



# Top 5

## Proven

## Client-Getting

## Secrets





## INTRODUCTION



If you are like many of the coaches, consultants and other service-based business owners who want to grow their business .... marketing probably doesn't come naturally to you – if it did, you'd probably be in marketing!

Instead, you're in business for what you excel at -- your specialty, the services you offer or the programs you teach.

My passion and purpose is to guide people just like you who are often frustrated with all the advice and ideas out there; and all the wasted time and money you spend on marketing that gets you nowhere! I help you shift your marketing so you can finally get the results you want (i.e. sales & leads) and to do it without all the hustle, fancy tech or paid advertising.

The reason I created this guide is to help you understand the top secrets to online and offline marketing and how, with just a few tweaks, you can improve the proficiency of your marketing!

As you go through this guide, I'll share the TOP 5 Proven Client-Getting Secrets that can totally shift your marketing to get more leads consistently. These changes will help you grow and scale your business.

At the bottom of each page, use the checklist to gauge how you're doing.

So grab a cup of tea (or something stronger) and let's talk about how you could be marketing your business so you see results .... like more clients and accelerated cash flow!

# SECRET #1

## USING THE RIGHT WORDS TO TALK ABOUT YOUR BUSINESS

I remember early in my coaching career being a member of one of those weekly networking groups where there was always a portion of the agenda for us to stand and explain our business. Each week I stood up and 'tried' to find the right words to explain what I did. For weeks on end, I didn't get a single client! It was frustrating and humiliating.

Finally, I hired a coach who specialized in marketing messaging. It wasn't long before I went to my networking event; stood up and delivered my infomercial, and later not one but three people came up and asked for my business card!!!!

Finally – I had the right words to inspire prospects to have a sales conversation with me. That's what your marketing should do – get you leads!

**Are you using the right words when you talk about your business so that people are inspired to book sales calls with you?**

So even though you may be talking about your product or service 45 hours a week or more, your potential customer may not understand what you are talking about.



### TIP #1:

Simplify the language you use to talk about your business especially in your infomercial – it isn't necessary to share EVERYTHING about your business in 30 seconds or less!

### TIP #2:

The most effective introductions:

- ✓ Are memorable and repeatable
- ✓ Evoke curiosity
- ✓ Paint a picture of both success and failure!

### TIP #3:

Everyone is not your dream client; so

## ARE YOU USING THE RIGHT WORDS TO TALK ABOUT YOUR BUSINESS?

- YES, the product or service I provide is included in my introduction.
- YES, I use everyday language.
- YES, I avoid using vague or elusive words.
- YES, my message is short and succinct.

### HOW I HELP YOU SOLVE THIS PROBLEM:

I teach you to create a clear, memorable marketing message that you can use across all your marketing including your infomercials, website and social media.

# SECRET #2

## MAKE YOUR WEBSITE (AND SOCIAL MEDIA) WORK FOR YOU

You want to ensure that ALL your marketing creates leads for you – your infomercial, website, and social media.

Have you ever been to a restaurant and opened the menu only to find it has so many pages that you don't know where to begin? Not only are you hungry but now you're overwhelmed too?

Well my friends that's what you're doing to your visitors on your website. I know that you want to let them know EVERYTHING you can do for them, but all that text is too overwhelming and they leave!

Simply put, you should be leading your web visitors on a journey – a journey that you want them to take. All of the information on your website should be leading them toward your single CALL TO ACTION button.

### GIVE YOUR VISITORS AN OBVIOUS WAY TO SAY YES

So let me ask you – what is the first thing a visitor needs to do in order to buy from you or interact with you? That's your Call To Action button. It could be that you want them to 'Buy Now' or 'Schedule a Call'.



**TIP #1:**

Increase the number of CTA's on your website and social media.

**TIP #2:**

Use the SAME Call to Action on each page.

**TIP #3:**

RED Calls to Action convert better than any other color. Make these changes to your website and you'll see a significant difference in the number of visitors turning into qualified customers.

## ARE YOU GETTING THE MOST OUT OF THE CALL TO ACTION BUTTON ON YOUR WEBSITE?

- YES, I have a CTA button in the upper right hand corner of my website.
- YES, I repeat that same CTA button throughout my website.
- YES, I use active language in my CTA (active verb).
- YES, my CTA button is a contrasting colour and has consistent formatting.

