

“I regard myself as one of the happiest men on earth because I’ve been doing what I like all my life.” Ashley Montagu, Anthropologist

Attracting All the Business You Can Enjoy

Just imagine. You wake up on Monday morning and you’re excited and eager to get to work because you’re your own boss. When you get to your office on any given day, you find plenty of paying work waiting there for you to do. It’s work you find rewarding. You’re working with people you enjoy and look forward to working with. Best of all, they willingly, even eagerly, pay you well for your products or services. So you’re enjoying a steady flow of income and a comfortable life that includes ample time for the things you value most.

Isn’t that what we all want when we decide to go out on our own? Certainly it’s what we, Paul and Sarah, imagined for ourselves when some twenty years ago we left our paychecks behind to go out on our own. But like so many of today’s 24-plus million self-employed individuals and the over four thousand men and women who are joining the ranks of the self-employed every day, that wasn’t the way things went for us at first.

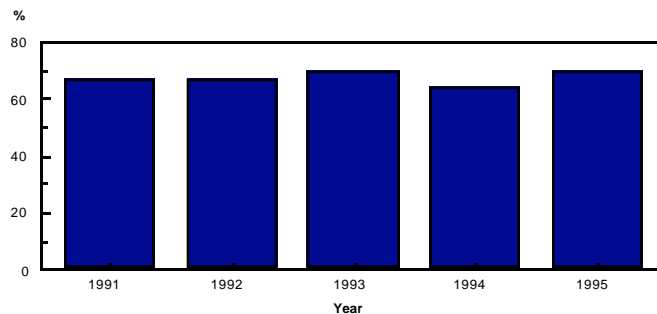
I, Sarah, didn’t have any business lined up when I opened my counseling practice and it was tough getting my first clients. After a year on my own, I had so few clients that I almost quit. But instead I took a part-time job and decided to start learning what I could do to build a clientele. For me, Paul, I began with plenty of business, but then when my initial contracts were completed, my business hit a stall. After many wasted dollars spent on direct mail and boxes full of useless glossy brown brochures, I found a better way to avoid such feast and famine cycles.

In the 1980’s when we began working together to provide information, resources and support for successful self-employment, we discovered that we were by no means alone in struggling through rocky periods. Not having enough business and the fear of not having a steady income are the primary reasons many people who try going out on their own don’t make it. Over ninety percent of the people who would like to be their own boss, never get underway because they haven’t found a way to start generating an income.

Others get started only to end up having to go back to a job. Still others manage to stay afloat, but find themselves having to work too hard while making too little. In fact, year after year, *getting business* is reported as the number one concern of self-employed individuals according to the annual *Home Office and Small Business Computing* reader survey.

Getting Business Remains the Number One Concern

Getting business continues to be the number one concern of the self-employed year after year. As you can see in the chart below, over sixty percent of readers responding to *Home Office Computing's* annual reader surveys rate getting business as their top concern.



Percent Each Year of Readers
Who Rate Marketing as Top Concern

Yet, while getting business continues to top the list of small and home-based business concerns, we've met many people over the years who have all the business they can enjoy. For example:

Rolfer Ben Shields has a three-month waiting list although he does no formal marketing.

Roberta Gustafson doesn't even have a business card, yet her company of twenty years, Estate Management Housekeeping, has provided her with all the business she needs to work six months of each year and take off the remaining six months.

Husband and wife team, David Starkman and Susan Pinsky, get so many orders from Reel-3D, their 3D photography catalog, that they don't need to

solicit new business, and yet they're able to get away periodically to pursue another one of their passions: world travel.

Liz Danzinger works only 20 hours a week as a technical writer, yet she earns more than she did from the full-time salary she left behind to become her own boss. She charges enough for her work that she can devote the rest of her time raising her young children.

The more artist George Hoeing charges for his line of body building clothing, the more business he has.

These people don't worry about whether they'll have enough business. They don't spend their time and money knocking on doors or otherwise trying to market their business. *They have ample business coming to them.* They can even turn away or refer out work they don't want. And they're charging what they feel they need and deserve to make for their work.

