



THE RAINMAKER LETTER

street smart lead generation and client attraction

March 2013

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The Quickest Way to Kill a Sale

(In case you missed the beginning of this from a recent Client Letter, here's a reprint of the original part and then the rest of the article in its entirety...) In just a moment, I'm going to reveal the quickest way I know to kill a sale with a prospective client. First, let's talk for a sec about helping people. In particular, about your desire to help your prospects and clients. The desire to be helpful, at face value, seems like a healthy thing doesn't it? If you have that desire, you might ask yourself why you care to be helpful? Sit with that a moment and see what answer comes to you. From my experience, there are two primary motivations for wanting to "help" people.

The first motivation is a sincere interest in service. You do what you do from a source of love for everyone and everything. This is actually quite rare, because it takes a very **whole** individual to do this.

The second motivation is because "helping people" is a somewhat "under the radar" way to get the approval and validation

from others we aren't able to give ourselves. If you think about it for a second, you can probably figure out pretty quickly which applies to you more often. When I think of all the times I tried to "help someone" as a path to feeling better about myself... Well, a lot of crap starts to become extremely clear extremely quickly. Trying to help people out of a need YOU have is one of the most effective ways I know to repel everything and everyone.

Take It From Me, This Is Not a Smart Thing To Do

And so it might come as no surprise that the quickest way to "kill a sale" is to walk right up to someone and say with great conviction "I can help you!" I know I've said these words. More often, my actions have communicated the idea. It usually sends people running for the exits. If you truly want to serve clients, then rushing up to them in an effort to be a "life saver" is not the way to do it.

So what's the alternative?

DEMONSTRATION

This is miraculously simple and effective. In a recent issue of this letter, [I did an interview with fitness marketing expert](#)

[Bedros Keuilian](#). During the interview, I asked him about “positioning” and all of the things that service providers do to get clients.

In the interview, he suggests that people should worry far less about positioning and far more about being great at what you do.

What a blessing and a curse. We all know, at some level, that success is hardly about secrets. We’d *like* it to be about secrets... we go looking for secrets... but when we find those “secrets,” we’re consistently *underwhelmed*. That’s it? That’s the big secret? That’s what I paid all of this money to discover? I already KNEW that! :)

It took me a long time to figure out that you don’t need to go looking for secrets to succeed. The “secrets” come to you as a byproduct of doing the work. “The work” is all the stuff we know we should be doing but aren’t because we’re too busy looking for secrets.

Plus, if success were as simple as knowing a few secrets, just imagine what a paranoid life you’d lead. You’d have to protect those secrets and shield those secrets from ever getting out. You’d spend your entire life in a state of fear playing **not** to lose. That would surely take a toll on you mentally, physically and emotionally.

We can breathe easy now because success really comes down to being great and demonstrating that greatness in ways that deliver a lot of impact.

In Bedros’ world, his clients, mastermind members and customers demonstrate FOR him. By the time he shows up in the mix, everyone is pre-sold via the demonstration of results.

He doesn’t really have to say much about how great he is because others are doing it for him. Let’s assume, for a moment, that you don’t have hundreds of people

demonstrating FOR you. The next best thing is to do it for yourself.

I do this every day in the form of The Client Letter and all of the products and services that I offer on Art of Clients.

I didn’t know how to do this at the beginning of things. In fact, I did just about everything you shouldn’t do when I got started selling services. Want proof?

[Here it is... this is one of the first pitch letters I ever sent out about my services as a freelance copywriter.](#)

To read it now makes me gag.

It’s not the words that are the problem. I’m good with words. I can make them flow, I can put them together so it just goes.

The problem is the focus and the whole idea on which the letter is built. The entire thing is focused on me. It shows absolutely no understanding for the only thing my reader actually cared about (himself or herself and his/her goals).

Worse than that, it’s littered with boring, meaningless, overused expressions that copywriters use when they have nothing real to say :)

For me, this letter is like one of those pictures from your childhood you’d wish would disappear... because every time your parents insist on bringing it out and showing it to everyone, it just kills you a little bit.

Well, this letter is a bit like that for me.

But that’s where I was at the time, and that’s what I did. I show it to you as an example of how NOT to demonstrate.

These days, I **get it**. I don’t spend my time talking about what I do. I spend my time DOING WHAT I DO. And I do it out in the open. People see it and they ask themselves, “I wonder if he could do that for me?” And then we’re off to the races.

Ask yourself how much you are demonstrating yourself vs. how much you are

selling yourself. Everyone else is selling themselves so it's hard to stick out if that's your go-to move.

Look at what a guy like Dan Kennedy has done for 40ish years. Now Dan wouldn't know me if he slammed into me on the street. And I only met him once years ago at a book signing in Chicago. But I see what I see. Yes, he knows how to sell at an expert level. But he doesn't own a crystal ball that shows him where his next client is hiding (I hope he doesn't have one or I'd want one.). So what I see is him cranking out the demonstrations of what he does at an almost super human level.

Book after book after book **shows** the world what he does so he doesn't have to "sell" the world (in the stereotypically annoying way) on what he does.

Newsletter after newsletter builds another block in the foundation as he demonstrates his expertise.

Better yet, through his demonstrations, products, services and other offerings, he's helped others create countless demonstrations FOR him.

It's genius really. And a shi*load of work.

The thing is, no one knows where your future clients are hiding. And this is what makes "lead generation" such a necessary part of your business.

But most people think there's a secret place all of their future clients are hanging out. And if they could just show up and **do** something there, then they'd walk away with some business. I've been married for 13 years, in love with the same woman 4 years before we even got married, so I've never really "dated." But I'm pretty sure that an approach where you go "hunting" for women leads to behavior that will stamp a big "jerk" sign on your head.

If you read that initial lead letter of mine, I was being the "jerk."

I thought it was more important to try to sell than to attract. I sent those crappy "pick me, pick me" letters to people and tried to get them to hire me.

Funny enough, it actually worked some of the time. But I didn't realize back then that getting a client by setting myself up to be "put to the test" was a stupid move.

When you wrestle your way into a client engagement where the scenario is something like, "OK... *we'll give you a chance. Go to it and show us what you can do.*" That's setting yourself up for failure... especially in my business where I don't ultimately CONTROL what happens.

You don't want the way you get clients to, by default, put you on the chopping block from the getgo. You need to be the advisor, not the new vendor that's being "given a shot."

If you're in the professional services business, or in the business of handing out advice where you want your clients to **respect** you (so that they trust that advice and counsel), then you can't wrestle them home. It's a simple as that.

So here's the question to ask yourself. Don't worry about **answering** the question. That's not important. Put your focus on the question and then FORGET ABOUT IT. The answers will come.

Here's the question:
*How can you **demonstrate** what you do over and over and over again? Better than that, how can you package up that demonstration so it's useful to the people you'd like to be working with?*

Why "The Secret" Is Wrong

I think the year was 2007 when I first saw it. I remember the night, sitting on my couch in the living room in Batesville Indiana. I had just paid like \$4.95 to watch the online version of *The Secret*.

I was fired up. Now I was no stranger to the idea of “thinking to grow rich,” but the way the Secret presented that idea was just flat out exciting.

Unfortunately for me at the time, I was relatively clueless about how things really worked, so I took the message of *The Secret* and ran with it.

But no matter how much “success” I seemed to think myself into, things always had an uncanny way of evening themselves out.

Before moving to Batesville, I had been a self-employed tech consultant in Chicago billing out my geekiness at \$85 per hour.

When I started copywriting soon after the move, the idea of making \$6-10,000 from a single project made it feel like I had hit the lottery.

For a while, things were going really, really well. The money just kept rolling and I freely spent as I let out years of pent up demand for “stuff.”

But then dry spells started... little hiccups in the revenue stream.

Little hiccups became big hiccups. Then things would flow for a while and then stop.

If you’ve never experienced something like this, it’s enough to drive someone crazy.

Was I thinking bad thoughts? Was I doing something wrong? What was wrong with me that this kept happening?

As it turns out, *The Secret* was wrong. Really wrong. We don’t get what we think about. We get what we feel.

While you can apparently get some sort of “low level orbit” through sheer force of will and “positive thinking” and action, it’s

really only a matter of time if you don’t put your attention on dealing with the **real** source of our life experience: the feelings.

In order to change that experience, we have to work with our feelings, not just with our thoughts.

I’m not sure how long it would have taken me to figure this out. The timer was at about 33 years and I hadn’t made much progress. I have to admit, I didn’t figure it out.

Instead, a few years ago, the answer jumped out at my wife in the bookstore (literally). She was in a bookstore in Sedona and a certain book fell out of the shelf at her.

The book is called *The Presence Process* by Michael Brown. It’s not about religion or about being spiritual. So if you like dogma, this isn’t where you’ll find it.

This book requires a stern disclaimer and warning:

Unless you are truly interested in real growth and are willing to shoulder all of the stuff that comes with real growth, just skip the rest of this piece and move on.

This book is not about getting what you want, it is about getting what is required. Ouch!

I have been working through this process for the past few years. At no other stage of my life has so much transformation occurred at such a rapid rate.

Want to change your life? Then get the book. Just be prepared, because you’ll get what you want.

