

TODAY'S PRIVATE PRACTICE

Marketing: The Right Tools

“You only get one chance to make a good first impression.” What kind of impression are you currently making? What kind do you want to make? Your marketing materials are “tools” that facilitate your getting clients.

Here are the basics:

1. Your business name. What image does it project?
2. A “Corporate Identity Package”—that what graphic designers call it—which includes your business logo, and the design of your business cards, letterheads, envelopes, etc.
3. Your “10-Second Introduction”—how you introduce yourself and what you do in an effective and interesting way.
4. Business cards. Make sure they are quality and professionally designed and printed.
5. A practice brochure—well designed, interesting, and creates a reason to contact you.
6. A written description of your services which lists and describes what you offer and your fees.
7. Newsletter copies. You get more mileage out of your newsletters as marketing pieces.
8. Your bio sheet—highlighting your credentials, expertise, and capabilities.
9. White papers that give helpful information on topics of interest to your target market and show your expertise.
10. Website—your brochure on the internet.

Your marketing tools should create a positive impression, build your credibility, and create a compelling reason why prospects should contact you.

In addition, these additional tools are important for the follow-up of your marketing:

1. A contact management system.
2. A computer—great for contact management, and organizing your marketing pieces.
3. Mailing list. Gather names and addresses of clients, prospects, and referral sources.
4. Newsletter—demonstrating your expertise and a great tool for keeping in touch and reminding contacts you are out there.