

SMART  *SIMPLE*
MARKETING

5 *Simple Steps to* **More Clients, More Visibility & More Freedom**

by Sydni Craig-Hart

- Discover the secrets for more clarity and more focus
- Learn simple strategies for defining your target market
- Find out how to easily connect with your ideal client



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“5 Simple Steps to More Clients, More Visibility and More Freedom”

by Sydni Craig-Hart
The Smart Simple Marketing Coach™



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SMART SIMPLE MARKETING

Welcome to Smart Simple Marketing! **After reading this special report you will have learned some powerful yet profoundly simple secrets on how you can immediately improve the effectiveness of your marketing efforts, attract more ideal clients and create a more successful service business.**

I'm known as the Smart Simple Marketing™ Coach because I use a results-focused, "how-to" approach to implement simple and customized strategies, so that you, as my client, can realize your personal and professional dreams.

I've helped hundreds of service professionals in over 50 different industries to:

- Attract more clients
- Create multiple streams of revenue
- Automate their marketing
- Re-design their business to support their ideal lifestyle

Let me tell you how.



The Smart Simple Marketing Approach

I've developed Smart Simple Marketing based on three very simple principles.

Smart is about choosing the right strategies for your goals; your message, your business and your personality. It's not about jumping on any bandwagon or pursuing a marketing idea just because someone says you should or because everyone else is doing so. It's about choosing the right strategies that support what you want to create in your business.

Simple is about step-by-step instructions that are easy for you to implement. I have a huge pet peeve about marketing "gurus" teaching concepts and theories and then leaving their audience to figure out the details on their own. That's now how we do things around here at Smart Simple Marketing™.

If I teach you a strategy, I'm going to give you all of the details you need to implement that strategy. I've personally invested thousands of hours and tens of thousands of dollars in learning how to



successfully market a professional services business. I only teach you what I've personally applied to my business and the strategies that have worked best for me and my clients.

My unique ability of being able to put together a marketing plan and to easily breakdown seemingly difficult marketing projects into simple, step-by-step instructions, combined with my background as a highly skilled marketing technician, means that you'll be able to move forward with your marketing plan more quickly than you ever have before just by implementing the simple steps that I share with you.

Marketing is about consistency. Far too many service professionals wait until their client base dries up or they're low on cash to really focus their attention on marketing. I strongly encourage and teach you how to automate your marketing as much as possible, so that you can connect with your ideal prospects on a regular basis.

My business philosophy is this:

Get clarity. Create a plan and then WORK that plan.

Marketing is the vehicle that I've used to create a highly successful service business that supports my personal and professional goals. It allows me to be of service to those who most need my help and support while providing me with the time and resources to pursue my personal interests. This is a beautiful combination that I enjoy immensely and I want the same for you. It's marketing consistently that allows you to be able to do that.

In my years of working with fellow service professionals, I found that many tend to rely on word of mouth referrals and perhaps some in person marketing or networking to attract new clients. For years this may have created a thriving business for some, but as you know, the business landscape has completely changed. So, this means that you need to change your strategy just to stay in line with your competition. Never mind if you're trying to surpass them!

No longer can you base your financial forecast on the possibility of referrals or rely on your past and current clients to tell others about the fabulous services that you offer. That is a reactive marketing strategy and the days of reacting are gone. Today's marketplace requires that you take a **proactive approach** by being smart and consistent with your marketing efforts.

Not only that, but entrepreneurs like you and me are busier than we've ever been before. There simply aren't enough hours in the day to accomplish everything on our to-do list, let alone all that we really want to get done.



It's critical that we spend our time wisely by focusing on business and marketing strategies that will give us the greatest return on our investment, both with our time and our money. So it's clear that old habits aren't as effective as they used to be and that some changes are in order.

Simply stated, **if you don't upgrade your marketing strategy now, you will continue to feel frustrated, scattered and disappointed with the results in your business and resisting change could seriously limit the abundance, the opportunities and the success that you attract.**

That being said, I want you to ask yourself a very important question:

"If I keep trying the same strategies I've always tried and what everyone else in my industry or my profession is using too, what's likely to be the end result?"

I'll provide the answer.

You'll continue to **struggle** to consistently attract ideal clients to your business and continue working as hard or harder than you are now.

You'll **waste precious time and energy** because you won't be marketing your business in an organized and efficient way and you may waste money chasing strategies that don't really work for your business or your target market.

Perhaps worst of all you won't be able to provide superior service to your clients because **your mind will be worried, distracted and unfocused.**

But this doesn't have to be your reality!

All you need is a simple, easy to implement road map that will lead you down the path to success in small business. You'll be able to get more clients, more visibility and more freedom in your business– everything that you've been looking for!

Getting Clarity in Your Business

Kevin Donley, who's a well known football coach once said:

"I believe if you're not bold enough to publicly state your goals, you're not ever going to get there. You've got to know where you're going and have a plan, a map, a direction on how to get there."

I'm not a football fan, but I certainly agree with the coach's sentiments. If you are like the vast majority of service professionals I know, you want three things in your business.

1. You want more clients.
2. You want more visibility.
3. You want more freedom.

All three can be had with relative ease if you create a sensible marketing plan and work that plan.

The first thing to do when creating your plan is to gain clarity. You need to be crystal clear on what your goals are and what your version of a successful business looks like as defined by you and no one else.

Once you're clear on this, you can start developing a marketing plan that will guide you towards achieving YOUR specific goals. The most important part of your marketing plan is to **identify your ideal client** – and that's what this report is focused on.

Focusing your marketing efforts on connecting with **ONLY** your ideal client is so critical to the success of your business. Take a moment to consider:

- Who exactly is your target market?
- How well do you know this market and most importantly?
- How well do you really know your ideal client within that market?

If you don't currently have a full practice and aren't attracting as many new clients as you'd like; or you have a practice full of clients who are difficult to work with and who drain your energy, it's quite likely that you need to reassess who your ideal client is and how you're approaching them.

This report is all about identifying exactly who YOUR ideal client is because it's different for everyone. Once you're clear on this, you can offer these individuals the exact solutions that they're looking for.

There are five simple steps to getting clear on your ideal client and determining how best to approach them. When you get clear, you'll be able to create and implement a smart simple marketing plan that will get you the results you're looking for.



So let's review the five steps, one by one.

Step One: What Do You Have to Offer?

Before you can begin to attract more clients for your business, you have to first consider what you're bringing to the table.

I want you to take a complete inventory of your background, of your personal and professional experiences and pull together these details:

- 1) *A summary of your educational background.* List what you studied in school, any seminars you've attended, certifications and licenses you hold, etc. What have you learned and applied in the past that can be of use to your clients now?
- 2) *Compile all of your job descriptions from the different positions you've held.* Include everything– corporate, nonprofit, it doesn't matter.
- 3) *A list all of the different services you've offered in your own business.*
- 4) *A list of all of the places that you've volunteered at* and the type of volunteer work that you did.
- 5) *Inventory of the different skills that you've utilized in your jobs, in your business and in your volunteer positions.* List all of the skills, big and small, that you used to complete your duties in these positions.
- 6) *A list your hobbies and your personal interests.* These are skills too and they can work into what sets you apart from your colleagues.
- 7) *A brief survey from 5-10 family members.* I want you to ask five to ten close family members or friends to send you a one paragraph summary of what they see as your unique abilities and talents. This is really important. They don't have to write a book about you, Just a one paragraph summary. What you're looking for is their first impression when they think of you.

You should be able to gather this information within a week or so and once you've done that set aside an hour or so to analyze it. What patterns do you see? What gets you all excited as you're reviewing this information and what unique abilities, knowledge and solutions do you have to share that will make a difference in the lives of others?



Step Two: Who is Your Target Market?

Now that you're clear on what solutions you have to offer, it's time to decide who your target market is for these solutions. You want to narrow your focus to ONE specific demographic. This is the best way to attract more clients to your business – because your marketing is focused on one specific group of people with similar challenges and similar goals.

Before I fully explain this step, I want to take a pause and briefly share with you why this is so important. Because when I teach this concept to my clients privately, I typically get one of three reactions.

