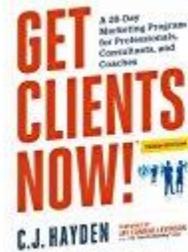


CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

GET CLIENTS NOW™

A 28 DAY MARKETING PROGRAM FOR PROFESSIONALS, CONSULTANTS, AND COACHES



BY C.J. HAYDEN AMACOM 3RD EDITION ©2013 272 PAGES

“If You are ready to get clients now, you have come to the right place. Get Clients Now! is a complete marketing and sales system for consultants, coaches, and anyone who markets a professional services business. This book contains a 28-day program for sales and marketing success that has been road-tested by readers since 1999, and delivered by over 300 licensed facilitators around the world. The Get Clients Now! system has all the tools you need to get your marketing efforts unstuck, make an effective action plan, and start getting more clients.” ~ C.J. Hayden from GET CLIENTS NOW™

BOOK DESCRIPTION (from Amazon)

Knowing where to spend your marketing dollars was a lot easier in the days when the choices were commercials, magazines, and billboards. But now life in twenty-first-century America has become one gigantic 24/7 commercial, with no limit to ways of getting your brand in front of your customers. But where to begin? Has marketing become just a game of throwing darts in the dark, or is it still possible to effectively target your audience? For years, Get Clients Now! has helped thousands of independent professionals dramatically increase their client base by learning how to replace scattershot marketing and networking efforts with proven and targeted tactics. Using a simple cookbook model, the book helps readers identify the ingredients missing from their current marketing activities, select the right strategies and tools from a menu of options, and create a completely customized action plan that can be fully implemented in only 28 days! Readers will learn:

- How to choose the best marketing tactics for their situation and personality
- Hands-on approaches for replacing unproductive cold-calling with the power of relationship marketing
- Proven and effective online networking and prospecting, social media, and internet marketing strategies
- Advice on integrating online and offline tactics
- Tips for dealing with fear, resistance, and procrastination
- And more

Now in its third edition, this definitive guide has been updated with worksheets, exercises, all-new examples, and tried-and-true marketing practices for reaching new clients. Stop throwing a hundred fishing poles out into the vast ocean. Instead, learn where to most effectively take the net and scoop up your customers!

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NOTE INTRODUCTION

After reading this book I was reminded of the song by Tina Turner, “Simply the Best” as this book is simply the best marketing book for any person in private practice! So clearly written and utilizes a great analogy of a marketing is like cooking a nutritious meal with the right ingredients! It’s a marketing cookbook, filled with foolproof recipes and the essential ingredients you need to succeed!

Grab your copy today: [GET CLIENTS NOW™](#)

MAGIC FORMULA

“The magic formula for professional services marketing and sales is choosing a set of simple, effective things to do, and doing them consistently. You will be using only a few of these tactics at any one time.” ~ C.J. Hayden from GET CLIENTS NOW™

When it comes to marketing strategies, doing them consistently and over time is what it takes to generate considerable referrals.

The magic formula...Simplify your marketing system by choosing simple, yet effective strategies and then doing them consistently.

Simplify this by only picking a few.

What strategies are you using? Are you doing them consistently? Are you doing too many?

MARKETING MADE SIMPLE

“Marketing is telling people what you do, over and over. There are many ways of telling people—in person, by phone, in writing, on the Web, through the media—but you do have to tell them.” ~ C.J. Hayden from GET CLIENTS NOW™

C.J. does an incredible job of really simplifying what marketing is really about. Marketing does not have to be scary. It is “*telling people what you do, over and over.*”

That’s it! Your ability to just simply tell people what you do consistently is basically what marketing is all about!

As C.J. alludes to in the highlight from her book, there are many ways to tell people about what you do.

What are some ways you can tell people about what you do?

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THE SECRET TO MARKETING A SERVICE BUSINESS

“Marketing a service business is not the same as marketing a product. When clients purchase a service for the first time, they must rely on their judgment about the person or organization delivering it. There is an old saying in sales and marketing: “People do business with people they know, like, and trust.” If a potential client gets to know you, learns to like you, and believes that he or she can trust you, you probably have a sale. Without your having at least one of those factors in place, getting the business will be an almost impossible task.” ~ C.J. Hayden from GET CLIENTS NOW™

This is probably one of the most important ideas to understand and apply to your marketing; especially in our therapy business!

KLT...Or the Know, Like, and Trust factors!

In all of your marketing you need to demonstrate each of these factors. The better you do, the more clients you get!

This includes your website and other marketing materials. How do you get others to know, like, and trust you through those items?

Take a look at your marketing strategies from the perspective of a potential client. Do you know, like, and trust?

This is absolutely the most essential of all marketing ideas!!!