We decided to write the first edition of *Getting Business to Come to You* because we wanted to know what people like these do to have such an ample flow of steady business, while others struggle or overwork just to stay afloat. What we discovered through interviews with literally thousands of self-employed individuals is that being successfully self-employed requires quite a different approach to getting business than the methods used by larger, more traditional businesses. It doesn't work to simply scale down the marketing approaches of larger businesses to fit into the budgets and time limitations of self-employed individuals. Like hand-me-down clothes, a scaled-down approach to getting business never quite fits.

Even if you had the time, money and inclination to invest in the type of advertising and promotions that larger businesses find effective, self-employed individuals who try using these approaches too often end up being disappointed with the results and are left wondering what they're doing wrong or if they have a viable business. On the other hand, it can become awfully tiring having to use "guerrilla warfare" tactics just to create a satisfying job for yourself. Most of us aren't really interested in heading off to battle every morning. We hate having to dive into the trenches and scrap for business.

Fortunately, however, we've continually found people who never have to do battle to get business. In fact, our surveys show that successfully self-employed individuals who have been on their own for over five years aren't trying to compete for business by launching all-out assaults, or sneak attacks

on the competition. Instead, they're increasingly using *cooperative* approaches to getting business. Instead of thinking of their marketing methods as an arsenal of weapons, they're finding innovative ways to team up with others, doing cross promotions, making mutual referrals, subcontracting and undertaking joint ventures of all kinds. Sixty-one percent of those we surveyed for our book *Teaming Up* told us that they're now doing more collaborative activities than they did five years ago and seven in ten plan to do even more in the future.

In the first edition of *Getting Business to Come to You*, we presented a new perspective on how happily successful self-employed individuals can get plenty of business coming to them so they're free to do what they do best and enjoy most. The results have been exciting. *Getting Business to Come to You* has dispelled many myths about what you must do to have all the business you can enjoy. Our philosophy and concepts have become widely accepted and are used in other books and marketing programs across the country.

Dramatic Results

What we've enjoyed hearing most over the past seven years are the many stories of people who have told us about how they've used *Getting Business to Come to You* to build their businesses. Elio Samame, for example, was working as an independent fitness trainer meeting his clients in their homes or at a Gold's Gym, but he wanted to have his own gym. He decided to implement one idea from our book every day and in 1991, he opened a 2500-square-foot gym, Elio's Fitness for Success. One year later he expanded to a 10,000 square-foot-facility where he is today.

Photographer Helen Garber wanted to turn her lifelong love and sideline business into a full-time income. Using concepts from this book, she developed an innovative plan for how she could get more business doing the things she already enjoys most. She's carved out a special niche that's keeping her so busy she has had to move from her home studio into an artist's studio.

Julie Tenenbaum wrote that she has increased her word processing business, Final Draft, by 50% using just one idea she got from *Getting Business to Come to You* about how to change her business name. And

we're gratified by the number of people who are referring the book to others because it provides so many practical, realistic things they actually find the time, energy, resources and desire to do, and .

All Too Common Problems: Too Little Time, Clarity, and Desire

But we also had other reactions. Some people told us they've enjoyed the first edition but they wanted to know what else we've written on marketing. These people felt they needed something more and we wanted to know why. We discovered that some people simply don't have the time to do the things they know they need to do, even though they realize they won't have enough business later if they don't. Others don't know where to start with all the many possible business-getting activities or they can't yet work up the courage to try out the ones that look most promising. Some people hate marketing so much that they don't do enough of whatever ideas they try out to get to the point that business will start coming to them.

For still others, the focus of the products or services they offer is so unclear that no matter how many business-getting activities they undertake, they never build the trust, confidence and reputation they needed to get a steady stream of business coming to them. As you will see, unfortunately, there are also those who make such major mistakes in the way they carry out their business-getting activities that they're actually losing more business from their efforts than they're attracting.

Therefore, we've expanded this Second Edition of *Getting Business to Come to You* to provide a new, broader frame of reference about getting business that addresses these problems. This edition guides you step-by-step to what you need to do to make getting business come to you more easily, more quickly, and in less time-consuming ways whether you're just getting started or are already established and want more business, or a better quality of business. Each new concept in this edition has been tested in countless seminars throughout the country and we know they work. In fact, people are constantly asking where they can read more about the ideas we present in our Getting Business Seminars. Now, these ideas have become the organizing principles for this new edition.

The Goal Remains: A Self-Sustaining Independent Career. The goal for this book remains the same: to help you develop a self-sustaining

independent career. We want you to be able to create work for yourself that generates so much momentum of its own that it begins bringing in not only all the business you need, but the kind of business you can enjoy. Once you've created a self-sustaining career, you'll have ample opportunity to do work you enjoy serving people you like and respect who are paying what you need and deserve to charge.

You can think about building your business as being much like riding a bicycle. At first you have to pump and pump to get going, but once you get underway, the momentum you build will carry you along. Then you can coast for long stretches, pumping only periodically to keep your momentum from lagging. If you come to a hill, of course, you have to put in some extra effort, but not nearly as much as you would if you had gone into the hill without any momentum. In other words, to get business to come to you, first you have to support your business, then it will support you.

The Solution: Top-of-the-Mind, Tailor-Made, Word-of-Mouth Marketing

When we ask self-employed men and women who have a steady stream of all the business they can enjoy how they get their business, they always answer with the same three little words. Again and again, without fail, they tell us, "I get my business by *word-of-mouth*." In other words, their clients and customers heard or read about them from someone else. But when we explore further, rarely were these successful individuals able to start out getting business by "word-of-mouth." By nature, "word-of-mouth" business develops from having a successful track record with customers. So, at first glance, getting a steady stream of business coming to you seems like one of those a classic chicken-before-the-egg dilemmas. You can't get business because you don't have "word of mouth," but you can't get "word-of-mouth" because you don't have business. So, how did these individuals get word-of-mouth going for them?

The answers to that question have dramatically changed how we run our own business and what we teach others about the best ways of getting business. What we learned confirms the value of using the basic tools we described in the first edition, but it also explains why many people still have

problems getting business even after they have the basic tools to get all the business they want.

We discovered, for example, that no matter how much you market yourself, you will never get word-of-mouth working for you if you continue to be perceived as one of a large pack of others who do pretty much the same thing you do. To get a steady stream of business coming to you, you need to distinguish yourself, and your products or services, in an increasingly crowded marketplace. You need to become well-known as specialist or expert in what you're offering. So, in this edition you'll find a comprehensive strategy for how to identify and establish yourself in your own distinctive specialty or niche.

You'll learn how to describe that niche so people will remember you. And, you'll learn how to keep yourself and your specialty on the top-of-the-minds of those who need your products and services. So whenever someone needs what you have to offer, they will either already know you, have heard about you, have seen you or read about you, and therefore, you'll be the first person to come to mind.

We've also learned, however, that no matter how specialized and effective you are, the business generating activities you select will determine the results you get in ways you might never expect. Getting word-of-mouth going and keeping it going is far easier, for example, when you use business-getting activities that come naturally to you and that you can easily incorporate into what you're already doing or wanting to do. In other words, becoming well-known in your field will be easier and happen more quickly when you use business-generating activities that ideally suit your personality, your expertise, your business and your life circumstances. Otherwise you won't have the inclination, the motivation, or the natural ability to actually carry them out regularly and effectively enough to get underway and develop the momentum to keep going.

So, in this edition, you'll not only find practical steps for using scores of effective business-getting and reputation-building tools; you'll also learn how to decide which combination of these tools will best meet your needs so you can start getting a steady stream of business naturally as part of what you most like to be doing anyway.

Using This Book to Get Business Coming to You

Do you remember as a kid when you were first learning to ride your bike? Once you took off the training wheels, you had to position yourself just right on the bike with both feet set on the pedals just so and then start peddling as quickly as possible so you could take off before you toppled over. Then you keep pumping away until you're flying along. Well, getting business to come to you is like that. It's a similar four-step process:

Step 1: You have to **get ready** by positioning yourself to be in demand.

Step 2: You have to **get set** by creating a winning message that will convey what you do in a clear and memorable way.

Step 3: Then you have to **get going** by choosing, initiating and following through on an ample number of business generating activities that are suited to you and your circumstances.

Step 4: Finally, you need to take off and **get growing** by dovetailing your efforts into a large enough loyal following.

When your business takes off under its own momentum, it actually feels quite similar to the way a young child feels when, at last, he or she can take off on their bike. It's a feeling of emancipation and empowerment, a sense of freedom to go where you want to go, do what you want to do and explore new realms you've been wanting to explore.

Too often, though, people try to leap directly to Step Three in hopes of taking off as soon as possible. They initiate a flurry of marketing activity and wonder why they don't get the results they'd hoped for. Unfortunately, that's why many people end up wondering why they have such a hard time getting enough of the right kind of business that will pay them the right price.

Therefore, we've organized the book around these four key steps, so you can move as quickly and easily as possible through each one.

Part I: Get Ready - Positioning Yourself to Be in Demand and Sought After

If you want people to remember you and start telling others about you, they need to know precisely what you do and why someone would want to choose you over others who do something similar. There's little benefit in spending time and money on business-getting activities until you know that the activities you undertake will actually help you become known for what

you do, the kind of customers you specialize in serving, and why you're worth the price you charge.

So, Chapter 1 is about how to define what you do so that others will be clear about what you're offering, remember it and be eager to tell others about it. Chapter 2 shows you how to define who needs what you're offering so you can develop your own niche that enables you to stand out from the crowd of others who do similar things. Chapter 3 prepares you to demonstrate why you're the best choice among all others and Chapter 4 walks you through how to launch a Tailor-Made Business-Generating Plan doing activities that fit most effectively with your interests, experience and business circumstances.

Part II: Get Set - Creating a Winning Marketing Message

No matter how good you are at what you do or make and not matter how much people need it, if you can't communicate it in a compelling way, you'll probably be looking for a job before you get word-of-mouth going for you. So Part II is about how to let people know about those aspects of your work where you can truly shine. For example, all business-getting activities provide some opportunity to describe what you do, but rarely do we make the most of these descriptions. Usually unintentionally our marketing messages are saying "I'm one of a million," when what we need to be saying is "I'm one in a million." So, Chapter 5 focuses on how to describe what you do in a way that people will remember and become interested and excited about your niche.

What you call your business is also one of the best, but most overlooked, ways to get word-of-mouth working for you. Your business name can bring you business and predispose people to willingly pay well for it. Or your name can actually turn business away or make getting the price you want to charge all the more difficult. Chapter 6 is about how you can make a name for yourself by choosing a winning business name that brings business to you.

Often the first impression people have of you is through your written materials. Other times these materials will either solidify or sour the impression you've made in person. So Chapter 7 is about what you can do to create an unforgettable impression and Chapter 8 is about developing a presentation package that will get the response you're looking for.

Part III: Get Going - Choosing Tailor-Made Marketing Methods

In order to get word-of-mouth going for you, most people will need to see you, hear about you, talk about you and read about you regularly until there's no doubt that you're clearly the best choice. Just as few of us choose a mate based on only one meeting, a one time impression isn't enough to get others to spread the word about you. So the best way to get that kind of word-of-mouth "buzz" going for you will be to start doing business-generating activities you enjoy and can do naturally. Also the best activities for you will fit comfortably and conveniently into your schedule and the other demands of your business and personal life.

Fortunately, we've discovered that, contrary to popular belief, nearly everyone can find a variety of ways to get business that can be done comfortably and naturally, even if you're someone who truly dislikes to sell or promote yourself. Often people tell us that they're amazed to discover that the very things they enjoy most can become business-generating activities. If this sounds too idealistic, consider this. We've met people who've built successful businesses for themselves while talking on the phone in the Jacuzzi, playing golf, wearing samples of their wares, volunteering for their favorite charity or cause and walking around the neighborhood.

So, Part III is essentially a resource guide for how to do a wide variety of possible business-getting activities, but it's organized around finding the different kinds of interaction you would most prefer doing. This way you can develop a your own tailor-made plan for getting business to come to you by picking and choosing various combinations of the possibilities best suited to you. For example:

- If face-to-face, one-on-one communication comes naturally for you, Chapter 9 provides practical "how-to's" for getting business by making personal contacts such as networking, free consultations and direct solicitation.
- If you don't feel comfortable promoting yourself face-to-face or can't fit such activities into your schedule, Chapter 10 features "how-to's" for spreading the word through others like gatekeepers, referrals, gift certificates and publicity.
- For those who prefer letting people read about what they have to offer, Chapter 11 provides a wealth of ways you can give people a chance to learn more about you through such things as brochures, flyers, newsletters, Web page and so forth.

