

Steady Stream Of New Consultancy Clients



**Nick Jervis
Solicitor (non-practising)**

Unlock the hidden profits in your consultancy practice by generating a steady stream of new clients month after month!

I work with the owners of consultancy businesses who are keen and committed to growing their business quickly.

What will my Steady Stream Of New Clients Meeting do for you?

My Steady Stream Of New Clients includes:

1. Gaining a full understanding of your goals for your business and life;
2. A full review of your current marketing activities and collateral materials; and
3. A Marketing Action Plan explaining exactly what you need to do to achieve your desired growth.

In three hours you will gain all of the benefits of my 30+ years' expertise of marketing service-based businesses.

I will spend time with you and assess all of your current marketing activities. I will suggest improvements to them and show you how you can quickly increase the number of new client enquiries to your business through a variety of new marketing methods.

Some of these methods may cost very little, others may require some investment. I tend to initially focus on the methods that will provide you with the best return for the smallest investment.

After the meeting I will prepare a report and a Marketing Masterplan that is of real use to you and will advise you how to carry on making changes that will win you new business.

I will also outline different alternatives for continuing to work together, if it suits us both.

Since 2003 I have worked exclusively as a marketing consultant to the owners of service-based businesses.

I have tried, tested and reviewed many different marketing initiatives and I currently manage a combined marketing budget in excess of £2 million per annum for my own business and for my clients.

You will benefit from all of this experience during the course of our meeting.

You might expect to pay several thousand pounds for this advice as implementing just some of the changes will lead to the generation of new clients for your business not just on a one-off basis, but each and every month following our meeting, resulting in tens of thousands of pounds' worth of income to your practice.

However, I discount the first meeting to encourage you to join me so that we can both discover if working together is a good fit.

Therefore, my charge for this service is only £750 plus VAT and takes place at my offices near Bristol on a Tuesday or Thursday from 1pm to 4pm.

Dates usually sell out in advance and are reserved on a strictly first come first served basis.

The session includes the following:

- Reviewing your marketing collateral and the answers to the pre-meeting documents
- The meeting from 1pm to 4pm
- Preparing a Marketing Masterplan explaining the steps you need to take to grow your practice.

If you would like my help, please complete the form at the back of this brochure and email it to me as soon as possible with your preferences for dates.

James came to this meeting a few years ago. This is what he has to say now:

“I’d been looking for somebody to help me with marketing for a while, and I came across Nick on Google.

That was three years ago, and in that time it’s fair to say that he’s had a massive impact on my business, and my life as a result.

In the early days, the goal was simple and specific: increase the turnover of the business so that I could take more money out of the business.

I had an amount in mind, and I expected it to take years to get there, but when I achieved it in just six months, it began to dawn on me that this guy really knew what he was talking about.

As a result of that early success, and with Nick’s help, I realised that my expectations were too low, and what I could actually achieve, with the right thinking and guidance, was far beyond what I’d ever imagined.

What Nick saw – and what he made me see – was that I had a fantastic *potential* business, but to realise that potential, things needed to change.

Even before Nick got involved, we were getting a decent volume of leads, but it was what was happening to the leads that was the problem.

We weren’t tracking them, there was no process in place and to top it all off, we didn’t have a clear pricing structure, which meant that we were nowhere near as profitable as we could be.

And that’s where Nick came into his own. He built us a bespoke lead generation and sales process, and the results were staggering.

We pretty much doubled our turnover, allowing me to build a four-person sales and marketing team that gets us more leads and more sales.

Of course, Nick’s Google Adwords expertise has been a key part of our growth, and today it’s a hugely profitable marketing pillar for us.

But regardless of the medias or mechanisms we've used to grow over the last three years, it's been Nick's rock solid marketing plan that underpins it all.

He's stopped me trying this and that, and got me to focus on the things that'll have the biggest impact on the business.

And I think there's a lot more to come – we still haven't implemented everything that Nick has given us to do, and when we do, I reckon we've got around another £250,000 of revenue per year to add to our figures.

And it's not just the business that's seen a transformation – it's been a personal transformation too.

When Nick first got involved, I was the biggest fee earner, and consequently I was reluctant to stop getting involved in cases.

Nick eventually made me see that if I was serious about growing this business, that needed to change and as time has gone on I've taken on less and less work – now I don't do any of it.

And I only wish I'd done it earlier, because the result has been me having more time to build the business, and spending time with the people that are important to me.

Not only that, but the business is stronger, because it's much less dependent on me.

Nick was right about that one, as he has been about pretty much everything else – it pains me to say it, but it's true!"

James Quinn

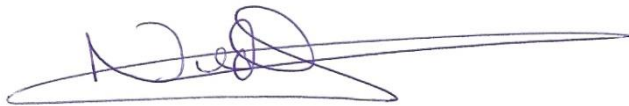
UK Service

I work with clients across England, Ireland, Scotland and Wales. Clients from each of those locations have driven, flown or taken the train to see me.

The first meeting is always in my offices for the following reasons:

1. It proves to me that you are committed to growing your consultancy business. I have been working with business owners full time since 2003. I have discovered that some people are prepared to pay lip service to marketing and would invite me to their business but then do nothing further. I am only interested in working with people who are committed to growing their business as I am driven by the results that my clients' achieve. This first step proves your commitment to me.
2. The meeting is more effective when you are away from your office without distractions.

If you would like to proceed please confirm by returning the attached booking form to me. I look forward to hearing from you.



Nick Jervis
Solicitor (non-practising)

Steady Stream Of New Consultancy Clients Booking Form

To: Nick Jervis

Please scan and return, thank you.

Dear Nick,

Please reserve one of your Steady Stream meetings dates for me as soon as possible.

Preferred Date:

Signed:

Print Name:

Position:

Dated:

Business Name:

Contact Telephone: