

## Preview Package

# Mastery Marketing Mega-Camp

March 18-19, 2004

**Discount for those who register before December 31, 2003**

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**Referrals. Networking.  
Word of Mouth. Making Contacts and  
Following Up.**

**If That's What You're  
Relying Upon For New Clients in 2004  
... You're Asking for Big Trouble!**

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### **OVERVIEW**

The basis of any successful company is that it is marketed as a BRAND and is perceived as different, memorable and valuable in the marketplace. This is critical for a service business, because services are *intangible* and must be performed in order for the end users to see their value (products, on the other hand are *tangibles* that can be seen, smelled, tasted, touched, or heard in advance).

In an overcrowded and hyper-competitive market, if you are not standing out as a master at what you do – **THE MASTER IN YOUR FIELD** – then your service is invisible. You are not distinguishing your service brand. The best way to ensure the marketplace perceives you as offering something that surpasses your competition is to practice Mastery Marketing!

Mastery Marketing is a comprehensive marketing branding, planning and communication system that will help you identify and differentiate your service brand so it stands out from the crowd, gets noticed and gets you hired.

### **Let's be honest – 2004 could be a tough year if you don't:**

- Position yourself as the “go-to” resource in your field for whatever problem, situation, or opportunity your prospective clients are facing
- Plan to do things differently in 2004 to get new clients

- Develop additional approaches for expanding your client base besides circulating through a room exchanging business cards, speaking in front of groups, writing articles or a column about your specialty, exhibiting at hit-or-miss trade shows, waiting for referrals or visits to your website, and so on
- Prepare and implement an easy-to-follow, methodical, results-driven marketing plan

## THE PROBLEM

According to studies, the average American is exposed to 4,000 marketing messages per day. At every turn, someone is telling us about their “carbon copy services,” “me-too talents” or “one-size-fits-all” products. This has contributed to a very high level of consumer fear and mistrust. Consequently, consumers are more confused and selective than ever about whom to give their business.

Service providers can ill afford waiting for the phone to ring with a “pre-sold” referral on the other end eagerly waiting to hear about how wonderful their services are. Rather, service providers must project an aura of individuality and “separateness” in the marketplace to ensure that all prospects – *referred and non-referred* – demand their service brand.

But where does a service provider begin? Which marketing and branding strategies should you consider? Which ones make the most sense? How should you best spend your time, money and energy to achieve maximum advantage? How do you establish yourself as the master – an authority/expert/specialist? What plan should you follow to attract new clients and drives sales ... so you don't have to reinvent the wheel?

It's perfectly understandable if you can't answer these questions. Why? Because most service providers spend their time honing their technical skills, rather than learning effective marketing methods and branding strategies to locate and land new clients. You were instructed to do a good job – that is, do well what your clients are paying you to do – and then, get new business through positive word of mouth.

From every corner of the country, I've heard stories from service providers about how important it is to “work your relationships.” In other words: network, make contacts, build relationships and create a pool of contacts from which you can draw referrals and clients.

**But here's the simple, hard truth:**

***Who you know is NOT more important than who knows you!!***

Don't get me wrong. Of course, I strongly believe in the power of networking. By all means you should seek out referral partners and do everything you can to encourage referrals by reminding people you already know about “who you are” and “what you do.” These could be current and former clients, people you presented your services to in the past who didn't buy, networking contacts, friends, family, and anyone else that is a potential *lead source* for you.

But what happens when you are placed in an awkward situation where you have bills to pay and you need new business YESTERDAY because referrals have slowed down, dried up, or are leading to dead ends? And let's say you are doing some things to connect with prospects by mail, advertising, or on the Internet. What happens when your mailers, print ads, website, or other marketing initiatives are pulling in less than desirable responses?

I'll tell you what happens: An erosion of your business' profitability, stability and long-term viability occurs.

## **THE SOLUTION**

A strong service brand identity! One that magnifies the distinct qualities, credibility, trustworthiness and expertise you possess, that prospects can count on and easily recognize. A brand identity is the key to achieving long term, profitable and sustainable business growth for any type or size of service business.

If you feel it's your time to shine and gain a serious edge over your competition, then I invite you to join over 2,000 past service providers and discover how to differentiate your services and stand out as THE MASTER in your field. Once you accept my invitation, you'll soon find that marketing your services will no longer seem overwhelming, mysterious, or even frightening. In fact, it will become fun ... even if you hate to sell.

