

# 1146-Marketing Delusion No. 5 - Providing Outstanding Services Is Enough To Land You the Clients You Want

**You are tops in your field.** You're sure that, among all competitors to deliver services like yours, you are literally outstanding. Your clients get the results you promise and even more. You pride yourself on having totally satisfied clients who are ecstatic with your work. Yet, you don't have all the clients you want. Sure, you don't market as much as you know you should, but shouldn't providing outstanding services be enough to keep your revenue flowing at the level you want?

No, I'm sorry to say, but it is not enough. Of course, it seems like it should be, but that is a delusion. If you sell your services, marketing is a constant. Here are some reasons why providing outstanding services is not enough to land you the clients you want.

## **1. In current marketing, short attention spans among our prospective clients is a fact of life.**

Even with clients who have been wildly satisfied, it is "normal" that they soon forget about working with you. When they are back in the market for more services like yours, they can easily forget about you. In a way, it is illogical, but if you don't understand this fact, and keep your name and business in front of your prospects, they will not remember you. They won't think of you when they are in the market for the services you provide. The latest, newest, most currently prominent competitor will get their business.

## **2. There is a lot of competition.**

For all but the unusually singularly service, when you sell your services, you're up against a crowded field of competitors. It's tough to distinguish your business from theirs. If you are not marketing consistently, your competitors will "outshout" you. By quietly and consistently getting your name and business in front of your target market, you claim a position. If you do not market regularly, your business will not even "exist" to your target market.

## **3. You must develop "brand recognition".**

Part of what brand recognition does for your business is to produce a level of comfort in your target market. You want them to feel "safe" with the idea of your being a potential provider of services for them. It is the consistency of marketing that gets prospects to see yours as a stable, solid business and not a "fly by night". As prospects get to know your business and what you do, the more they start to prefer you to your competitors as a potential provider. You must market regularly to develop this brand recognition.

## **4. You need to constantly demonstrate the relevance and current credibility of your business.**

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Suzi Elton provides business writing that attracts targeted prospects to your service business and converts them into clients for you. She is a Robert Middleton Certified Action Plan Marketing Coach, as well as a professional writer. Her website offers a free series of 8 assessments you can use to analyze your own site.

To learn how to develop a strategy for your business, read about her Strategic Foundation service at <http://www.wowfactorwriting.com/services/strategic-foundation/>

It's not enough to be relevant and credible on any given day. You must be relevant and credible on each and every succeeding day as well. There's so much "noise" and clamor in the market place, that you need to put out a steady, solid, metronome-like beat of your "currency" (marketing message) in that market. This does not mean that you must be loud, but rather that you must be consistent - in marketing your business.

## **5. Familiarity is what brings prospects to inquire about becoming clients.**

Consistency in marketing is what breeds familiarity. If you want prospects to think of you when they need services like yours, you have to keep your business "in front" of them. There's a tendency in the market to gravitate to the "new and shiny". Without building familiarity, your business will not be a competitor when prospects are looking for services like yours. Someone else will get the business.

**Stop deluding yourself that simply providing outstanding services is enough to bring you the clients your business needs.** That may have worked in a simpler, slower time. It will not work now.

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