

# GROWTH Strategies

## To Your Success!

A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Jan '08

### Featured Article This Month...

[How to Jumpstart Your Marketing in 2008](#)

Stephen H. Jones



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Dear Stephen,

Many of you have expressed how much you missed the *To Your Success* newsletter. Well, I'm happy to announce it's back!!!

The *To Your Success* newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Brian Hilliard with Agito Consulting...**

P.S. The monthly *Advisory Minute* article is still in production, and as always, packed with quick read - meaty information to STRATEGICALLY INCREASE YOUR SALES & LEVERAGE YOUR MARKETING!

To Your Success,

Stephen

### How to Jumpstart Your Marketing in 2008 by Brian Hilliard



With the New Year finally here, one of the questions I often get is, "How can I jumpstart my marketing in 2008?"

And, as people who have seen me speak know, I think networking can be a powerful tool for generating more business this coming year. Not only does it help prospects get to know your business, but it helps spread your name to the local business community.

However, for today, I'm going to answer the "Part II" of that question with the following thought: **Marketing is a contact sport.**

In other words, to successfully market your business, it's imperative to consistently stay in touch with all of your prospects.

And that doesn't mean barraging them with useless emails or phone calls, but it does mean staying "top of mind" through a variety of mediums.

For example...

**Pick up the phone and make calls.** A lot of the times people think I'm referring to "cold calls" when I say this, and that couldn't be further from the truth.

Sales Calls - as I define them - are simply phone calls or emails to interested parties regarding your service.

These could be folks you ran into while networking, people who were referred to you by someone else, or maybe a prospect looking for more information as a result of your electronic newsletter.

Regardless, these are folks with whom you've had some "connection" (either directly or through a friend) and therefore would not be considered a "cold" call.

Personally, I make 8-10 sales calls a day (including email), which gives me about 200 contacts each month. And from those calls, I've built a steady amount of speaking engagements and coaching clients.

I don't say that to pat myself on the back, but simply to illustrate that business people generally intend to do what they say they will. But everyone gets "busy", so your job is to help them do what they said they would.

**Think of it this way: The average sales cycle requires 3-7 contacts to close the deal.**

During the first contact, you talk to the prospect over the phone and learn more about their situation. During the second contact, (after you've sent them "more information"), you might tell them a little about your company and throw out some ideas on how you could work together.

After that, you could request a meeting (after leaving a few voicemails to get back in touch), at their office.

Contact #4 will probably have you on the phone again, reviewing the proposal. Depending on how big the deal is, you might even need to revisit their office and meet some more folks.

The point?

There's always an action you can take to keep the sales process moving, and that's why incorporating "sales calls" into your marketing day is so important.

So, if you're looking to get more business in 2008, do yourself a favor: **Make a goal of generating 5-10 contacts each and every day.** This can be done in person, over the phone or through email, and isn't just limited to your "prospects".

One of the things I talk about a lot is how just picking up the phone and talking to people you know - clients, referral partners, friends you have in business - has a surprising effect on your business.

Why?

Because people are busy, and when you talk to them they remember you. And assuming you play your cards right, more often than not, that can absolutely turn into more business.

**So remember, if you want to jumpstart your marketing in 2008, it's all about staying in touch, and the rest should fall into place.**

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As an author and creator of the popular program, "[How to Market Your Business in < 90 Days](#)," Brian Hilliard helps busy entrepreneurs create a tight, easy to implement Marketing Plan they can use right away.

**Direct Contact:**

**Web:** <http://www.AgitoConsulting.com/>

**E-Mail:** [BHilliard@AgitoConsulting.com](mailto:BHilliard@AgitoConsulting.com)

**Mobile:** 678.953.0435

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This Educational E-Zine was edited and proofread by LeAnne McDaniel with the professional services of Write On Communications at <http://www.WriteOnComLLC.com/>

**Direct Contact:**

**E-Mail:** [LeAnne@WriteOnComLLC.com](mailto:LeAnne@WriteOnComLLC.com)

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