

4 WAYS

to instantly attract new clients
to your service business



small business salt
the vital missing ingredient
for people selling services

free guide

Please Let Me Help You

If you need new clients right now, I guarantee that I can help you. This guide is a starting point to do just that, the next part involves you taking some action. But let me promise you this, at a time when many businesses are struggling to generate all of the new client enquiries that they need, I am working with dozens of businesses in different service sectors, from copywriters to consultants and from accountants to solicitors, and they are all growing their businesses right now year on year (and frequently by 100s of percentage points).



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Marketing Expert for Service
Business Owners

You can have exactly the same results. You too can thrive and prosper even with increased competition.

I have successfully marketed service businesses since 1990. Since 2003 I have run my own service business (marketing consultancy) with my sole aim being to make it easier for other service business owners to grow their businesses.

My belief is simple:

“Your marketing should pay for itself or you should stop it.”

Over the years I have tried and tested many different marketing campaigns. I have visited hundreds of different service businesses and seen a variety of styles of marketing; some with excellent results, some with atrocious results. This guide is designed to ensure your marketing efforts are closer to excellent.

I have narrowed this guide down to what I know are the only 4 marketing methods that service business owners need to grow their businesses.

Please, do me a favour, take action as soon as possible and share your results with me. Nothing gives me greater satisfaction than hearing amazing results people have achieved after following my advice.

1. Keep In Touch Every Single Month Or Struggle Forever..

I still shudder when I read this one, because it is the one I failed to get to grips with in my own business for many years and I estimate, conservatively, that it has cost me at least £500,000 in lost revenue (I still feel physically sick now saying that):

Until you build a large list of people who are interested in the services that you offer you will struggle to grow your business.

For the first couple of years of running my marketing consultancy I did a lot right. I built a great website that proved my marketing expertise, and I had many people telling me how useful it was. But something wasn't right. Whilst I got a lot of emails thanking me for the help and telling me that I had really helped them to grow their business, I was not ever as busy as I wanted or needed to be.

When it hit me that I was not following the advice that I provide to my own clients (i.e. that I was not building a list of people interested in my services) I felt a complete fool. I was falling into the trap that so many service business owners fall into: thinking people would find me when they needed me and remember to come back to me when they were ready to engage my services. Really Nick, in this market and this day and age when people are starved of time and expect everything to come to them? How silly.

I corrected this instantly by offering my free download and quickly built a list of service business owners who had already confirmed that they were interested in growing their business and interested in hearing from me. I then started to communicate with them on a regular basis. Now, I have a steady stream of new clients because these business owners have learned to trust my advice, so when they do need help, rather than flounder around on the internet hoping to find an expert, I have already proved I know what I am doing and they come straight to me.

It should be exactly the same for you. Please listen to me when I say that the easiest, cheapest, most cost effective method for winning new clients every single month is to build a list of people who are interested in your services (and those who have used your services or enquired about them in the past). If you are not keeping in touch with your clients and prospects every single month I guarantee that you are letting tens of thousands of pounds slip through your fingers and into the hands of your competition.

Stop it, and stop it now please! I want to make your life easier not harder and this one tip can do this for you, and now it is even easier than ever to communicate with your clients on a regular basis without a large expense of your time or money.

Most business owners say that they do not keep in touch with their clients because it would take too long to set up a database, or they have nothing to say. Neither of these is a valid excuse now.

Database

You can set up an online, easy to use database that allows you to send an email newsletter to your clients with a few very simple clicks of your mouse.

Here is the software that I use and recommend: [AWeber Email Marketing Software](#)

Here is a video training course showing you how to set it up and get it on your website within 5 minutes of reading this: <http://www.smallbusinesssalt.co.uk/blog/aweber-email-marketing-tips-and-ideas/>

This is completely free of charge for you so no excuses not to start your email marketing today is there?

What To Say?

The idea is not to flood your clients with detailed advice about your area of expertise, but instead simply to flash up areas of interest so they know that you are an expert in this area.

