



Hi, I'm Abigail Tiefenthaler and I'm the co-founder of Savvy Sales Strategy. Today, I'm going to take you through a simple training that revolves around attracting your ideal client and the things that you need to have in place so that when your ideal client finally hears about who you are, what you do and why you do it, they're ready to learn more, go through their decision-making process to get on a sales call with you.

There are three client attraction requirements. These are important to help you understand what goes into the idea of talking to a complete stranger and getting them to slowly and slowly start following you back. This is about developing that relationship so that they can say, yes, I want to know more.

Marketing is the people mover of your business. And we often forget that. So today I'm going to hopefully give you a compelling argument on why you want to take a look at marketing instead of sales, as the way to go from gathering instead of hunting. So, let's get started.

How do you attract the best clients? Not just leads, right? A lot of people can promise to bring you leads, but are those leads convertible? Are those leads qualified? Are those leads even people you'd want to work with if you have that opportunity, it's all about attracting your best client. And that happens with some very simple things, but those things are absolutely necessary for success. And they fall under the category of marketing.

Marketing is always going to be your number one people mover of your business.

It is the most effective tool and investment you can make. And on the flip side, it can also be the most frustrating and the most expensive if you're not doing it well or working with people who can support your journey.

One of the reasons why Tami and I started Savvy Sales Strategy was because we really wanted to help people understand the continuum, if you will. And the relationships between branding, marketing, and sales, that they all have very distinct things they have to do to be integrated and aligned so that there is clarity all the way down the line. Like I said, clarity is key, right? Because it aligns your goals, your strategies, and your tactics. And I'm going to talk for a minute about the difference between those three. It creates your brand, the soul

of your business. The thing that evolves over time with each client, you bring on with each support person you bring on, it becomes the part of your business that is always growing and developing.

It transitions you from hunting to gathering. If you want to be a hunter, go out and stick with selling strategies. If you want to be a gatherer, marketing is how you do that. Marketing is all about building that tribe. Marketing is all about becoming a Pied Piper with the right message. People will follow you anywhere.

And here's the thing. Marketing is what rounds out those edges. It's what smooth out those rough spots. It's what stops that feast or famine. So, think about marketing instead of just being a financial investment, it becomes your strongest business building tool if you give it the time and the space, the patients, and the process that you need to actually get results so that you can get feedback and make it better.

If you're not attracting your ideal client, it's because your marketing isn't working and you're wasting time, effort and money, plain and simple. There really is no other reason why it's that marketing is Price, Product, Package, and Promotion. Those are the four original Ps that were started sometime in the fifties or sixties. So, we are talking about packaging. We are talking about pricing. We are talking about the actual offer or your product. And we are talking about the actual promotion of that.

So, if you are not getting ideal clients coming in and scheduling strategy or clarity or discovery calls with you, there is something that's not aligned in your marketing or your marketing may be missing entirely you've created paths to know where you've, not done things long enough to actually get any results from them. So that's something to remember. If you walk away with nothing else from this training, if you're not attracting your ideal client, you do not have a sales problem. You have a marketing problem. But the bigger issue you have to figure out is do you have a marketing problem, or do you have a messaging audience and positioning problem, which is a part of your Brand.

Here are seven signs that your marketing isn't working. 1) No one knows who you are, and your competition isn't following you. Don't for a moment think you don't have competition. Everyone looking for you has a finite share of dollars. And they are looking to spend it a variety of different ways. If your competition, isn't something that you look at specifically look alongside of you to see what other people are doing and how they might overlap with your potential client. Because again, it's their share of dollars that they are looking to allocate one way or another. 2) Your marketing isn't making you money. Every dollar you invest in marketing should be returning at least a dollar and a penny, preferably more. But your marketing is an investment. And if it's not an investment, it really can be an expensive expense.

3) You're always in that sales mode, you feel like every time you're out there promoting yourself, whether it's offline or online, that you're always talking about, "I need business. I need business. I want business. I'm looking for this." And it's all about you. You're in feast or famine. You know, when you're out there promoting, you're getting leads and you're getting sales, but when you're not, because you're busy serving those sales, you don't have leads. In feast or famine mode systems and automation can help smooth out those rough edges. 4) You feel you haven't cracked the code, like your competition. You look around and see what everybody else is doing. And it appears that they are doing everything that you're doing but being successful at it. And hint, that's not always the case, right? Don't necessarily believe what you see in social media.