For me, I jump headlong into work like this because it directly affects what I do with clients. The BETTER I become for me, the more useful I become to them.

That said, today I want to point you to one of Michael Brown’s articles that explains why *The Secret* is really wrong. Better than that, it shows you a process you can use right away to get out of your head and pay attention

to the real driving force behind the experiences in your life and business.

Do you have things in your life or business that keep showing up despite your best efforts to initiate change?

According to Brown:

“When we navigate unconsciously we always get the fruits of our fears, not what we really seek. This is because we are always using the emotional body as the causal point; we are just using it unconsciously and fearfully.”

-Michael Brown

[Navigating our Experiences](#)

The article walks you through what can happen when you truly understand how to use the powerful tools we’ve all been given. And it does it by demonstrating the process step-by-step in the world of a successful CEO. [Read it.](#)

TBOLITNFL

I’m always extremely grateful for the miracles that play out in my life. A few weeks ago, I purchased an excellent book by Steve Chandler called [Time Warrior](#). If you want to be more effective in your work, get this book. It’s that valuable.

When I’m reading a book, certain details seem to jump out at me. I’m not sure if that’s what happens with you, but it happens with me. Seemingly insignificant details end up ushering in major change.

Throughout the book, the author kept mentioning a coach by the name of Steve Hardison. (If you’re in the coaching business, pay attention!)

Being the curious guy I am, I looked into this man and found that he charges \$150,000 (prepaid in full) for the coaching services he offers. Nice. Based on the feedback

from his clients, he helps people achieve pretty amazing things. (Clate Mask, founder of Infusionsoft, [was a client](#). Big things seem to be happening with Infusionsoft, including [\\$54 million in financing](#) from Goldman Sachs. Apparently they are thinking BIG over there.)

Then I watched a [2 hour video of Steve’s](#) (the only video of him you’ll find) telling the story of a football player named Deuce Lutui.

What’s the video about? **The power of personal internal commitment. And a demonstration of what that looks like in someone’s life.**

You want to do something great in your business? Watch the video. Then take the clarity from that and go forward. [Here’s a short version.](#)

We’ve all read this quote:

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits one-self, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.” -William Hutchinson Murray (1913-1996)

It’s easy to read that, but I’ve always had trouble with commitment. As weird as it sounds, finding something to “commit to” was always a challenge. Nothing is good enough I thought. Somehow I had this weird idea that commitment was putting myself in a box that would limit my choices.

Duh! That's exactly what it's supposed to do. That's how you achieve things.

Sadly, I was clueless. Commitment is not a prison, it is **the** point of liberation... in business and in life.

Commitment simplifies decision making. Commitment simplifies time management. Commitment simplifies marketing. Commitment simplifies client work.

Back in the summer of 2011, I committed to writing the Client Letter every weekday.

I really had no idea at the time just how powerful that simple "commitment" (which was really all I was capable of at the time) would turn out to be. It didn't lead to overnight success of any type mind you. But I can tell you that the magic is starting to make itself apparent NOW.

Deuce Lutui began his work with Steve Hardison as the self-professed "Lindsay Lohan" of the Arizona Cardinals. He ended his work as TBOLITNFL in his mind, body and spirit.

What happens if you embark on a transformation like that in your own business?

As Steve says, "*An unwillingness to commit is the high cost of low living.*"

Building Your Platform: Why You Should Do It, How You Should Do It

When you want leads, the natural inclination is to go out there and try to get them. From an energetic point of view, this seems to be exactly the wrong thing to do.

If you truly want to help someone, then the best way to attract them is to do it in

a non "needy" way. This is what makes a "platform" so valuable in your business.

For me, a platform is some sort of content vehicle (we'll call it a publication) that you use to attract clients.

It might be a book or books, it might be a blog, a video blog or a newsletter or a never ending series of timely information reports. What it looks like is less important than that it exists and that your readers can **depend** on it. (This, I believe, is one of the biggest keys: dependability.)

The most important part about designing your "platform," THE main "client attraction" work horse in your business, is that people have to consume it for there to be value delivered.

This means that it has to be a cut above normal "marketing." Waayyy above actually. The goal is to make your platform so darn useful that your prospects and clients **want** to read it.

Understand that building a platform is something you do when you're in this for the long haul. If you're not, it's probably just better not to start, because you'll just frustrate yourself when the results don't start pouring in overnight.

Why is the slow and steady approach the way to go? Because slow and steady is how you make real progress that is NOT easy to copy. It gives you a competitive advantage that is extremely difficult to steal.

Plus, it builds trust in you in the most effective way possible. And that is **SLOWLY**.

Anything *quick* you can do someone else can do too, maybe even better and more quickly than you can. So it's not really much of a competitive advantage in my book.

The benefit to SLOW is that it's SLOW. And most everyone else in your space will probably bow out well before the race even gets going. Eventually, it'll just be you and all

of the trust you've built up over the days, months and even years.

The other benefit of slow is that it delivers a client to you with the necessary pre-work done to make your job much, much easier.

With the attraction method, your clients-to-be show up pre-sold that you are the expert. Sometimes, they even feel like they KNOW you already. But the benefits only start there.

How Your Platform Builds Your U.S.P. For You

Sitting down and trying to think your way to a U.S.P (unique selling proposition) is often quite a challenge.

In an effort to come up with something, we basically just take an educated guess and go out into the marketplace.

I've tried this a few times over the years. I went to the trouble to "rebrand" myself. I changed the website, created a new "package" for myself and took things out for a spin.

Most of the time, I heard nothing but silence in return. Another MISS. Ahhh, it does wonders for the ego when that happens.

The "platform" approach to attracting customers and clients is much better.

There's less guessing involved. There's less chance of sending yourself on some "business building wild goose chase." There's just the work. You become useful in advance over an extended period of time.

When you install a "platform" into your business and start working it, answers to questions like "What makes me different?" tend to appear right in front of your face. The funny thing is, these items are completely obvious to most everyone BUT you.

Through the feedback you'll get or the real world results and responses your platform

generates, you'll receive solid information about what makes you unique. No more guessing. The market will tell you. People will tell you.

What you'll end up with is a strategy for positioning you could **never** "think" your way through. Instead, it gets built brick by brick over time in the mind of your prospect.

What basically happens is that each person on the receiving end of your platform will create a special position in their mind JUST for you. It might be something they can't even put into words.

All because of your "platform."

So how do you build one? It's simple, but not easy. Let's jump right in...

Building Your Platform Step-By-Step

To make it simple, let's just stick with a newsletter that you're going to publish. This can be online or in print. I like print, but I do both. Email is more often, print is less often.

There are only three things you need for this: your expertise, a commitment to do the work, patience.

The bar is actually pretty high to have all three of these things. That's why so few people do this (consistently) and it's also why it's so effective.

The goal for your platform is to make it a consistent staple in the diet of your prospects. They know it's coming, they can count on it. (They can count on YOU.)

So what do you write about?

Well you don't write about how great you are, that's a big turnoff.

Instead, you write about things that **demonstrate** what you'd like to say (i.e. that you're awesome at what you do) but are too smart to actually say out loud.

Your demonstration creates the obvious picture so that your reader is the one that says it, "Man, this guy knows his stuff..."

And you write about things that your reader finds interesting and valuable even if the two of you never work together.

Take a look at Agora Financial. One of their flagship “platforms” is The Daily Reckoning. If you look into how that e-letter works, it’s not hard to find proof that it’s been quite effective. And it’s been pumping out the value for 10+ years.

Dan Kennedy has a platform. Several. Tons of books, newsletters (people even PAY him for access to the platform, slick :)

I publish the Information Business Report, the Monday Hotsheet, Marketing Phone Calls, The Client Letter.

The platform is how you create opportunities for people to say, “Hey, can you help me?”

How to Use Your “Platform” to Sharpen Your Saw

One of the biggest benefits to you, the service provider, that comes from building a content platform (that sounds like a big word, but it can be as simple as a newsletter) is that it forces you to get **really** clear on what you think about things--about how you do things in your world, for and with your clients.

This clarity is extremely valuable.

Then the next step is to make sure your clients-to-be know what you think about things as well. As long as these ideas are stuck in your head, they do no one (especially your prospects) any good. You have to communicate them to MANY, which is what a platform creates the space to do.

When you take your thoughts, opinions, experiences, stories and expertise out into the marketplace, your prospects can immediately decide whether to take a step towards you or away from you.

What If You Have “Nothing to Say?”

Most of what makes you unique, special and valuable are things that are SO obvious to you that you feel kind of dumb talking about them. “Doesn’t everyone know this? Won’t they think this is kind of elementary?”

The answers to those questions are usually “NO.” But even if those answers are yes, **someone** has to do the talking. And it may as well be you. Because if you say intelligent things (even though they might be obvious) that people find helpful, they will listen!

Building a platform as the primary workhorse in your client attraction toolkit might seem like old school marketing, or maybe even something that was all the rage back in 2000. Email newsletters were pretty new back then.

It is actually old school marketing. The biggest thing that has changed, however, is that ANYONE can do this. And that means that the value and usefulness of the content is what is going to make it or break it for you as a tool for client attraction.

