

## **1152-Marketing Delusion No. 10 - Prospects Will Throw Money At Me and Demand to Buy My Services**

**How easy it is to suffer with this marketing delusion.** I certainly have. Doesn't it seem that our prospects should become so excited about our services that they throw money at us and demand to become clients? It's probably not stretching the truth to say that anyone who has ever sold their services has suffered from this delusion at one time or another. We're thinking, "Isn't it enough to get trained and become proficient at delivering our services? We have to market our business as well?" Yes, to get a thriving practice, you must market. If you (at least sometimes) suffer from this delusion, here are the reasons why it is a delusion.

### **1. It is not realistic to expect that your prospects will bombard you with money and demands to buy from you.**

Sure, we would all like for it to be this way, but that is simply not how it works. Of course, it could happen on occasion, but that would be because the person had been sold on your services over time and it only appears to be a sudden decision. Adjust your expectations, so that they are more realistic. Marketing takes time. Marketing success is not going to happen overnight, nor will it happen from just a bit of isolated effort. You need to commit to a marketing plan and execute consistent marketing efforts.

### **2. Impatience will not bring you the clients you want.**

One of the biggest problems in selling our services is lack of patience. It's very common to "try" a marketing effort once, and abandon it immediately out of disappointment at the lack of results. What happens then is a round of single efforts, with no long-term commitment to any marketing strategy. "Marketing" then becomes a series of failed experiments, none of which lasted long enough to give them a fair test of effectiveness. Impatience will never bring you the clients you want. Your target market needs to become familiar with you, your business, and the details of your service. This takes time. Marketing requires patience.

### **3. There is a marketing and sales cycle that you need to take prospects through before they decide to become clients.**

Assuming that a prospect knows nothing about you and your business to start, there are stages in the marketing cycle that you must be aware of.

- a) First you must find some way to affiliate with your target market, showing up where your target market shows up and developing relationships.
- b) Next is familiarity. Your prospect must become familiar with you and have some basic sense of what your business does.

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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.**

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c) Then, the prospect needs information. This information is also best given in "stages" starting with a basic overview, leading into in-depth information on the website, and specialized information in the form of reports or white papers.

At that point, the prospect is likely to start to inquire seriously about your services. Be careful to take your prospects through all these stages if you want to close and retain clients.

#### **4. You must understand what your prospects need to decide to become clients.**

They need to develop a relationship with you, and have a feeling of trust. They must gain confidence that you understand the problem they want to solve, and that you have what it takes to help them. They need to have full information about your business, and understand everything that is happens once they have bought your services. They want to have all their questions answered, and to believe that they know everything they need to know to buy. At that point is when they will feel confident choosing to buy your services.

#### **5. You can't expect prospects to buy prematurely.**

People don't buy before they are ready, and they don't typically buy services on a whim. They are unlikely to commit to your services as an impulse purchasing decision. It's not like buying a candy bar because you see it at the checkout counter. Decisions to buy services tend to be planned, well thought out, and budgeted for. Don't expect prospects to decide to become clients before they are ready.

**It's a delusion to expect prospects to throw money at you and demand to buy your services.** That is simply not going to happen. It is not how services are purchased, and it does not take into account the realities of the buying process and decision to buy. Accept the realities, and market.

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