- 1) They are hesitant to choose one target market because they don't want to leave anyone out.
- 2) They have tried to identify their target market in the past, but they've gotten stuck on it and haven't ever figured it out.
- 3) They completely "get it" and they just move forward easily with implementing the steps that I share.

If you fall into category number one, perhaps you're thinking, "You know Sydni, if I focus on just one industry or one target market, I'm going to be missing out on working with other people. I'm going to leave people out and I don't want to do that and I don't want to leave any money on the table. I don't think I can do this!"

If that's what you're thinking or how you feel, I want you to know that I understand. And my answer to you is that you don't have to do that. I am not telling you to walk away from opportunities. I am not teaching you to leave anyone out and I certainly don't want you leaving money on the table. Obviously, as a marketing coach, that goes against everything I believe in. :)

That's not what choosing a target market is all about. Let me give you an example that will help you see how this will benefit your business. Let's say that you're a graphic designer and you work primarily with home-based businesses. This the target market you've chosen and this is whom you focus your marketing efforts on.

Let's say you go to a networking event and you meet a really cool Dentist. The two of you totally click. You spend a good deal of time at the networking event chatting it up. You hit it off and you realize that this individual needs help with a design job and he wants to hire you. He's ready to refresh his brand and has been looking for a new graphic designer to help him.

If that happens to you, go ahead and work with the Dentist! You certainly don't have to turn down the opportunity because your target market happens to be home based businesses. The Dentist obviously do not have a home-based business. He has an office downtown. He has several



employees. He doesn't necessarily fit your ideal client profile, but the two of you hit it off. He needs what you offer and it would make perfect sense for you to go ahead and work with him.

Turning down an opportunity like that is not the point of choosing a target market.

Choosing a target market means that you focus your marketing efforts on one specific group of people.

Even if you're a person that think everyone needs what you have to offer (which usually isn't quite true) you don't have a billion dollar marketing budget to market to E-V-E-R-Y-O-N-E.

Focusing your marketing efforts is going to get you the best results, with the least amount of effort. This will give you the freedom that you're looking for in your business. Your marketing materials speak to that one group. The messaging in your materials really focuses on that one group and that the solutions you offer. Your target market will be able to see clearly that your solutions were specifically designed and created for them.

If in the course of your marketing you're going to happen to interact with other professionals, other individuals, other industries or other types of businesses that are drawn to you and they want to hire you and will benefit from your services. When that happens, if you are so inclined, then of course, work with them! That's perfectly fine.

The example that I shared with you about the graphic designer is actually based on a true success story! I have a client who is a professional organizer in a major city in the US and this person's target market is home based businesses, but at one point this individual received an introduction to the public defender's office in the city where he lives and that public defender's office was in desperate need of some organizational help and systems in his office.

Did this opportunity fit the organizer's target market or ideal client profile? Not at all. In fact, it was polar opposite, but the organizer met with the decision maker, they hit it off and the organizer was able to offer the exact solutions that the public defender's office was looking for. The result: it was one of the most successful projects the organizer has ever worked on! The client got great results and the organizer received an amazing testimonial that has attracted a number of new client opportunities.

The point is narrowing your focus to one target market and ideal client doesn't mean you're leaving anyone out. It does not mean that you're going to let opportunities pass you by. It **simply**



means that you **focus your marketing efforts** and your marketing dollars on connecting with ideal prospects with which you can do your best work and create the best results.

If you find that you've tried to identify your target market in the past, but felt stuck and just couldn't decide between multiple options, the solution is very simple. Just pick one.

If you can't decide, perhaps between graphic designers and business coaches and CPAs and you truly feel that all three of these groups are in desperate need of the solutions that you offer, then just pick one ... *for now*. You can always expand your focus later. If you're looking to add a few new clients to your business right NOW, you'll create results much faster if you just pick one target market and focus your efforts there.

Choosing your target market is just a matter of deciding what segment of the population you want to serve and the possibilities are endless. You could target doctors, lawyers, baby boomers, single parents, parents of high school students, newlyweds, acupuncturists, graphic designers or other service based businesses. You could choose retail businesses or restaurants or corporate professionals. The list goes on and on.