The most effective newsletter covers no more than four topics, and after an introductory paragraph the reader is offered the option of clicking through to your website to read the remainder of the article. If they are not interested in the first article, they carry on down your email to the second, third or fourth etc. This way you are showing your clients the depth of your expertise even if they do not click through to read any of your four short articles. However, if one article piques their interest, they will click through, and at the end of the article on your website you will explain how they can get in touch with you for more information.

This form of marketing is no longer an option but a must. You MUST be communicating with your clients and prospects every single month of the year. If you do not, another service provider will jump in, start communicating and take them away from you forever. Please take action now so that this does not happen to you.

Action List

1. If you do not have an email marketing list, you must start right now. Do not worry about putting all of your old client and prospect details onto it (I have seen this hold up or stop a new database being created countless times), simply start from today by putting new prospects and new clients details onto a database.
2. Make a diary note to send your monthly (ideally weekly but monthly is better than never) communication to your client database.
3. Make sure you track the size of your database month on month, and also record the increase in new client instructions you will undoubtedly receive as your database grows.

2. Is Your Website Providing You With A Steady Stream Of New Enquiries?

Your website should be doing one thing and one thing only for you; providing you with a steady stream of new client enquiries every single month. If it is failing to do this, you are missing some simple opportunities to win new client enquiries right now. Do not believe the people who tell you that you only need a brochure website or that people will not choose someone providing your services over the internet.

I have worked with business continuity consultants, estate agents, accountants, consultants, solicitors, coaches and many other business service providers, and ALL of them regularly win new clients from their websites.

If your website isn't producing a steady and consistent flow of new instructions for you each month, why not?

Are you following this plan?

1. Do you add at least four pieces of quality, unique content each and every month (which then form the basis of your email marketing campaign – clever eh?)
2. Do you have at least 5 pages of content about each of your main services so that someone can see you really are an expert?
3. Do you have at least a dozen reviews of your services and are these easily visible from each page?
4. Does every single page on your website end with a call to action, telling your visitor exactly what they need to do next?
5. Do you include a free enquiry form to connect with you? If not, you are missing enquiries – a quick fix is to use my instant pop up software – visit www.yourwebsitegenie.co.uk for more information.

Action List

1. Ensure your website is client focused by running through the points above;
2. Add content every month to ensure that more people find you.

3. Use The Most Effective Form Of Service Business Marketing Known To Man/Woman!

If you are not already doing so, you need to start using what made Google rich to do the same for you and your business.

You need to start using what made Google rich to start making your business more profitable too!

What Made Google Rich?

Pay Per Click Advertising, or Google Adwords, is what made Google rich. The reason it has achieved this is that there is absolutely no other form of advertising like this anywhere on the planet. Even if you have tried it before and failed to make it work there are good reasons for this. I will show you how to make it work.

The reason Pay Per Click is so effective is twofold:

1. It is the purest form of Attraction Marketing (the best type of marketing bar none). See the resources section for more on this later, but in short, people find you at the exact time they are looking to buy your services; and
2. You only pay for your advertising when someone actually clicks on your advertisement and is delivered to your website. Think about this for a moment. It would be like you approaching a newspaper and saying that you will only pay them for each telephone call you receive as a result of their advertisement. You can only imagine their response. So Pay Per Click Advertising really is a completely unique form of marketing and one that every service business owner should test as soon as possible.

If you are still unsure what Pay Per Click Advertising is, perhaps it is best to show you by way of an example. Below is a picture of a search that I have carried out on Google for Estate Agent Marketing:

The screenshot shows a Google search for "estate agent marketing". The search bar contains the text "estate agent marketing" and a search button. Below the search bar, there are tabs for "Web", "Images", "News", "Videos", "Maps", "More", and "Search tools". The search results show "About 31,200,000 results (0.42 seconds)".