### **HOW I HELP YOU SOLVE THIS PROBLEM:**

I teach you simple words and layouts to use on your website so that it acts like a silent salesman.

# SECRET #3

## **BUILD YOUR EMAIL LIST TO CONVERT MORE LEADS**

You've heard it before – the money is in the list! Your website can help you grow your email list.

My husband and I dated through university before he asked me to marry him. We got to know each other. If he had asked me on our first date, I don't think I would have said yes. Instead, he asked for a 2nd date (and so on).

Not everyone is ready to accept your first Call to Action the first time they hear from you or meet you. That's like asking someone to marry you on the first date! But don't give up – my husband didn't.

### **DON'T LET YOUR WEB VISITORS LEAVE WITHOUT OFFERING THEM SOMETHING OF VALUE.**

Having a lead magnet or freebie on your website (that adds them to your email list) allows a customer to develop a relationship with you before they are ready to buy.

You provide them with something of value – a checklist, video series, giveaway – in exchange for their email address. (A free 'consultation' or a free newsletter doesn't seem valuable for most people these days.)

When you do provide them with something that is relevant and helpful, you have positioned yourself as The Authority. This exchange also qualifies them as a high-value lead – you now know that they are interested in the solution you are selling.

Then, in an automated sequence of emails, through an email provider such as MailerLite or Active Campaign, you can provide more information, overcome objections, share testimonials and guide them to a sale.

**TIP #1:**

Create your lead magnet that leads them to your Compelling Core Offer.

**TIP #2:**

“Sell” your lead magnet everywhere – at networking as a follow-up tool; on your website; in social media groups; in your email signature.

**ARE YOU CAPTURING EMAILS TO CONNECT & CONVERT LEADS INTO CUSTOMERS?**

- YES, I have a highly converting lead magnet.
- YES, I am establishing trust, authority, and credibility by providing high-quality content, relevant to the problems my customers are experiencing.
- YES, I use an automated email sequence to convert leads into customers. My website is working like a silent salesman.
- YES, I monitor and measure how well my lead-magnet or freebie is working to help me grow my email list.

**HOW I HELP YOU SOLVE THIS PROBLEM:**

I teach you to CRAFT and launch A LEAD-MAGNET and a nurture sequence that is aligned with your Compelling Core Offer.

# SECRET #4

## BE YOURSELF – WORK FROM YOUR STRENGTHS

I'll admit it – I check out other people's marketing tactics and strategies on social media. It's really hard to ignore them! Whether it's click funnels or speaking; creating masterclass webinars; or having a podcast or blog – NONE of these work if you copy someone else's formula!

There's a couple of reasons why:

**1** | They aren't at the same place in their business as you are right now! You need strategies and tactics specifically for your stage of business growth. For instance, if you're a coach and haven't reached \$200K in annual revenue, then ads on social media just aren't going to work for you – because it means that your messaging isn't quite as tight or clear as it could be.

**2** | Each of us has our own unique strengths! For some people, writing comes more easily than speaking. For some entrepreneurs, they are more comfortable collaborating, while others more comfortable teaching. We all have our own unique style – so don't try to 'wear' someone else's marketing strategy.

**YOU WOULDN'T WEAR SOMEONE ELSE'S SHOES – DON'T WEAR SOMEONE'S MARKETING.**

Let's remember that you are unique and you & your business are at a unique place in the growth of your business.



I understand that it's sometimes overwhelming to figure out the right activities for your stage of business growth – whether you're a Glorified Employee, a Manager or a CEO.

Instead of feeling as though you're walking up to a buffet of entrepreneurial activities, I help you simplify which activities are good for YOU and YOUR business.

### **ARE YOU CREATING YOUR OWN UNIQUE MARKETING STRATEGY?**

- YES, I understand my own Entrepreneurial DNA.
- YES, I know my stage of business growth and am working on the appropriate list of activities.
- YES, I have my own unique 90-day marketing strategy.
- YES, I know which marketing tactics generate leads for me the easiest.