Don't necessarily believe what you hear from some of the gurus. It's important to really understand how they're making money and what they're doing and realize that maybe what worked six months a year or two years ago is not working at all right now. So, you've got to be a little scrappy in terms of figuring out how do I crack the code that's right for me? It's like, if you looked at a bank of, you know, gym lockers, everybody would have a lock on it, but every combination would be different. Your combination is unique depends on you, your business, where you are in your business, building where your client is, how you're finding your client, the price point of your programs. There's a lot of variables that go into creating that code that works for your business. But here's things that you can look at right away.

5) You're not getting referrals. So, the people who have worked with you, aren't shouting from the mountain top, that you're amazing. They're not passing along referrals. When you meet somebody, who may do something in a complimentary industry, but overlaps with your ideal client, they're giving you a platitude, but not necessarily keeping you front and center when they're communicating with their prospects and their clients. 7) And you can't easily and simply explain what you do. I can't tell you how many times I have spoken to somebody and ask them, "What do you do?" And they go into this 30-minute diatribe about all of the things that they, they, they do, as opposed to how they serve their clients. I'm a leverage and launch strategist. I work with coaches, professionals, consultants, and speakers, helping them with their service-based high ticket offers. Very specific as to what I do, I know can do done for you marketing services.

We can do commission-based sales, outsourcing sales for our clients. There's a couple of ways that we can work, but you've got to be able to easily and simply explain what you do, because if you can't do this, your marketing, isn't going to be effective. And will not work.

So, the three client attracting requirements are you need a Brand Strategy. You need a Great Offer, and you need a Marketing Funnel. Those are three things that will actually help you take those leads that may be happening: however, they're happening and be better at capturing better leads. Give them a reason, which is that great offer. Take them through that nurturing so they can know, like, and trust you, develop that authority and help them go through a decision-making process to say yes. And get them to your sales table, where you have the opportunity to qualify, convert, and close.

So, the three client attracting requirements, our Brand Strategy, Great Offer and Marketing Funnel. Let's take them one by one. You want to create a brand strategy. So, what's really included in a brand strategy. It's not obviously the pictures and the graphics and the fonts and the, the mood board with all of the colors. The Brand Strategy is actually identifying who your target audience is. Now. Here's the thing. Every single business has multiple target audience syndrome. We all have different types of clients that we can call on. What I'd like you to do is I'd like you to take a look at who all of those multiple audience profiles are, identify why you might want to work with them, or they might want to work with you. What is the promise that you solve? That you can offer to the problem that they have.

Second thing that I want you to do is I want to take a look at your position, right? You can simple things like a market map, which is what I'm showing you here, where you actually will take your competition and plug it on an X and Y axis. So, you create four quadrants and decide where you want to be. Imagine for a moment that you are standing on a street corner, in a city and in front of you in that city block or 10 different retail establishments that all do what you do. Every single one of them does exactly what you do. How do you make yourself different? So that when that person, that prospect, that ideal client is walking down that street, you're the storefront they go into. And if you understand the positioning aspect of your business, you can use that to your advantage.

And then the third is the message. The message is critical. The message must absolutely be authentic to you and relevant to your audience. How you tell your story, how you give information is going to be dependent on to whom you want to hear that message. The best example. I went out on Friday night with my girlfriends, the story I tell my husband, the story I might tell a young child, the story I might tell the girlfriend, that Misty event could be three completely different things. All based on the same fact, it's Friday night, I went out with my girlfriends, right? So, think about it that way. You want that message, not just to be authentic to you, but it needs to be relevant to your prospect. So, your Brand Strategy answers those who what, where, when, why questions?

They use assessments like the SWOT analysis and a SWOT is Strengths, Weakness, Opportunities, and Threats. Again, you create a four-corner matrix with an X and Y, but in the top you have your strengths. What are internal strengths? What do you offer? Nobody else does. On the other side, you have your weaknesses. We all have weaknesses, things that we don't do. I'm a strategist. I'm not an implementer,

but Tami is an implementer and not really a strategist. I'm not tech savvy at all. That's a weakness. That's why we have Angela our tech guru. So, you have to see where you've got those weaknesses, because those provide opportunities for outsourcing collaboration and, um, just things that you want to minimize as a part of your marketing. On the bottom half of those two quadrants underneath the strengths, you would have opportunities, opportunities are external. What's going on in the industry. Zoom is booming. If you want to have an online business, online learning is booming.

