



2016 MDRT Annual Meeting e-Handout Material

Title: Market Like a ROCK Star

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Presentation Date: Tuesday, June 14, and Wednesday, June 15, 2016

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Market Like a R.O.C.K. Star



4 Business Building Secrets to SHIFT You From Rookie to Rock Star with Your Marketing

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Marketing is one of the hottest topics in the business world.

BUT... it's also one of the most misunderstood topics in business

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You're not in the business you THINK....

You're in the business of MARKETING your products and services

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Everyone is a Marketer

(Psst!: It's seldom about what you sell, it's always about how you package and position it!)

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I came from Delaware to share...

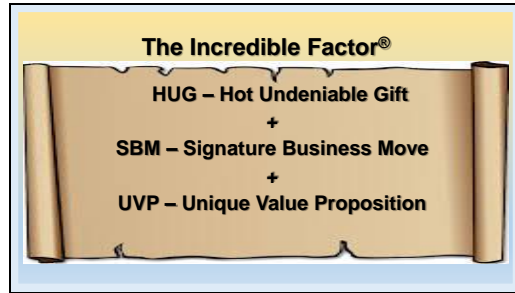
- The definition of Magnetic Marketing
- The R.O.C.K. Star Marketing Formula
- How to create an easy to follow marketing system for more clients, cash and connections
- 5 ways to market like a ROCK star online

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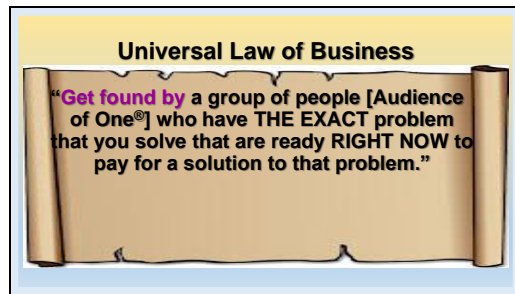
You're in the right place if....

- You only market when you have space for new clients
- You don't know what in the devil you're doing but you know it's not working
- You frustrated because your hard work is leading to no (or very few) ideal clients
- Your idea of marketing is spending hours on social media

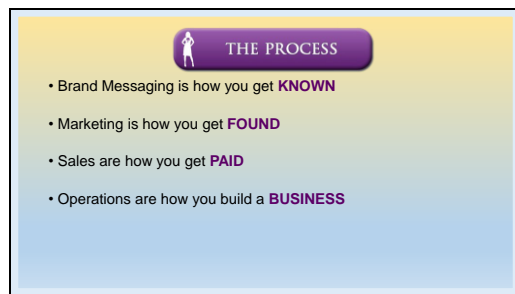
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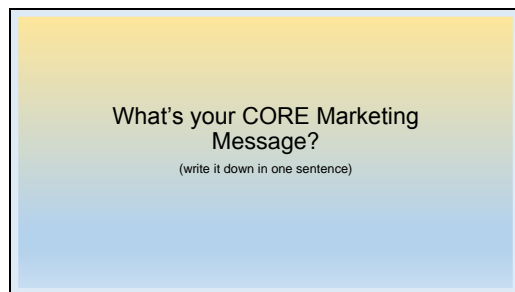
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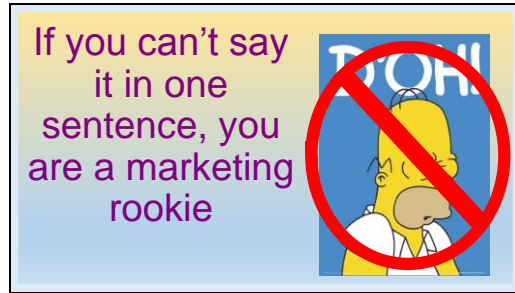
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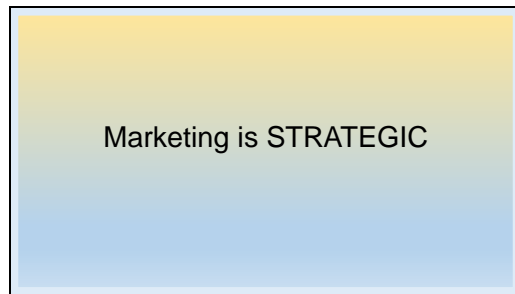
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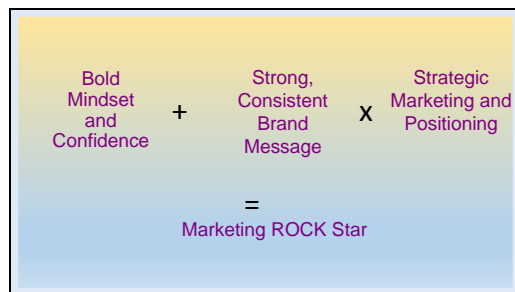
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Slide 19

