

Want to attract more clients?



FIX THESE 5 THINGS!

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A 90 Day Journey to Building Your Standout Brand
that Makes a Difference, Makes Money & Magnifies God*

GET
NOTICED
BY DESIGN
... not by chance
Position Strategically. Market Effectively.

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WANT TO ATTRACT MORE CLIENTS?

Fix These 5 Things!

HOW MUCH IS UNCLEAR MARKETING COSTING YOU?

Marketing is the #1 skill for growing your business. Without customers, you don't have a business. The key is to get the right offer in front of the right people at the right time so they actually pay attention!

If your marketing isn't working, a new tactic is not the answer. You need to get to the heart of the issue, starting with these five common and deadly mistakes:

MISTAKE
#1

NO DIFFERENTIATION You're "just another"...

As service providers, it's easy to look and sound like everyone else. But if you're "just another" professional service provider, coach, consultant, expert or whatever, you won't stand out. Either no one will notice you or you'll be seen as a commodity and get shopped on price. It's a fast track to the bottom.

You stand out from the rest by being different in a way *that matters* to the people you most want to serve.

*Do you know
what makes you
different from
your competition?*

YES NO

MISTAKE
#2

NO NICHE You're marketing to everyone... and therefore no one!

You have just 3 to 6 seconds to convince someone that they should stop and pay attention to you, so your message has to be dead on! It has to cause them to think, "Hey, they're talking to me... Maybe I should listen for a minute."

There's no way you can do that if you're targeting a general audience because your message gets watered down. That's why you've heard "the riches are in the niches".

And FYI: "Small Businesses" or "Stay-at-Home Moms" are not specific enough. What's a good example?

Let's say you are a Marriage & Family Therapist. You can help anyone, but you decide to specialize in blended families because you also happen to have a blended family. With your first-hand experience and knowledge of what it takes to work through the struggles and have a loving, harmonious home, you would be the ideal choice for other blended families.

*Do you know who
you best serve?*

YES NO



BAD MESSAGING

**Your focus is on you and what you do,
rather than the problem you solve
and for whom.**

*Hint: It's not about you! I know that doesn't sound very nice, but as Donald Miller of Storybrand so aptly reminds us, **the customer is the hero and you are the guide.***

Your job is to understand:

- Your ideal client;
- The big problem you solve for them;
- How solving it will make their life or business better; and
- *Why you* are the best one to help them.

When you make this clear in your marketing, you'll get out of the commodity game!

*Do your marketing
messages make
your ideal client
feel understood?*

YES NO



BAD IMAGE

**Your visual brand identity does not
represent you well = Embarrassed!**

You only have one chance to make a great first impression. So when someone sees your website, business card, logo and marketing materials, do you look DIY and cheap? Or professional and trustworthy?

TOUGH TRUTH: How you look dictates who you attract. You can't attract premium clients if you look like the bargain option.

*Are you proud of
how your business
looks online
and in print?*

YES NO



**NO CLEAR STRATEGY OR PLAN
= Hope & Pray Marketing**

Instead, you practice random acts of marketing, chase shiny objects looking for the next tactic or secret tip that's going to be the magic bullet...all of which leave you confused, stuck and overwhelmed with poor results and a low bank account.

*Do you have a
clear, repeatable
marketing plan
that you follow?*

YES NO

SO HOW MANY OF THESE 5 MISTAKES RING TRUE FOR YOU?

NONE 1 2 3 4 5

If you answered NONE, congratulations! You're doing great and definitely in the minority. Just keep executing! But if you clearly identified with one or more of these mistakes, then you have a *marketing* problem because you have a *branding* problem. **No amount of marketing will elevate a business that has no clear brand.**

BRANDING MUST COME FIRST!

Branding is often misunderstood and seen as a “nice to have”, but guess what?

You already have a brand—*either by default or by design*—and it’s *not* your logo!

Your brand is the **marketplace’s perception** of who you are, *not yours*.

Think of your brand as a living, breathing human...

- What do *they* say it looks like?
- Sounds like?
- Cares about?
- Believes?
- Values?
- Who do they think you’re for and not for?

Don’t you think it’s better that the story they believe and tell is one you want them to tell? One that you give them to tell?

This only happens if you are *intentional* about it.
It must be by DESIGN.

MARKETING COMES SECOND!

Marketing is the STRATEGY you use to shine the spotlight on your brand and attract the right people. It’s not the tactics. Those are a dime a dozen and new ones spring up all the time.

It’s all about having a *plan* for how and where you’re going to show up and get noticed by your IDEAL clients...*not by everyone*.

It’s the message and story you share that makes their ears perk up and pay attention.

This is packaging and positioning. When you do it correctly, your marketing will work—*no matter what tactic or medium you use*.

Here’s the bottom line:

People only buy what they understand.

And online, you have just SECONDS to get and keep their attention. The same is true in networking situations. Your message needs to be so clear that it *attracts* your ideal clients like a magnet and *repels* everyone else. That’s right. Repels.

If your competitor does a better job of showing why they’re the best solution for your ideal client more clearly and confidently than you, then they will win...*every. single. time...*even if your service is superior to theirs.

So, I ask you again. How much is unclear marketing costing you?

If you’re not standing out as the obvious and best choice to the people you’re meant to serve, then you won’t attract clients you love, be valued in the marketplace, or make the difference you’re here to make.

As a Christian in the marketplace, **God cares that you get this right**, because He has work for you to do, people to help, and influence to earn!

You can’t do that if you’re the best kept secret or struggling.

It’s time for you to be God’s next success story, and I’d love to help!

Email me: terri@smartcreativelab.com for details.



Terri Podlenski, M.A.

I am on a mission to cultivate entrepreneurial success stories for God’s glory! Having experienced too many years of being overworked, underpaid and feeling more frustration than freedom as a business owner—and *seeing many other believers in the same boat*—I want to help write a new story. One where we show up with excellence, stand out in the marketplace, prosper in our profession and live out our God-given purpose and potential through the work we do.

Through my unique faith-based program, *Get Noticed by Design...Not by Chance*, I help you discover and articulate the heart and soul of your brand and why it matters. Then package and position your services and expertise to attract clients you love who value and hire you, and build a standout mission-driven business or ministry of real impact.

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