That's an opportunity, right? How do you take advantage of it? And then on the opposite side, you would have threats. What are threats that could be happening again, externally, if you were all of a sudden, let's say they decided to, you know, tighten regulation around coaching, um, to, to do something that would minimize an opportunity that you could exploit. So above strengths and weaknesses, those are internal, and opportunities and threats are external.

Prioritizes market opportunities. If you're really answering that, who what, when, where and why you are not just going to prioritize who your target audience is, but you are going to be able to prioritize who's, what's that compelling message. Right? And you're going to be able to say, this is my position. This is where I stand in the industry. A good example is the word performance in the automotive industry years ago, BMW became the performance vehicle. Does that mean Lamborghini isn't or Audi isn't? Of course not. It just simply means that when it came to performance, BMW kind of bought that name. They bought that reference. They bought that inference if you will. So, think about what do you want to be known for? That becomes a part of your messaging and your positioning. And of course, the brand strategy identifies your audience, your message, and your position, which you need to move forward. It is always the place where you start.

So, the next thing is we are going to identify the Best Offer. If you know who you are and you know who you're serving. Now, the question is, "What do they need from you?" Right? What's the best offer that you can create? That's going to stop objections. That's going to get people to say, yes, I want in, and that's going to give you an opportunity through how that offer is presented to qualify, convert, and close. Your signature offer is all about solving a specific problem. I am not a fan of ascension model marketing. I'm not a fan of an \$8 product and a \$100 product and a \$500 product and a \$1000 product. You get the idea.

Create one signature offer. If you are truly an expert in you have 30 years of experience or 20 years of experience, or the 10,000-hour rule applies, then look at what do you do best! What specific problem do you solve best? What are the pain points that are stopping people from moving forward because they have that problem? What's a promise that you can make selling strategy. I always struggled with what can I actually deliver? Because I don't have like, "Well, you'll get 50 leads or you'll get 10 clients, or you'll have a hundred-dollar ad costs." I was always delivering a white paper. I was always delivering a recommendation. So, to me, you know, teaming up and being able to offer an end-to-end solution was really helpful because it gave me a more tangible promise. But here's the thing without strategy, nothing else works plain and simple. Most business owners go from idea to selling. They skip not just marketing, but they skip strategy as well.

And strategy is where all of those questions get answered. So, you've got to have that specific promise. If you do this, I offer this. You will get that. So, think about it that way. It is going to be something that is going to transform a life, right? The result will make that future better for your prospect. And so, what does that look like? And, and how does that show up? And then here's the thing I love most, right? You create one offer that you can down sell or upsell, depending upon what's going on in that sales conversation. So, if then that sales conversation, somebody says, I really want to work with you \$5K is a little out of my budget. What else? You know, how, how do we get started? Maybe you offer a beginning piece, or maybe you offer something with not so much intimacy or regularity to your relationship.

The client says, that's really great, but you know what? I need it now. So, they're looking for time. They're looking for access. Remember access is always more important than content we overwhelmed. The

expert has no problem with content. We have a tendency to overwhelm the question that we have to know, even if we are good teachers, because a lot of coaches come out of academia. We have to be able to narrow down to the specific of what that offer truly is going to give the client. So, we have a down sell. We have an upsell, and it's all based on that same basic signature offer.

The third requirement is we need a marketing funnel, plain and simple. I'm going to tell you, I, for one fought against it. And the reason why a marketing funnel is so important is because it is that people mover. It allows people to go through their own decision-making process to say yes or no.

Some people make decisions in a week. Some people make decisions in an hour. Some people make decisions in a year. You lose opportunity when you don't have a funnel in place. In addition, a funnel, automates. A funnel allows you to keep that person moving through that continuum without you having to reach out all the time. Now does live contact help? Of course it does. And there's lots of ways that that can happen. But the simplicity of a marketing funnel will make your life a lot less crazy, especially since marketing is going to make it crazy already. So, you start off with that big message to everybody. You let people weed themselves through their decision-making process, in their timeframe to say yes or no, and get them ultimately to your sales table, where they again can say, yes.