If you don’t know what you’re doing and you’re not an expert, that will become obvious.

How to Get Started

The best time to get all of this started was 2 years ago. The second best time is now.

If you want to move this direction, you have three questions to answer:

- What platform format is the right one for me and my clients? Email? Print? Video? Carrier Pigeon? (Don’t choose the easiest one. Choose the one with the greatest impact.)
- What is the frequency that this will be published? (Consistency trumps frequency in my book. This is about creating trust. And trust is the golden child of consistency.)
- Am I committed to investing in this and taking a long view? (This is

investing, not speculating. This is a “buy and hold” strategy, not “buy and flip” strategy.

Attracting clients by building a “platform” is the best kind of marketing there is (according to me, oh... and David Ogilvy), because the quality of it makes it that your prospects actually want to consume it and use it. You make your marketing useful.

This approach is even better if you’re in a business where you work with very successful clients.

These are people that are used to everyone **wanting** something from them. Money, time, advice, an introduction, whatever.

To be different, you have to show up wanting nothing. You have to be valuable first.

This is what a “platform” helps you do on a consistent basis. One brick at a time, slowly, slowly. One day, you’ll turn around and see all of the buildings you built and wonder how it all happened so fast.

INTERVIEW WITH “Mr. Social Triggers” Himself!

This month, I’m fortunate to feature Mr. Derek Halpern of SocialTriggers.com. I first “met” Derek a few years ago when I [wrote some articles](#) for the Thesis blog which he did the marketing for. I like people that **stand for something** and Derek certainly qualifies.

In the interview, we talk about Derek’s meteoric rise with SocialTriggers and what key takeaways are responsible, in part, for the success he’s having.

Here are just a few of the things Derek reveals in the interview:

- What Derek would do if he was starting from scratch and wanted to have a meteoric rise (again) to the top of his chosen niche.
- Why Derek thinks that creating TONS of content is a waste of time. Hear where he thinks you should be spending your time instead.
- How Derek went from 0 subscribers to 71000 subscribers in 21 months with 54 pieces of content.
- How to figure out what people in your market WANT.
- The ONE simple thing Derek showed key influencers in the blogosphere that jumpstarted the creation of his audience. (You might chuckle at how obvious this is. Obvious has nothing to do with valuable.)
- Why Derek doesn't make anything available for sale on his website.
- Why Derek's lowest priced product is \$500. You'll hear his strategy for selling it.
- The real purpose of all of the free content that Derek does create. Getting this in your head will provide a HUGE amount of clarity when you go out and create content.
- The difference between persuasion and being "pushy."
- The difference in process between selling a widget and selling YOU. You might be surprised to hear Derek's answer.
- The two reasons people buy and how to take advantage of them.
- Get Derek’s tips for getting leads and how to ramp up the number of people that become YOUR leads! If you’ve ever asked yourself, “How can I get people to sign-up for my list?” **here is your answer.**

- Why Derek thinks building social media properties (like a Facebook® page) is the dumbest thing in the world for you to do. Hear what you should be building instead.
- How to promote yourself in big ways without being needy.
- The cost free strategy Derek used to get big name bloggers to promote HIM. This is the strategy that Derek used to get his first 10,000 subscribers in about 2 months.

[AUDIO INTERVIEW IS FOUND HERE]

My Current (Partial) Reading List

- [The Life Coaching Connection](#) by Steve Chandler
- [Time Warrior](#) by Steve Chandler - get it yesterday if you care about being effective.
- [A Guide to the Good Life: The Ancient Art of Stoic Joy](#) by William B. Irvine
- [The Creature from Jekyll Island](#) by G. Edward Griffin (I bought this on Kindle when it finally became available, but now I can't seem to find the link to anything but paper/hardback.)
- [A Beautiful Anarchy: How to Create Your Own Civilization in the Digital Age](#) by Jeffrey A. Tucker
- [The Art of Living: The Classical Manual on Virtue, Happiness and Effectiveness](#) by Epictetus and Sharon Lebell

- [Outwitting the Devil](#) - Napoleon Hill

Don't Underestimate the Size of What You Are Trying to Do

In Derek's interview earlier in this Letter, you heard him mention how school has trained us to be mediocre. Extra attention is given to the things we suck at in school vs. it being focused on developing our inherent strengths into world class strengths.

Going out into business and working with clients means we are on a journey to completely FLIP that model on its head. This is one of the reasons there can be so much turbulence or even struggle.. We are attempting to do something that is GREAT which is to BE GREAT. We are attempting something that is POWERFUL. Something that is REAL. To me, that is worth paying almost any price. ONWARD. **

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