

Sue Almon Pesch

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SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

3 Tips for Marketing Professional Services

By Sue Almon-Pesch, CME



No. 1 Define 3 profitable target clients.

A profitable client is one you do not have to educate why they need your expertise. They know they need your services and are ecstatic they found you and your business. These three profiles have the revenue or income to easily pay your fees. They respect you and enjoy working with you and your staff. They have a specific need, and you fit it to a "T!" Take the time to look at your accounts and identify your top three. Now, identify specific marketing strategies to reach and build relationships with similar demographic and psychographic groups.

No. 2 Be personable and passionate!

Take a look at your own professional relationships. Do you see a connection between hiring someone you genuinely like? Are you able to have meaningful conversations with them? Do you trust they are looking out for you? Also be sure to show your enthusiasm about your business. If you lack passion about what you do, your prospects may assume you don't care or you lack confidence in what you do.

"On-Line the Street"

Be Honest Blog Check Points

Are you updating your blog regularly?

Are you posting relevant content?

Are you allowing reader comments – encouraging dialogue?

Are you connecting at a personal level?

Help keep me on my toes . . . subscribe to my Market4Profit blog:

market4profit.blogspot.com

Stats to Muse

MSNBC.com conducted a poll and found that 75% of 4,000 business responders believed that online SN could increase their bottom line. Get on the "fan" wagon. Start learning what it's all about.

Social networking websites

No. 3 Play your A-game at all times.

A very close friend of mine who passed on 10 years ago taught me a wonderful sales perspective. It was to remember "Whoever you are with (in person, on the phone, writing an email)--is the most important person in the world to you at that time." When you believe it, your interest level and commitment is recognized by that individual on many levels.

[Email me for a free e-report on identifying your 3 profitable niche markets.](#)

Cross Promotion Case Study with San Diego Printers, Acai Roots and Profound Products

Ron Cortez Serving Up Acai with a Pink Trunk Organizer in the Foreground



On February 4 at the Gr82b Green San Diego Print Week 2009 Expo, Market4Profit helped execute a 3-client cross promotion. When Ron Cortez, San Diego Printers' Rep Extraordinaire asked me to come up with fresh new ideas for the company's booth, the

creativity and fun began.

We agreed upon an "Organic Print Cafe" theme. This gave us the opportunity to produce a unique "printing green" menu. Copy mentioned: "SDP serving up environmentally friendly printing. Using only the freshest eco-delicious soy inks for over 10 years. With their sous chefs selecting sustainable papers for their delectable digital offset dishes . . ." SDP designer, Sergio, did a catchy menu layout. sdprinters.com

M4P client Acai Roots provided the SDP booth with cases of their two popular powerful antioxidant smoothies made from acai palm berries--helping to save the green Amazon forest from the lumber industry. Booth visitors got taste samples of AX-3 and PRO-X. The smoothies served as a popular giveaway, along with the Acai Roots' biz cards for online discounts. acaicroots.com

To create more buzz at the booth, M4P client Profound Products donated six "Trunk Organizers" for 1/2 hour giveaways. With green living, plastic is out-- with sustainable carrying products in. The 6-

like LinkedIn, Biznik, Twitter and Facebook are gaining popularity and credibility. They are not what you might think on the surface. SN sites can be used as a tool for soft exposure of your business. You may creatively (yet, cautiously) showcase your services through your updates, posts and photo albums.

My client Rick Itzkowich of PL&L and Mike Hayden of Documentation Express have co-authored an eBook titled, *Social Networking for Business Profits--In 30 Minutes a Day*. I highly recommend this step-by-step \$11.95 eBook for SN newbies.

To order click here sn4bp.com

way folding organizer has a 35 lb. capacity, and is perfect for shopping, office auto caddy for supplies, tailgating and more. Print sales people have lots to carry in their vehicles, so the trunk organizer was also a big hit. trunkorganizer.com

[Check out my clients to see if there might be cross promotion opps for your firm.](#)



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