

Soft strategies for using Dr Dave's book to get in front of new clients!

1. Use as a gift for every new client and for client reviews! I will have mine with my photo and logo on the front and in the foreword talk about the author having been my business coach and that, the strategies in the book are how I have grown my business and personal lives to where they are now.
2. When working with centre's of influence, e.g. the accounting firm I work with, we will co brand the book, have both our Logo's or our photos on the front of the book, we will write a joint foreword about our philosophy of working with clients to help them in all areas of developing business and life strategies for success, with our contact emails at the end of the foreword. We will give one to every new client and discuss the services that each other can offer the client, e.g. I sell insurance to a client and then suggest they see the accountants for their business.....soft way to do an introduction.
3. Seminars and events use it as a gift, with your branding and an insurance company brand, with a foreword that talks about protecting your financial future. If you have done a seminar you should have the contact details of each person, so you could follow up a few weeks later to see if they have read the bookgreat lead in to build rapport and end us asking for an appointment.
4. Fundraisers, either through schools, rugby clubs etc... you could donate xxx dollars per book sold to the fund being raised for! Or you could offer to refund the individuals that have bought a book for the fundraiser, the purchase price of the book if they have an appointment with you. Use the school, club or association to market the book to it's members.
5. You can use it as a go in the draw gift at a seminar or networking event, get people to enter their business cards, or contact name and numbers in to a draw for one of 15 books to be personally signed by the author to them. Then do the draw, call the winners find out what they want written in the book, (either for themselves or for them to gift) get Dr Dave to write in them and then make an appointment to see the winners and give them their personally autographed books....by then you will have spoken to them twice on the phone, have built rapport and be able to get to the next step and make an appointment to drop off the book and look at doing business.
6. Do a book jointly with a Charity in your local area, perhaps Hospice, or Diabetes Foundation (you may have a client involved in a group that could introduce you) Co brand and write a joint foreword. The book can be marketed through the Charities websites etc... to their members with a donation going to the Charity.

7. You could put a voucher with your contact details in each book you give away/ sell for a free financial review to the value of \$XXX which people can pass on to family and friends.
8. Offer the book for sale on your website and offer a full refund of the value of the book when they have an appointment with you.
9. Once a client has read the book you gifted them, call them and ask if they have anyone they would like you to send the book to that may be interested in doing business with you. Post out the book with a covering letter, then call them a couple of weeks later and check they got the book and see if you can book an appointment.
10. Advertise the book and your services in your children's school newsletter, your BNI or other networking groups website, sports clubs newsletters and websites even your local rag...with your contact details so they get in touch with you to get the book and talk about your services. It gets your name and branding out there and the book, it will create top of mind awareness so eventually when someone is offered a book or an appointment to get a book, they will think they know you or that you are the person to see because they have seen your name/ branding time and time again subliminally!