A simple marketing funnel might look like this. You will have a lead magnet. The lead magnet is what feeds the funnel. So, the lead magnet might be you've spoken, and you've offered a quiz. You've gone to your referrals partners and said, you know, if somebody is creating a family will then I'd like to talk to them about financial planning, right? I can offer them seven reasons why they need a financial planner, some kind of checklist or some kind of a webinar or sales training or whatever. This could be considered a lead magnet. If I wanted to promote it that way, the lead capture page is what gets their name and their email, and hopefully their phone number. But not necessary because it's email that actually is the people mover of the business. You want that freebie, right? Something that is going to keep them, you know, in your, in your world.

So, then you create a nurture sequence. We like to offer an application. We want people to know that when they're going to schedule a call with us and get on a call, that we're going to have some information about them. It's important, especially if you're doing a high ticket and everything. We do. We really work with clients who have, um, programs that start at around three K. It's just not worth the effort and the Bence. This is where marketing becomes an expense. When you're trying to do very inexpensive programs, mass marketing, you need a huge budget, and you need a huge list. This allows you to have a smaller list that you can develop over time. And then of course, you need a scheduler. And then you need as a sales strategy, a sales closer, you need to do your own sales, but you need to know what you're offering to be able to make that work in its simplicity.

How you feed that funnel, how you bring people in, it could be from speaking. It could be from networking online or offline. It could be from referral partners could be from affiliates. It could be through paid advertising, which you know, can again be any of the social media platforms. It can be an ad network. It could be Google ad words that is strengthened through SEO. There's a lot of different ways that you feed the funnel, but they all go through this nurture and this simple funnel sequencing to end up at your sales table.

So, a big question oftentimes in the industry is the difference between strategy and tactics. And the unfortunate thing is misinformation is everywhere because most people misuse the word strategy. Strategy is big picture. Strategy is all those thinking questions that you're answering. It's, you know, looking strategically at what I post, why am I posting it? Who's supposed to get this message. And what does it mean? Where do I want to take them? Where's the call to action, right? It's all of those questions often starts in the branding steps.

Then tactics are what you're actually doing to build your marketing, right? Those are all the elements that you're putting together and aligning. So that, again, they're moving people through tactics are important, but the biggest mistake that people make business owners make is they see what somebody else is doing and go, "Oh, I need that." And all of a sudden, they've got bright, shiny object syndrome, or they start doing something. Don't get immediate results. There is no immediacy in marketing. Marketing is a long game. There's no guarantees. It's all research. And what happens is, is they get fearful, or they get frustrated, and they stop. And then they go to something else. So, they're never on the train long enough to actually get to their destination.

Strategy is thinking. Tactic is doing. And the thing is that if you're just aimlessly doing stuff and nothing is aligned, you're not only confusing your prospect. You're confusing yourself because you'd never get any results that are going to help you identify what's working and what isn't. So, to recap, your brand strategy creates your message position and target audience and becomes the foundation needed for results-driven marketing, ultimately to bring in that ideal client and that ideal prospect, a relevant and compelling offer will give your prospects a reason to learn more about you. You know, it's like they need to be enticed. It has to be relevant to them and compelling to them. Not something you want to tell somebody or not something they need to hear. There's a little bit of what do they want and how do we solve the want problem? Because if we solve the want problem, we'll solve the need problem as well.

And then it's a consistent and persistent marketing funnel that will give your prospects the knowledge and time they need to go through their decision-making process to say, yes, I can't stress this enough. We want people to make decisions in our time, but they need to make decisions in their time.

So, I hope this training has been helpful. I hope it's; you know, you hear a lot about marketing funnels and brand strategy and, and you know, I and signature offers. And I just, I hope these have put these into perspective for you. I would love for you to schedule a call. You can go to [go.oncehub.com/TamiCrea1](https://go.oncehub.com/TamiCrea1) and schedule a call and we can have a conversation to see if we're the right next step for you.

On that note, I am going to say to your success.

Do you want to find out more? Click here to book a call: <https://go.oncehub.com/TamiCrea1>