The main search results are:

- Estate Agents Marketing - yourwebsitegenie.co.uk** (Ad) www.yourwebsitegenie.co.uk/Estate 01275 277222. Estate Agents Generating More Leads 24/7 Using This Automated Tool. New Clients Automatically · UK Service · Trusted By Estate Agents
- Property marketing agency - Media Planning and Buying** (Ad) www.adgendamedia.com/. Specialists in Property Marketing
- Estate Agent Network - mwultd.co.uk** (Ad) www.mwultd.co.uk/EstateAgentNetwork. UK's largest independent network Quality approved. Join today
- Prestige Print - Estate agents marketing ideas for property ...** www.prestigeprint.biz/gallery.php. Marketing for estate agents is essential to maintain a good stock of property to sell. This range of estate agent flyer designs have been put together to canvass for ...
- Property Print and Marketing for Estate Agents, Leaflets ...** www.prestigeprint.biz/productService.php

The sidebar on the right contains paid advertisements:

- Google Advertising** www.google.co.uk/AdWords. Use AdWords To Grow Your Business Try Online Advertising Today!
- Estate Agent Marketing** www.comarteq.com/. Brighton Marketing Specialists Here To Help Your Business Grow!
- Marketing Consultant** www.neylandstonic.co.uk/. Marketing with added fizz! Helping to grow your business.
- PR & Marketing Agency** www.purplemarketing.com/. Generate leads and build your brand through digital & direct marketing.

The items highlighted in yellow are all Pay Per Click Advertisements. If someone types into Google the search phrase 'Estate Agent Marketing' and clicks on any of the advertisements circled in yellow the website owner will pay Google a sum of money for that click.

Pay Per Click Advertising, unlike Search Engine Marketing or Search Engine Optimisation (the results in blue) is instant. So if you instantly want new leads and new client instructions, which after all is why you downloaded this guide, Pay Per Click Advertising should be one of your first ports of call.

Action List

1. Do the following search on Google. In the search box type in your town or city name followed by the type of service that you provide (eg 'Reading Accountant' 'Bristol Management Consultant') and see which of your competitors are already using Pay Per Click advertising to send new prospective clients to their website. If someone else is doing it in your sector, it usually means it can work for you too.
2. Next, head over to the Google Keyword Planner Tool (resources section) to see how many people are looking for your services every single month by putting in the same search term as in '1' above.

3. Add Pay Per Click to your list of 'must try' marketing tactics. If you are using Google Adwords and it is not working for you – I guarantee that I can explain where you are going wrong. Simply email me on njervis@smallbusinesssalt.co.uk with the subject line of "Google Adwords Help Please" and I will set up a time for us to talk.

4. Your Referral Strategy

What is your referral strategy? You do have one, don't you?

Track every referral into and out of your business every month.

Most service business owners fail to track referrals into their business. This is a big mistake. If you cannot track your referrals, how do you know which referral partners are most important to your business?

Quite simply, you can't.

Start doing this from today, then you will soon know who your best referrers are.

Action List

1. Track every referral into and out of your business
2. After three months, meet with your best referrers and ask them if you can do anything else to help them or their clients (serve, don't sell).
3. After another three months, when you know exactly what they need from you, ask them how you can work together to generate more referrals for their business and for your own.
4. Once you know which type of businesses are your best referrers, go and find more of them!

Take The 30 Day Challenge With Me, Please.

I want you to join me on a simple test. I want you to try my 30 day challenge and to see the results for yourself. I would like you to spend the first 30 minutes of the next 30 days taking some action to market your business. It might be in testing a new marketing method, setting up a marketing database, writing an article for your client newsletter, or setting up a Pay Per Click advertising campaign. In reality, it needs to be a combination of all of these methods to ensure that you have as many chances of striking gold as possible during this time. Remember what I said before, it is only in trying and constantly testing new marketing methods that you find out what works for your business.

It is only then that you find the massive breakthroughs that allow your business to grow rapidly and sustainably. So will you join me? Will you let me help you to attract new clients and grow your business' profits?

Action List

1. Take the 30 day Grow Your Business Challenge. Spend the first 30 minutes of every day working on the marketing of your business. Implement any of these four marketing methods that you are not yet using. They are the most effective ones.
2. Measure the number of new client enquiries you have coming in now, and then measure them again at the end of the 30 days. If you have not seen the number of new leads increase (which in time will lead to an increase in your profits), I will be amazed.
3. Rinse and repeat. Once you see it is working in terms of generating new leads for your business, don't stop there. Keep the first 30 minutes as your marketing time and never stop. This is the only way to be sure of creating a sustainable, profitable and successful business.

Ask me any questions. Email me on njervis@smallbusinesssalt.co.uk

Keep on keeping on!