Your Marketing Message Must

- Offer an Experience
- Share some Education
- Focus on a Problem
- Elicit Emotion

And when it does, it will increase your reach above the noise...

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- 3% Loves Your Products/Services
- 7% Considers Hiring You
- 30% You Knows Where You Are if They Need
- 30% Has No Idea Who You Are
- 30% Is Not Interested in Your Products/Services

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Slide 21

- 3% — Loves Your Products/Services
- 7% — Considers Hiring You
- 30% You — Knows Where You Are if They Need
- 30% — Has No Idea Who You Are
- 30% — Is Not Interested in Your Products/Services

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The ROCK Star Marketing Formula

- **Realign** your time & priorities – SHIFT the way you think about your business and marketing
- **Outline** Your Audience of One & the SPICE problem you solve
- **Create** Client Magnetic Marketing Messages & Materials
- **Know** how you'll serve your clients for life by creating a problem/product progression plan

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ROCK Star Formula Step 1

Realign Your Time & Priorities



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Did you know?

Two to Four hours each day,
Ten to Twelve hours each
week should be spent on
marketing related activities



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Realign to :

Client Attraction / Business Development

Working with Clients

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Period.

(Or at least until you have a full practice and a waiting list)

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BUILDING YOUR CLIENT BASE

Ideal Client

Client Attraction
magnetic marketing pulls prospects to you

Ideal Client

Business Development
Targeted prospecting means you go straight to your ideal clients

SALES
Discovery Sessions

PROS

- Pre-qualified leads
- Less rejection
- Higher conversion rates
- Build thought leadership role

CONS

- Lengthy process
- Resource heavy (time and money)

PROS

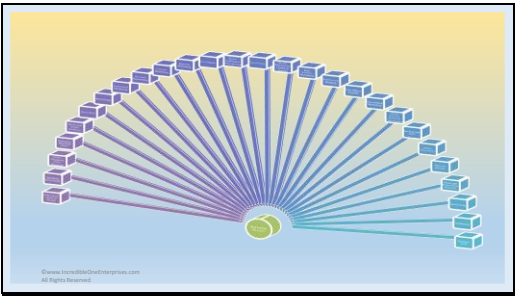
- Faster, more direct approach
- Low cost
- Greater control of target market

CONS

- Higher rejection, lower conversion
- Relies on sales skills
- Feast or famine cycle

PAYING CLIENTS

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Marketing Streams

- Word of Mouth & Referrals
- Speaking
- Media and Public Relations
- Direct Mail
- Focused Networking
- Drive by Marketing
- Live Events
- Chambers/Associations
- Brand Ambassadors (paid or unpaid)
- Flyers and Promotional Materials
- Sponsoring
- Exhibiting
- Writing a Book
- Phone calls – Warm or call

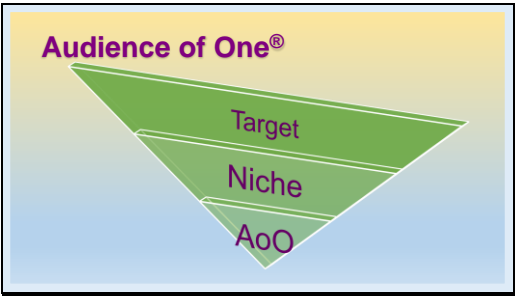
- Online Directories
- SEO and Website
- Automated Marketing
- Internet Marketing
- Social Media
- Education Based (webinars/teleseminars)
- Video
- Top of Mind Marketing
- Articles and Blogging
- Podcasts/ Blog Talk Radio
- Advertising
- Joint Venture Marketing
- Free Offers/Samples
- Client Success Stories & Case Studies
- Surveys and Polls
- RFP Process

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Rock Star Formula Step #2

Outline your Audience of One® and the problem you solve

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Key Question

- What would they say that they are struggling with?

