

## Breakthrough Consulting

### Week 5: Connect To Prospects

#### Homework

For this week's homework, you're going to do 5 things:

1. Create a list of marketing channels.
2. Create a list of prospects.
3. Generate a list of questions to ask prospects.
4. Filter your prospect list and research your targeted prospects.
5. Call your targeted prospects.

#### **1. Create a list of marketing channels.**

Like I did in this week's video lesson, review your target niche and ideal client profile, and then brainstorm a list of at least 5-10 potential marketing channels.

For each marketing channel, do some preliminary research to gauge how easy it is to find prospects. In some marketing channels, it may take a lot of legwork to find prospects, while in other channels, prospects are easy to find.

Similarly, as you spend time marketing, selling, and talking to prospects, keep a running log of your prospects, where you found them (i.e., the channel), and any other useful details. Again, don't go overboard on logging this info--a simple spreadsheet is all you need for now.

Some channels might reveal prospects easily but may not convert to clients; other channels might require more work to identify prospects, but those prospects might convert more easily or generate more revenue.

In any case, be mindful of your results, test your marketing channels, so that you can identify the best channels, which ones produce the most qualified prospects, your best-fit prospects, etc.

#### **2. Create a list of prospects.**

While you're investigating marketing channels, you'll stumble across prospects. Add them to your spreadsheet, along with any pertinent info.

You should be able to generate a list of roughly 20-30 prospects, along with some very preliminary, sketchy background.

# Start My Consulting Business

Stop whining. Take action. *Change your life.*

At this point, DON'T do any intensive background research on these prospects. We'll do that later. For this step, you just want to collect as many potential prospects as you can.

### 3. Generate a list of questions to ask prospects.

From last week's lesson and homework, you'll likely already have some questions you can ask prospects.

For this week, you'll need to get a bit more specific. Create a handful of questions for each of the following categories:

- Background oriented (what's your target market? how do you reach them? what's your ideal customer?)
- Problem oriented (you should already have a good idea, but here you can say that "many other so-and-so's in your niche struggle with \_\_\_\_\_. How do you deal with that?"; "What are your other top problems?")
- Solution oriented (What did you try? How did that work out? What other problems did you run into as a result?)
- Goal oriented (What would the ideal outcome look like? What specific result would you like to achieve?)

### 4. Filter your prospect list and research your targeted prospects.

Using your list of prospects, filter them down to just those who match your ideal client profile. You want to target those prospects that most closely match your ideal client profile. Prospects who only slightly match your ideal client profile will be far more difficult to convert to clients, so for now, you'll focus your attention on highly-targeted prospects.

For these highly-targeted prospects, get additional info about them. Research these prospects more intensively so that you're confident you have a solid understanding of them before you contact them.

You should have a solid understanding of their business, history, background, culture, etc. by the time you're finished. You don't need to create a full-blown CIA dossier on each prospect, but you should have a clear idea for each. A good rule-of-thumb is no more than 20-30 minutes of research per prospect.

### 5. Call your targeted prospects.

Call or e-mail, schedule appointments, and start talking with prospects. The more you do it, the easier it becomes, and the better you get.

I like to schedule a block of time, say 30 minutes, for marketing calls. The first call of the day is the hardest, but once I'm on the phone, it's actually pretty easy, since my questions let the prospect do most of the talking.

# Start My Consulting Business

Stop whining. Take action. *Change your life.*

Use your questions to extract info on the prospect's background, problems, solutions, and goals.

Practice your value proposition statement, and experiment with it with prospects. Note how it's received by prospects, and adjust and re-test based on the verbal & nonverbal feedback you get.

After each call, take notes so you'll have that info for later reference.