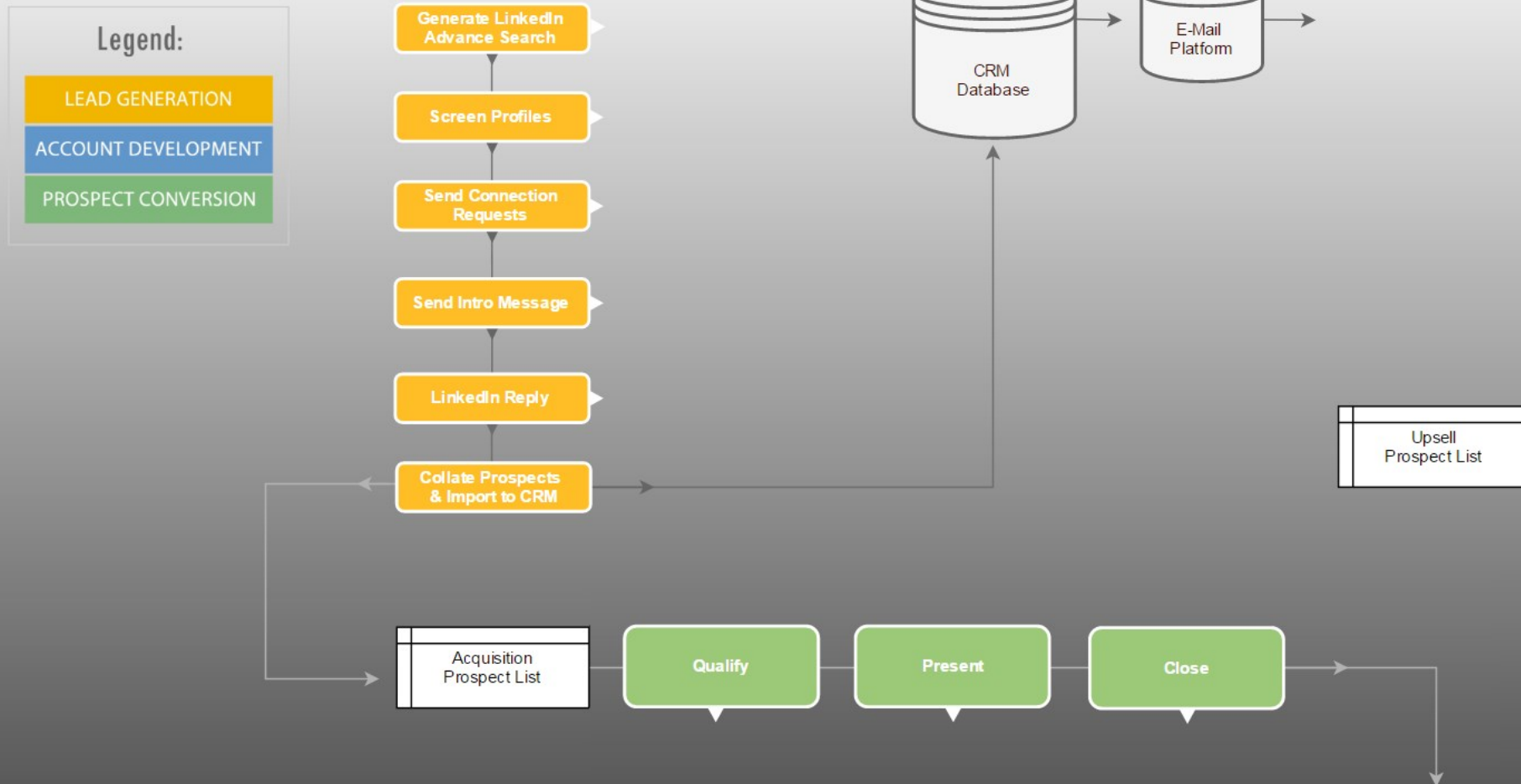


1) Create A Regular Flow Of Quality Prospects

Find High Quality Prospects Through LinkedIn Advance Search Queries

Create a regular flow of quality prospects by building relationships using LinkedIn. Initiate informal, value adding conversations on LinkedIn. Share something of value. Propose a meeting. Continue to grow connections and channel the best prospects into your CRM database and E-Mail platform.

Marketing Masters
Client Sourcing Process™



2) Convert More Prospects Into Paying Clients

Know Your Ideal Client Criteria & Focus On Prospects That Match It

Convert more prospects into paying clients by identifying prospects who are the closest match to your ideal kind of client. Focus sales efforts on prospects who are clearly a good match, and eliminate those who aren't.

Marketing Masters

Client Sourcing Process™