- If you'd just as soon let your work speak for itself, Chapter 12 provides "how-to's" for showing off your stuff through such activities as samples, trade shows, exhibits and seminars.

In other words, getting business coming to you is basically a matter of doing one or more of four things we've all done since kindergarten: walk, talk, show and tell. The secret is to decide which of these activities, or combination thereof, comes most easily and naturally to you and then select business-generating activities that draw on what you like to do.

Part III is organized to help select an array of marketing activities that are enjoyable, comfortable and convenient for you and then, if you wish, when you want to give you business an added boost, you can hop into other activities that interest you but are somewhat more of a personal stretch to undertake.

Part IV: Get Growing - Building a Large and Loyal Following

Many people think getting someone interested enough to contact them is all they need, but actually that's just the beginning of a potentially rewarding business relationship. You must turn the interest of those who contact you into a decision to actually do business with you. So Chapter 13 provides tools for turning the interest you've created through business-generating activities into a steady flow of repeat and referral business.

Enjoying a self-sustaining career means bringing people back again and again, even in the face of competition from others who may charge less or offer the latest wrinkle or fad. So, Chapter 14 outlines 101 ways you can dovetail your business-generating activities to build upon one another until you can create a critical mass of interest with sufficient momentum that you no longer need to focus your time, money and energy on business-getting. Instead you'll be able to devote the bulk of your time to doing the things that attracted you to be your own boss.

If You Need Business Fast

Like a lot of us, you may need to get business *right now!* So, you may be thinking you can't wait until you've done the things described in Parts I-IV before you start bringing in some new business. Well, don't worry. The Introduction to **Part I** begins with **Stop-Gap Measures for Getting Business Fast** (pg 00). These measures can help you cover your basic

financial needs as quickly as possible so you'll have the time, energy and resources to develop a steady flow of business. You can't rely on these stop-gap measures indefinitely, however, because they rarely lead to the dependable, steady flow of high-quality business. But once you've taken the four steps in this book, you won't need to be worrying about stop-gap measures any more. Even if for some reason your business hits a snap, you'll know how to quickly swing back into gear and re-build the momentum you need to keep going and growing. This book also has a variety of special features we want to call your attention to.

Special Features

This book also has a variety of special features we want to call to your attention:

Are You Ready? Checklists

Also at the beginning and end of each section of this book, you'll also find an **Are You Ready Checklist** to help you assess how prepared you are to take the next step in attracting the kind and level of business you want.

Mistakes and Masterpieces

Sometimes we don't fully understand why our business-getting efforts aren't paying off as well they could until we see what others are doing. We've found that the mistakes and masterpieces of others are the next best thing to learning the hard way from painstaking experience. So each chapter includes real examples of how people are unknowingly getting in their own way of success while others are brilliantly adding to theirs.

Note that while we identify the names of people who've created **Marketing Masterpieces**, we don't reveal the names of those who've made **Marketing Mistakes**. We don't want to embarrass anyone, yet often we don't know that we're doing something wrong until we see someone else doing it. Once we experience the undesired effect of someone else's mistake, we can see how we are unintentionally making a similar mistake. Suddenly we realize with chagrin that "Ugh, I do that, too". We find in our seminars that people benefit not only from learning what to do, but also from seeing first hand what *not* to do.

If you think you recognize yourself in these examples, however, chances are you're wrong. You're only one of many who are unintentionally making these same mistakes. We are nonetheless indebted to the individuals whose *faux pas* we feature for having the willingness to make the mistakes from which we all can learn.

Walk, Talk Show and Tell Icons

As we mentioned, since all business-getting activities are simply one or more of four things we've all been doing since kindergarten, as you read about the various activities for getting business coming to you, you'll find WALK, TALK, SHOW and TELL icons throughout the book to help you decide which activities will be most suited and effective for you and your business. In fact, one way you can use this book is to thumb through it at any time and, by looking for the ICONS, pick out one of the kinds of activities you feel most like doing at the moment.



WALK - Activities you can get out and literally do on foot .



TALK - Activities you do by talking to people in person or on the telephone phone.



SHOW - Activities that let people see your work first hand.



TELL - Activities that provide people with materials that enable them to learn about what you do.

High-Tech/High-Touch Tips

Since the last edition of *Getting Business to Come to You*, we who are self-employed have been presented with an abundance of new office equipment, software, and services that can make getting business infinitely easier, faster and less expensive. In fact, today, it's a multi-media world.

