



# Marketing Tips for the Time-Starved Professional Services Practitioner

Even the most time starved practitioner can still be effective at marketing if they following these golden rules.

## Golden Rule Number 1: Market to the right people

The people you market to must fit into the following categories: clients, prospects, colleagues, influencers and/or referral sources. If your contact doesn't fit in to one of these categories, you are not marketing.

## Golden Rule Number 2: Market with the right objectives

In all your marketing, make sure you address these fundamental objectives:

1. Build relationships;
2. Prove your professional credibility;
3. Demonstrate your business and industry knowledge; and
4. Ask for the business.

When you apply these Golden Rules, everything you do will be effective marketing. For the time starved practitioner, this means better results from your limited time.

Even if you only have 5 minutes today, try one of these marketing tactics:

1. Phone an old client that you haven't heard from for a while; ask them how they've been? How is business? What's new? Is there anything you can do for them? This does work.
2. Ring a current client for no other reason but to ask how their business is doing. "You know, Bob, we've been so busy documenting these agreements that I haven't asked what else is happening in your business these days... What else are you working on?"
3. Ask a current client for a referral. "You know Jan, it's been really great working on this project with you and we've developed a bit of an expertise in this area now. Do you have any colleagues who might also benefit from some advice in this area?"

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4. Make a call to a prospect. "John, we've been moving in the same circles for a few years now, and from what I know of your business I think I can help you with some of your upcoming projects. Could we have lunch to talk about business?"
5. Make an appointment to see a client. "Hi Paula. I'd like to come see you to review your files, and make sure you're happy with how everything is being managed. Do you have some time to see me?"
6. Go on-site to meet your client's team. Visiting a client on their premises will give you a rare insight into their culture, and meeting their team helps build multiple layers of relationships between your firm and your client.
7. Invite a client to present to your team. You and your team will learn more about your client's business and your client will be pleased that you show the interest.
8. Send a newspaper clipping to a client. "Dear Stan, I saw this in today's Australian Financial Review. This could have an impact on your business, so I think we should discuss. I'll call you later today, kind regards..." OR "Dear Stan, I saw your article in today's paper. Congratulations on the new contract!"
9. Send a thank you note. "Dear Suzanne, ABC Corporation has briefed me to give them some advice based on your recommendation. Thank you for your kind words. I value your respect and friendship. Kind regards..."
10. Accept an invitation to an industry event. Go to a networking function, a seminar, a breakfast, a lunch, a conference. And mingle when you are there.