



The  
Concierge Academy™



**Your primary job as a business owner isn't providing the service; your primary job is MARKETER!**

**Your time MUST be spent:**

- Meeting with current and prospective clients
- Developing business materials
- Establishing systems
- Doing the million other little things that come with running a successful business.

In the beginning the only way to get clients is to **ABM!** (*Always be marketing*).



## How Much Marketing You Really Need?

If we were to meet one year from now, how much would you have to have made in the previous 12 months (total) to be happy with your progress?

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How much is that per month? (divide the number above by 12)

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How many paying clients would it take for you to make that monthly dollar amount we just talked about?

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Looking back and 'guesstimating' how often you close the sale, what's that percentage?

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So, for you, based on the numbers you worked out so far, how many prospects do you need to have a sales conversation with every month?

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Based on this, would you have to do more marketing than you're doing now? How much more?

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## Your Marketing Checklist

- Your MOUTH!! Talk everywhere!
- Promote Yourself EVERYWHERE!
- Email signature
- Branded ID/name tags
- Google
- Yelp
- Craig's List
- Testimonials
- Writing and Contributing to Articles
- Press Release (PR Log)
- Donate your Services
- BE the Expert
- Bing
- Yahoo
- Placing flyers
- Speaking
- Host workshops



## **Once you've established all of the basics and put things in place...**

It's time to now Focus on branding yourself and your business as the expert in your field.

### **Marketing for serious Concierge providers:**

- Business cards
- Branded Uniforms
- Car Magnet (check your State rules)
- Professional headshot
- Branded rack card/flyer
- Professional coaching
- Create a sales Kit

## Increasing your Online Presence:

- ✓ Website
- ✓ Newsletter
- ✓ Social Media
  - ✓ LinkedIn profile
  - ✓ Twitter
  - ✓ Facebook/personal
  - ✓ Facebook/business
  - ✓ FourSquare
  - ✓ Pinterest

Not all social media Platforms are created equal...

**Where do your ideal clients hang out? What are the top 3 that you will focus on over the next 6 months?**

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