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People in pain are actively seeking a pain killer

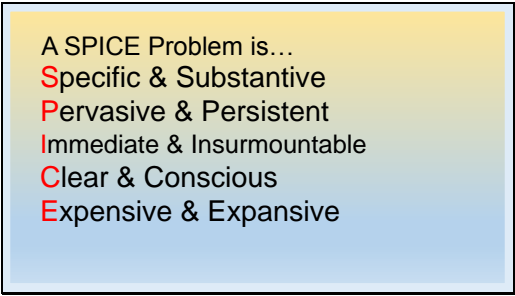
A photograph of a woman with brown hair, wearing a black jacket, holding her hands to her temples with a pained expression. The background is a yellow-to-blue gradient.

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ROCK Star Formula Step 3

Create Magnetic Marketing Messages
and Materials that make choosing you
a no brainer



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The power of a business
card...

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The power of a success
story...

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"A 473% Return on Investment Working with Darnielle for 6 months!"



Barbara Henshall & Andrea Anderson
Produce Investment Institute

"In working with Darnielle, we have experienced so much personal growth that is spilling over into our business growth. Prior to hiring Darnielle, our monthly revenues were not commensurate with the value and expertise we add to the marketplace. Since hiring Darnielle, we've noticed a **steady monthly climb in revenues and in our actions** and decisions as business owners. In the last 6 months, we have earned more than in 2013. We are more confident in our value and are focused on growing our company. Before Darnielle we would have never considered charging 5 figures for our services. Now, not only are we charging it, we are earning it! In fact, **we've seen a 473% return on our investment** and we are just getting started. With Darnielle's help we have already grown so much and know that the best is yet to come. If you're tired of not seeing your expertise build a revenue generating business, hire Darnielle. It really is incredible what she can help you accomplish. It's been so great, we hired her again!"

WANT RESULTS LIKE THESE IN YOUR BUSINESS? [CLICK HERE.](#)

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The power of a website

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The power of client
magnetic marketing
questions:

P; P; P; GoH; ELI

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ROCK Star Formula Step 4

Know how you will build clients for life with a problem/product progression plan



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Solve one problem at a time

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IDEAL CLIENT BOOT CAMP



GET PAID
How to Package, Price and Successfully Sell Your Incredible Factor



MAGNETIC MARKETING SUCCESS FORMULA
How to Create Authentic and Compelling Marketing Systems to Attract More Clients, Make More Money and Gain More Leverage

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5 Secrets To ROCK Star Marketing Online

- Effective home page and online profiles
- Magnetic Pain-Based Headlines
- Irresistible Call to Action
- Quick Yet Effective Video
- Exclusive Focus

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What role does Social Media play in Marketing Like a ROCK Star?



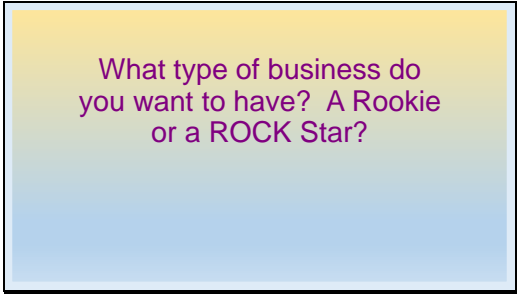
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You MUST Be on



(Psst. It's a business building social network)

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**A Quick Survey....
and an invitation**

(Everybody stand up)



Market Like a ROCK Star:
4 Business Building Secrets to SHIFT You From Rookie to Rock Star
with Your Marketing

The Market Like a ROCK Star Formula:

- **R**ealign your time & priorities – SHIFT the way you think about your business and marketing
- **O**utline your audience of one and the specific problem you solve
- **C**reate Client Magnetic Marketing Materials
- **K**now how you'll serve clients by creating your product progression plan

Step One: **R**ealign your time & priorities – SHIFT the way you think about your business and marketing



Step Two: **O**utline your audience of one and the specific problem you solve



Step 3: **C**reate Client Magnetic Marketing Materials



Step 4: **K**now how you'll serve your clients by creating your product progression plan