What segment of the population do you want to serve?

You need to answer that question for yourself. Perhaps you have experience in working in a particular industry or maybe you're really intrigued by the work of a certain industry.

For example, maybe you're a graphic designer and you have a real passion for childhood education. So you want to work with non-profits that support childhood education or you want to work with businesses that support children. Based on your personal passion and your professional expertise, that would be a great target market for you. This is one of the benefits to your going into business for yourself... creating a profitable enterprise based on doing work you love. (Which usually ends up feeling a lot more play than work!)

Once you've chosen the target market that you'll focus on, you'll have much more clarity about how to focus your marketing efforts. You'll start looking for where your "tribe" gathers and you can then position yourself as the expert solutions provider for them.

You'll get to know their unique needs and desires and speak directly to those in your marketing materials. You'll be able to consistently provide top notch services over and over and over again because you just keep getting better and better and better at supporting this group.

This one fact alone can literally keep prospects knocking at your door - IF you just were to narrow your marketing focus to effectively reaching one specific group of people. When you narrow your focus, you'll automatically get more clients, more visibility and more freedom from your business.



Step Three: Research What They Need

Now that you're clear on what unique solutions you have to offer and who you want to offer them to, step number three is to do your market research.

This is a critical step that so many of your colleagues ignore or don't do as diligently as they should. **You need to get crystal clear on what's happening with your target industry right now.** You want to identify the hot topics, what challenges are plaguing them and exactly what solutions they're looking for.

The good news is that narrowing your focus makes your market research a breeze! For every profession, subject, circumstance or issue, there is a group of people who are already gathering together about that topic. You can do your research by connecting with organizations and associations that cater to these groups, reading their websites and publications, attending their events, participating in their forums and online conversations, and asking individuals you know in that target market about what their personal struggles, needs and wants are.

The goal with your research is to get clear on how your background, expertise and knowledge can solve specific problems that the individuals in your target market are facing. The more you know about your target market and their needs, the more you can position yourself as an expert service provider who offers just what they want, and most importantly, what they need. This will give you the visibility that you're looking for so you can see the results that you want!

Step Four: Identify Your Ideal Client Within Your Target Market

You've taken inventory of your talents, narrowed down to your target market, done your market research. It's now time to identify who is your perfect client with your target market.

Notice that I said **YOUR perfect client**.

I want you to think about this. Forget for the time being about your colleagues and who everyone else in your industry is targeting. Who is **your** ideal client?

Identifying your ideal client starts with **you**. It doesn't start with that individual, because to identify who you do want to work with, you have to first clarify who you *don't* want to work with.

Here are three questions I want you to ask yourself and honestly answer:

- What behaviors will I refuse to tolerate in my practice?
- What types of individuals or business owners don't deserve a place in my business?



- What personality traits totally turn me off and distract me from doing my best work?

This is why YOUR ideal client profile is so specific to you. Because the unique answers to these questions apply just to you.

Make sure that you answer these three questions honestly, so that your ideal client profile is accurate. There's no point in getting more clients if they are the wrong type of clients.

Once you've done that, you can then turn your attention to who *is* the perfect fit for your business.

Here are five questions that you need to answer.

- 1) What types of people do I love to be around? Think about your friends, your family, the people that you spend the majority of your time with. What do you enjoy most about them?
- 2) What qualities do these individuals possess? Are they easygoing? Are they serious? Are they deep thinkers? Are they more creative and abstract in their thought process? What kind of qualities and personality traits do these individuals possess?
- 3) What do these individuals like to do? How do they spend their time?
- 4) What do they talk about and what type of business or profession are they in?
- 5) What is their personal situation?

When you answer these questions, you'll start to clarify the details of your ideal client profile.

This profile is a **clear, specific description** of exactly the type of client you focus your marketing efforts on and want to attract to your business. This is a description of the person who is going to become your absolute favorite client. The person you can't believe you get paid to work with because you enjoy the work so much.