Brochures, catalogs, news releases and newsletters are no longer limited to paper, for example. They can be sent via fax or E-Mail, appear on the Internet or be sent on computer disk, audio or video tape or CD-ROM. Mailings need no longer be cumbersome tasks. The business cards we collect can be scanned directly into our computer and printed out quickly and directly onto labels, postcards or envelopes. Many new high-tech avenues for getting business have emerged since the last edition. Tools like database marketing, fax-back and the Internet were either non-existent or out of the price range of most self-employed individuals in 1990.

As exciting as these new tools are, however, it's sometimes difficult to know if a particular high-tech innovation or opportunity is worth the investment of time, energy and money using it will require. Also, all this new technology can create new challenges to getting business. While pagers, cellular phones and digital personal assistants make reaching us easier on the one hand, on the other hand it's all too easy to end up gasping in frustration at having to wind our way through voice mail trees or navigate a busy Web browser. People talking about their high-tech nightmares will often complain, "All I want is to talk to a real, live person!" So lots of people are finding that taking the time and effort to add a personal low-tech touch to their marketing efforts has become all the more important and effective

Therefore, you'll find a wealth of **High-Tech Tips** sprinkled throughout the book for how you can use today's technology to make the getting-generating activities we describe easier. We've also included many user-

friendly **High-Touch Tips** you can use to provide the more personal, human touch that will endear you to those you're wanting to serve.

Action Steps

One of the most important lessons from the last edition has been that those who act on the ideas in this book get dramatic results. Those who read it and then put it on the shelf while they get back to doing business as usual find that business continues on as usual. So, in this edition, we've provided **Action Steps** throughout each chapter suggesting possible next steps you can take to start implementing the ideas you've been reading about. Of course, we all get busy and it's not always easy to fit business-getting activities into your schedule. That's one key reason to start getting business coming to you! But until you've developed the momentum to coast along, you've got to keep pedaling. So, we suggest that even if you do get too busy to follow-up on the ideas you want pursue, the next time you have a lull, you can turn to the **Action Steps** and do one or more every chance you get.

Resources

Each chapter closes with various resources you can turn to for learning more about the concepts, ideas and tools discussed in the chapter. Some of the ways to get business we discuss, for example, like publicity, direct mail and advertising, are a specialty in and of themselves and many books have been written on learning to use them. Many, if not most, of these resources, however, are written for larger businesses. So it can be difficult to figure out how to apply these tools to your situation as a self-employed individual. So, in this edition, we provide the basics of using such marketing activities, highlighting the key issues involved in doing them when you're self-employed and then suggesting other specialized resources you can turn to for more information.

Tutorial Appendices

Like ourselves, many people going out on their own today start out with little or no experience in sales and marketing. So in the appendices, we've included a tutorial on two areas that people commonly want more in-depth

information about. Appendix I is a tutorial on **Creating Messages that Sell**. Appendix II is a tutorial on **Writing Effective News Releases and Query Letters**.

Our Promise

We know that using the ideas in this book can take your business to the next level. We've seen them work to meet the major challenges self-employed individuals face in getting a steady flow of ample business at the various stages of being your own boss. You can use the checklist below to identify what point you're at in your business. Then you can start applying the ideas you'll be reading to the challenges you're facing right now. Later, if you encounter other challenges in getting business coming to you, you can return once again to this book and use it move on to the next level. You'll find it to be of value at each step along the way to achieving your goals.

What Are Your Current Challenges?

Check any of following statements that apply to you:

- I need some business. I don't have any yet.
- I need more business. I have some, but I need more.
- I need steady business. I have plenty of business sometimes but then I hit dry spells.
- I have business, but I'm having to spend too much of my time, energy and money marketing myself. I need to free my time to do income producing work.
- I'm getting business, but it's not the kind of work or clients I want.
- I have plenty of business but I'm working too hard for too little money.
- I need to do less work but be able to charge more for it.

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from their book *Getting Business to Come to You*

At whatever stage you're at in your independent career, if you have a business people need and will pay for and you do the things we outline in this book consistently over time, you will get business coming to you.

Here's to all the business you can enjoy!

Paul & Sarah Edwards