

Marketing Mentor Programs

Business Liftoff and Experienced Professionals

Overview:

Business Liftoff (details on page 2) is a 1-on-1 business growth program for those who are launching a professional services business. Whether you want to enter the business for the long run or view consulting as an interim step in your career, we start you off strong and give you the strategies and tactics to **GET more clients, KEEP more clients, and MAKE more money** with less time and effort.

The **Experienced Professionals** program (details on page 3) is an intensive 1-on-1 program for practitioners who want to build a **more predictable pipeline of work, use their limited marketing time to its full potential, and create substantial client value.**

In both programs, you meet with David Newman by phone once a week for regularly scheduled sessions to review progress, remove business development obstacles, and establish new practice-building activities. Additional support is available via **unlimited calls, emails, fax or other means** in between your regularly scheduled sessions.

David is available to work individually with a small number of **exceptionally brave, smart, and fast** business owners, independent professionals, consultants, authors, and speakers.

Everything (from big-picture strategy to day-to-day tactics and execution) is custom-tailored around your strengths, personal preferences, and the needs of your particular business.

Results Clients Receive:

Here is a partial list of results clients have received:

- Creating a value-first marketing pipeline
- Replacing cold calling with intelligent prospecting
- Integrated step-by-step process to establish consistent sales and cashflow
- Eliminated price objections, while raising prices by up to 300%
- Branding, packaging, and innovating new services
- Creating and marketing products based on your expertise, including books, e-books, and audios
- Fine-tuning pitches and presentations to increase quality and quantity of closed sales
- Ramping up publicity and writing articles
- Creating and marketing speaking engagements, including exposure at national meetings
- Updating and revising website copy/layout
- Fine-tuning final proposals to increase hit rate
- Rewriting sales letters and direct mail to increase response rate by up to 100%
- Making sales and marketing easy, effortless, enjoyable... and (at last!) effective

David Newman Biography:

David Newman has been helping solopreneurs, business owners, and CEOs with sales and marketing strategy since 2002. Before that, he worked as an internal and external consultant for 10 years, helping hundreds of client companies of all sizes. David has written eight books, including *Relish for Business*. David helps clients generate more leads, better prospects, and bigger sales – yes, even in THIS economy!

“Having experienced a multitude of sales training programs, I was astonished at the tangible and immediate results of David’s action-oriented program. I walked away with two results – an increase in clients and revenue, and a yearning to continue to apply these skills. Finally, something that works!”

-- Gail Welkes, President, Focus Personnel

Business Liftoff

Overview:

Business Liftoff is a 1-on-1 business growth program for those who are launching a professional services business. Whether you want to enter the business for the long run or view consulting as an interim step in your career, we start you off strong and give you the strategies and tactics to **GET more clients, KEEP more clients, and MAKE more money** with less time and effort.

David Newman helps you accelerate early business growth by focusing on the key activities that set you on the right path: creating a high-value service offering, landing clients, and delivering profitable work while continually marketing your business.

The goal is to create a viable business with a strong emphasis on lead generation and sales – without breaking the bank.

Strategic Focus:

We will work together to address six strategic issues for your practice:

1. Of the services you can offer, which have the strongest demand, value, and profit potential?
2. Which prospective clients should you target in the short term and longer term?
3. How should you position and market your business?
4. What are the key elements of selling your services?
5. What tools do you need, if any, to deliver your services?
6. What business practices and technology support do you need to launch your business?

Program Details:

As our work progresses and you bring prospective clients on board, we focus on how you demonstrate and create value for those clients. Depending on your needs, we may work on writing winning proposals, mastering your sales cycle, pricing your services, or standing out from the competition.

The **Business Liftoff** program is designed to accelerate the growth of your business, so your achievement of the mutually-defined goals we establish at the outset is the best indicator of success.

You meet by phone with David Newman once a week for a regularly scheduled session to review progress and establish new business-building activities.

At our weekly phone meetings, we often address day-to-day issues, such as how to land a specific opportunity, what your marketing materials should include, or how to negotiate your fees with a prospective client.

Additional support is available via **unlimited calls, emails, fax or other means** in between our regularly scheduled sessions.

There is a 12-month commitment to the **Business Liftoff** program. After 12 months, we can extend our work together on a monthly basis or simply on an as-wanted, as-needed hourly fee basis.

Program Investment:

The fee for this **12-month unlimited access program**, including phone meetings, email access, and unlimited marketing materials critique and review is \$ 1,000 per month.

“David Newman has to be the hardest working guy in marketing. Even after we finished working together, I would get calls and emails from David about another idea he had for us. One of his ideas alone helped us more than triple the revenue from our core service.”

-- Mary Broussard, CEO, The Barter Connection

Experienced Professionals

Overview:

The **Experienced Professionals** program is a 12-month, 1-on-1 program for practitioners who want to build a more predictable pipeline of work, use their limited marketing time to its full potential, and create substantial client and personal value.

Strategic Focus:

We begin our work together with a detailed review of your practice, including market positioning, service offerings, and service delivery approach.

Based on that review, we establish a set of goals for our work.

We typically focus our efforts on three to five specific areas, which often include:

- Generating new business leads
- Attracting more profitable clients
- Managing the sales and proposal process
- Securing more and better speaking engagements
- Charging higher fees
- Improving brand visibility and credibility
- Standing head and shoulders above competitors
- Increasing revenues by 100-350% with product sales, licensing, and partnering with trade associations, corporations, and industry groups

Program Details:

The **Experienced Professionals** marketing program works and lasts because you start to sell from the inside-out - based on WHO you are, and not on an external set of behaviors that work for only a very small percentage of "old school" salespeople.

In the **Experienced Professionals** program, we develop a personal marketing strategy that seamlessly combines your natural self with your strongest message to your best prospects with the highest value, using the least time and effort.

You meet by phone with David Newman once a week for a regularly scheduled session to review progress and establish new business-building activities.

At our weekly phone meetings, we also address day-to-day issues, such as how to manage a specific client situation, what your latest proposal should include, or how to price an upcoming project.

Additional support is available via **unlimited calls, emails, fax or other means** in between our regularly scheduled sessions.

There is a 12-month commitment to the **Experienced Professionals** program. After 12 months, we can extend our work together on a monthly basis or simply on an as-wanted, as-needed hourly fee basis.

Program Investment:

The fee for this **12-month unlimited access program**, including phone meetings, email access, and unlimited marketing materials critique and review is \$ 1,000 per month.

"Without a doubt, the best investment you can make is to consult with David Newman. He gives more than you bargained for, and just keeps on giving! He gives tangible, specific tools and strategies for success. His caring and concern are genuine, and he truly wants his clients to succeed."

-- Ford R. Myers, President, Career Potential LLC