Let me share with you a bit about who my ideal client is. Her name is Alexis Taylor. She's 45 years old. She runs a successful life coaching practice and earns about \$75,000 a year. She lives in San Francisco, has a master's degree in psychology and loves to read. She lives in a really cool loft in a "yuppie" neighborhood. She's married to the love of her life and doesn't have any children. She loves wine. She loves going to the spa. She loves vacations on the beach.

She's really easy going, fun loving and extremely business savvy. She loves technology and though she's not well versed in it, she's not intimidated by it. She'd really like to learn how to use technology to market her service more effectively and to run her business more efficiently.



She's ready to create streams of revenue in her business besides just the one on one work with coaching. Her goal is to create more free time in her schedule to do more volunteer work and pursue her hobbies. She understands the value of marketing coaching and she has no problem investing in her business. She knows that she'll short cut her learning curve by working with me. She truly appreciates my advice and has no problem paying my fees.

That's Alexis Taylor, who is my ideal client. Did you notice how detailed the description was? That is an example of how specific you want to be. As you create your ideal client profile answer the following questions:

- What does your ideal client actually look like?
- What is their lifestyle like?
- Where are they at in their career?
- If they are a small business owner, are they a start up or an established entrepreneur?
- If the person is employed by a corporation, are they just a new graduate out of college or have they been in this industry for a while?
- Where does this individual like hanging out?
- How do they spend their free time?
- What goals do they have?
- What is motivating them to seek the solutions that you offer?

Once you've created your ideal client profile, give the persona you've created a name. Why? Because it's going to make this "person" real for you and so much easier for you to connect with him or her. Every time you think of this person, you're going to be able to see them in your mind's eye.

You'll think about them when you read something that relates to their situation. As you start developing new products and services, you'll do so with this specific individual in mind. When you create your marketing materials, you'll find yourself writing to this one person.

When you're at a networking event, when you're out in the world meeting people, you can then think 'how does this person I'm talking to match up to my ideal client profile?' Does this person have a lifestyle or a personality or a situation like my ideal client? How can I make a difference in this person's life or in their business?



It's going to be so much easier for you to think about this and visualize that if you come up with an actual persona.

A word of caution - I don't want you to over think this, belabor it and spend hours and hours and days and weeks trying to come up with this profile. But I do want you to spend some time getting really clear about who this individual is, so that as pursue your marketing plan and connect with prospects, you can see how the individuals you meet match up. More importantly, it makes it much easier for you to find these individuals en masse and build the visibility you're looking for!

Step Five: Find Where Your Ideal Clients Hang Out

The final step, now that you've clearly identified your target market and created your ideal client profile, is to start reaching out and connecting with people who need the solutions you offer. You want to connect with them both online and offline. You should:

- Check out trade publications that cater to this individual.
- Visit the websites of these organizations and associations that are already working to support their needs.
- Register for online newsletters that serve this audience
- Check out the latest issues of their print publications.
- Read the media releases that they have.
- Read relevant blogs.
- Research on which social media networks are they most active

As you gather this information, you're going to start seeing various trends. **Make a note of the top five urgent needs and compelling desires that your target market is currently facing.**

For example, if you're a financial planner and as you do your research you'll come across all sorts of organizations and publications that talk about money and financial planning. As you do so, you're going to start noticing trends that people are really concerned about.

Maybe you find that folks are concerned about whether to purchase a home or refinance their existing mortgage. Maybe they have kids ready to go to college and they're trying to figure out how to pay for that. Perhaps you're targeting small business people and you find they are most concerned right now about creating an effective tax strategy, so that they can minimize their tax bill.

Whatever the case, as you start seeing what topics your ideal clients are interested in and talking about in the news, on the blogs you read and the media releases and the various publications, etc,



write down what their top five urgent needs are. These are the things that ideal clients are really concerned about and looking for solutions to - these are solutions that you are going to create.

You can also do your research on social media sites like LinkedIn and Facebook and Twitter. Look for online forums that cater to your ideal clients. If you perhaps know individuals who fit your ideal client profile or who are active in your target market, you can ask them questions like where do they congregate? What are they reading? What workshops or seminars do they go to? Where do they network? What other types of businesses do they interact with on a regular basis? What clubs or organizations do they belong to? What websites or blogs or newsletters do they read?