MARKETING HIEARCHY...THE SIX STRATEGIES

“Think of marketing strategies as the highest-level organizing principle for your marketing and sales activities. When you are trying to decide if you should spend more effort on networking or publicity, for example, remember that networking is ranked as more effective. If you are wondering whether to plunk down a large sum of money for an ad special, ask first what that money would buy if you spent it on promoting yourself as a public speaker, since speaking has a higher rank than advertising. Every strategy is made up of one or more tactics, or to put it another way, you use specific tactics to execute a chosen strategy.” ~ C.J. Hayden from GET CLIENTS NOW™

Here are the six strategies C.J. lists in her book from most effective to least effective:

1. Direct Contact and Followup
2. Networking and Referral Building
3. Public Speaking
4. Writing and Publicity
5. Promotional Events
6. Advertising

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As noted in the highlight, when deciding on a marketing strategy, be sure to consult this list as to which would be the more effective. In other words, more bang for your buck and time!!!

C.J. does recommend choosing 2 or 3 to work on consistently as noted earlier in this Master Note! Familiarize yourself with this list, develop 2 or 3 strategies you can use, take action consistently, and then watch your client load grow!!!

UNIVERSAL MARKETING CYCLE

“Marketing and sales for the professional services business operates on a predictable cycle, with four separate stages: 1. Filling the Pipeline 2. Following Up 3. Having Sales Conversations 4. Closing Sales. the Universal Marketing Cycle as if it were a water system. At the top are the collection buckets for the prospects, contacts, leads, and referrals with which you are filling the pipeline. The marketing pipeline empties into the follow-up pool, which you dip into in order to move potential clients and referral sources further along in the system. Your goal is to keep the follow-up pool constantly circulating, with new prospects entering the pipeline and existing ones flowing into the next stage of the cycle. Following up appears in the center of the Universal Marketing Cycle diagram for a reason: Consistent and persistent follow-up is central to successfully moving a prospect forward to making a sale.” ~ C.J. Hayden from GET CLIENTS NOW™

What an amazing analogy and visual of how to take potential clients from start to booking an appointment!

How can you look to keep filling your pipeline?

Then, as noted by C.J. *“Consistent and persistent follow-up is central to successfully moving a prospect forward to making a sale.”* How can you keep the follow-up pool constantly circulating?

Focusing your efforts on those two things seem to be a great way to keep the cycle moving. There will be some potential clients who move through the entire cycle and others that may stop at a certain stage.

Using this cycle helps to understand where the client is at and how to move them through the cycle!

ASSERTIVE SELF PROMOTION

“Those who don't feel comfortable with self-promotion hold a negative belief system around it. They own this negative belief because they don't understand the difference between aggressive promotion and assertive promotion; between ineffective promotion and effective promotion. Yet there is a huge difference! Ineffective self-promotion comes across as rude, pushy, boastful, and self serving. Just as many people who are opposed to it believe to be true. Yet that is ineffective, and not what I'm suggesting to you. Effective self-promotion comes from a different place—a place of caring from your heart. When done effectively, it comes out from a place of passion: a place of help and support first and foremost. Effective self-promotion comes across as serving others first, versus ineffective self-promotion that serves the person promoting first. When you effectively promote yourself, more prospects will be readily open to doing business with you. They will then return the favor to you in the form of increased sales, profits, success and wealth.” ~ C.J. Hayden from GET CLIENTS NOW™

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I wanted to include this idea for sure as many of us therapists in business struggle greatly with promoting themselves!!!

If you find yourself in this category, then I greatly suggest you spend some time absorbing what C.J. wrote in the highlighted takeaway above!!!

REJECTION IS NOT ABOUT YOU!

“What you have to remember is that rejection is not about you. This is a business transaction. Your prospects are deciding whether and how to spend their time and money. These choices are about them, not about you.” ~ C.J. Hayden from GET CLIENTS NOW™

Wow! Now that statement is powerful!

Rejection from potential clients is not about you; it is all about them making a business choice on how to spend their time and money!

I would highly recommend re-reading this until it really sinks in for you!

So, don't take it personally if a potential client decides on another therapist! Why? Because it has nothing to do with YOU!

ABOUT AUTHOR OF “GET CLIENTS NOW™”



C.J. HAYDEN

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C.J. Hayden, MCC, CPCC, is the bestselling author of *Get Clients Now!*, *Get Hired Now!*, *The One-Person Marketing Plan Workbook*, *50 Ways Coaches Can Change the World*, and over 400 articles. C.J. is a business coach, trainer, and speaker who helps entrepreneurs get clients, get strategic, and get things done. Her company, Wings for Business, specializes in serving self-employed professionals, solopreneurs, and service business owners.

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ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>