#### **HOW I HELP YOU SOLVE THIS PROBLEM:**

Using my Marketing Trifecta™, I'll teach you what activities to focus on for your stage of business growth (Keystone Initiatives) and that are aligned with your strengths (Entrepreneur's DNA).

# SECRET #5

## SIMPLIFY TO SELL MORE

There are two basic things you need BEFORE you start marketing; before you create your website; before you do any significant social media ...

- 1. clear, memorable message (see Secret #1).**
- 2. something to sell that solves an urgent problem that your dream client has.**

In any economy, and especially during uncertain times, our marketing must be very clear about the problem that our prospects have – that they want solved! We must be succinct about how our ‘solution’ (our program, product or service) will help make their lives better!

For example, I’m guessing if you’re a coach – you aren’t selling ‘coaching’! If you’re a financial advisor, you aren’t selling advising. You are selling something that makes their lives better.

## KNOW WHAT YOU ARE SELLING BEFORE YOU BEGIN MARKETING

Your Compelling Core Offer must sell to your clients wants rather than what you know they need. Let me explain. We purchase aspirin not because we need aspirin but because we want our headache to go away. You don’t go to the hardware store to purchase a drill because you need a drill – you purchase a drill because you want to drill a hole in the wall. Needs versus wants!

An adjunct of this SECRET is what I call the POWER OF ONE – it’s about building your reputation around one Compelling Core Offer.

A former client of mine had a janitorial service. On his website, he listed 27 different services. As a result, no one knew what his expertise was. He wasn't known to be an expert in any one area so he didn't really stand out from all the other janitorial services in the city, even though he had a unique 'green' cleaning solution. Once we changed his brand positioning to focus on being an expert in 'green cleaning' everything changed for his business.

### IS YOUR PROGRAM, PRODUCT, SERVICE COMPELLING FOR YOUR CUSTOMER TO PURCHASE?

- YES, I have a compelling offer that solves ONE problem for my dream client.
- YES, I'm known for my Compelling Core offer.
- YES, I know that my compelling offer is selling to a want rather than a need.
- YES, my compelling offer demonstrates urgency, in other words, my clients are aware of the cost of not solving this problem in the near future.
- YES, my compelling offer is positioned and priced so that I can deliver it comfortably and still make predictable profits.

#### **HOW I HELP YOU SOLVE THIS PROBLEM:**

I teach business owners to position their brand with one Compelling Core Offer whether this is a program, product or service.

## CONCLUSION

Now that we've covered the Top 5 Proven Client-Getting Secrets, I'd love to ask you a couple of questions:

- How many of those best-practices did you check off?
- Are there some key areas of your messaging and marketing that could be improved?
- How long have you been trying to get more clients without a proven system?

Implementing these proven marketing strategies will measurably grow your business.

I know what works because I've taught thousands of business owners to get more leads and sales from their marketing efforts.

YOU CAN DO THIS with a little help and with a proven system. But I understand that implementing all of this feels a little overwhelming when you're busy running your business. Unfortunately just reading this e-book and thinking about these changes isn't the same as implementing them.

I'm here to help you evaluate your strengths, correct any mistakes, and plan specific deliverables to fill in any gaps.



**SCHEDULE YOUR FREE MARKETING  
ACCELERATION SESSION HERE.**

I'm here to help you change the results of your marketing efforts. All you need to do is to:

Clarify your Entrepreneur's DN  
(so marketing becomes easier)

Simplify your Keystone Initiatives  
(so you know what activities to work on).

Optimize your Marketing Playbook  
(so you have a rinse and repeat strategy for your marketing)

I don't want you to waste any more of your precious time or money on bad marketing!

**[CLICK HERE  
TO BOOK](#)**



## MEET DIANA

Diana admits that friends & family often thought she had some crazy business ideas -- until they were successful! Now a sought-after expert in the world of marketing strategy & business growth, Diana Lidstone is THE strategist for CEOs, consultants and coaches throughout North America, who are sick and tired of losing money because they simply don't know how to market themselves.

She is creator of the GPS Marketing Growmeter™ and Marketing Trifecta™. She is also the best-selling author of SHIFT INTO RICH: Navigate the 9 roadblocks to small business success.

Diana and her husband of 45 years love boating in the Thousand Islands, Canada. She is often found taking daily walks with her dog and drinking champagne (not at the same time)!



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