I will personally provide you the tools you need to accelerate your sales, map-out a customized, inventive, and ambitious marketing action plan, and start expanding your client base. I will help you identify the right market for your service brand, develop a unique brand identity, package what's distinct and valuable about your brand, and tell you the best way to demonstrate your mastery (i.e. market it) within targeted markets to ensure the easiest, quickest, and cheapest path to success.

**Here's how:**

## **MASTERY MARKETING MEGA-CAMP Thursday**

- Discover the magic formula for attracting more profitable clients than you've ever dreamed possible! (An amazingly easy, methodical set of strategies and tactics used by successful service marketers...but IGNORED by most service providers)
- 5 proven examples of successful service branding approaches to immediately boost sales when business is slow... regardless of what you sell.
- Create top of mind awareness for your service brand

- Develop an unforgettable brand personality by determining what makes your business different from your competitors so you can stand out, get noticed, and get hired
- How to create service offerings (bundles, deals, and other clever packages) that will immediately and dramatically increase your bottom-line profits
- How to create a mob of raving fans by getting people to see you as the service provider of choice (develop a Statement of Mastery)
- The SECRET to converting *suspects* into *prospects*, and prospects into *signed clients* – this is proven, powerful LEAD GENERATION/FILLING THE PIPELINE material
- How to reach the marketing-weary public, create an emotional bond and communicate effectively with skeptics, and sell your services to them quickly, easily and profitably
- PLUS... submit any marketing document for review and comments. Your ads, flyers, brochures, sales letters, cover letters, brochures, proposals, newsletters, business cards, coupons - anything - even your web site – and I will personally critique them and show you how to make them bring in more clients.

## **MASTERY MARKETING MEGA-CAMP**

### **Friday**

- Choose the specific branding strategies and marketing tactics for your unique business situation to attract new clients
- Marketing goal setting – what you want to achieve, what you plan to focus on, and what you intend to accomplish with your marketing program
- Determine what to measure to track your progress for maximum results
- Create a profit-rich networking plan and referral system (I've thrown this in because I know some of you would be "panic-stricken without it")
- The fastest, surest ways to get prospects to "invite you over" so you can present your service brand and submit more bids, quotes, or proposals
- Newsletters, websites, Internet Marketing, brochures, public speaking: You name it, we'll talk about what works and what doesn't
- The blow-by-blow blueprint on what goes into a winning marketing plan for a service business and how to ensure it gets implemented consistently and effectively
- PLUS...you will write your actual marketing plan during the Mega-Camp, present it, and receive feedback (you leave with something tangible and useful that you can put into action immediately). And please feel free to bring your laptop.

### **WHO SHOULD ATTEND?**

ONLY those service providers who are COMMITTED to igniting their growth and building their business at least 3 times its size.

**This includes:**

- Entrepreneurs and Corporate Executives who are too busy servicing clients, running the company, putting out fires, or too close to the company to be objective, and want to use Mastery Marketing branding strategies to drive sales and take their business to the next level
- Professionals (lawyers, architects, engineers, consultants, etc.), contractors, or any type of business-to-business or personal service provider who wants to brand their services, create a distinct personality and gain more visibility in a highly competitive marketplace
- Marketing and Sales Directors, Sales Managers, Sales Representatives, and anyone else that plays a role in new business development, looking for fresh, original, forward-thinking in service brand strategy and marketing tactics for their company
- Non-profit executives who want to find the voice of the service they offer – their unique service brand – so they can more successfully market their institution

If you're willing to "step outside the box" and learn new strategies, techniques, and approaches to brand yourself as THE MASTER of your field, then my Mega-Camp is the place for you.

With your success in mind,

*Gerry*

Gerry Foster  
President  
Gerry Foster Marketing

P.S. If interested, act quickly. The Mega-Camp is limited in size to only 10 businesses. Call today at 800-630-1174 to hold your spot if you're interested in attending or if you have further questions.

P.S.S. Those who register before December 31, 2003 will not only receive a 10% discount off their registration fee of \$1,295 per person, they will also receive a second registration for an individual of their choosing for only \$995 and a **FREE copy** of my popular **Marketing a Service Business for Maximum Impact! (6-cassette audiotape program)**.

**RESERVE YOUR SPOT TODAY!**

**CALL**

**800-630-1174**

**Or [Click Here](#)  
to Register On-Line**