Your goal is to start connecting with your ideal client en masse. This will keep things simple for you and making it possible for you to save time and find the freedom you're looking for. Instead of spreading yourself too thin and marketing to people one on one, you can should find them in large groups.

If you find that your ideal prospects are actively engaged in certain online groups that, then you will start getting involved too. Get to know the major players in the industry. Contribute to conversations on a forum, on social media, on a blog -however you can answer questions and share solutions. When posting thoughtful responses that showcase your expertise, you want to be sure to always include your signature block with your name, full contact details and a brief statement about how you serve your clients, such as your tagline.

Speaking of your tagline, if you don't already have one - you should create one. Your tagline should explain the exact solutions that you offer your clients. Be sure to include this in your correspondence as you're connecting with people online.

Another way you can conduct market research is to check with your local chamber of commerce to find out what type of networking events they host and to see if the events that they offer are relevant to your ideal client. They should also be able to direct you toward other groups that cater to your ideal client in your area or you may consider joining a group like BNI or connecting with local Meetups. The goal is to find live events in your area where your target market and your ideal clients will gather together.

In Conclusion

By completing each of these five steps, you will have gained priceless clarity for your business. This clarity is going to allow you to focus your marketing efforts, offer your services consistently to those who need them most and achieve better results with your marketing than you ever have before. You'll be able to get more clients, more visibility and more freedom - exactly what you've been looking for.



No longer will you wonder who to target or how to approach them, what to offer. You won't be distracted by opportunities that don't really support your goals.

The vast majority of service professionals in your industry will never make the time to complete these simple, but critically necessary marketing steps. By your being thorough and diligent in your marketing efforts, you will automatically place yourself light years ahead of your colleagues and position yourself to fill your practice with ease.

The bottom line is that **to create different results in your business, you have to start taking different action and that means starting now!**

The steps in this report, when implemented, will create a solid foundation for the next phase of success in your business and now that you have your foundation set, you don't want to lose your momentum.

Now that you know the five steps to getting clear on your ideal client, it's time to put this knowledge into action! Use the accompanying action plan to walk you through the steps so you can develop your own ideal client profile to get clarity and get results in your business.

If you like the step by step nature of this report, and feel like you'd like to take your business even further with the Smart Simple Marketing method. Be on the lookout from an email from me within the next few days regarding an easily accessible resource that will help you make steady progress towards achieving your goals!

A Note From Sydney



Congratulations on obtaining report list! I started my company in 2005 offering marketing support services and filled my practice with clients in just six months. These are all strategies that I have personally used to maintain a full client base every since.

You'll get the greatest benefit from this information if you start taking action on it...NOW! Don't wait until you've figured out all the details or everything is "perfect". Pick one strategy, fully implement it and then move on to the next one.

Since I started my company, I've been privileged to worked with hundreds of clients in over 50 different industries to help them create profitable, lifestyle-focused businesses that allow them to serve others. I've designed my coaching and my programs *especially for solo service professionals* just like you who are ready to do the same. My coaching is very implementation focused. It is NOT just a lot of concepts, theories and ideas. It'd definitely NOT a lot of hype and fluff. It's you and me, working together, and my teaching you, holding you accountable and guiding you to the results you desire and deserve.

Most coaches have a particular "style" to their work. Let me be perfectly upfront with you. ***Mine is based on honesty, authenticity and getting you the results you desire as quickly as possible.*** I happily share with you everything that has worked for me (and everything that hasn't!) plus all of my expert marketing advice applied to your personal business situation.

You can review the results of some of my clients at:
<http://smartsimplemarketing.com/success-stories/>

If you aren't seeing the results in your business that you'd like, perhaps I can help. I invite you to apply for a "Profit Breakthrough" strategy session where we can discuss your personal struggles, current goals and create an action plan to achieve them. Contact me at Info@SmartSimpleMarketing.com to schedule your session today!

I look forward to talking with you!