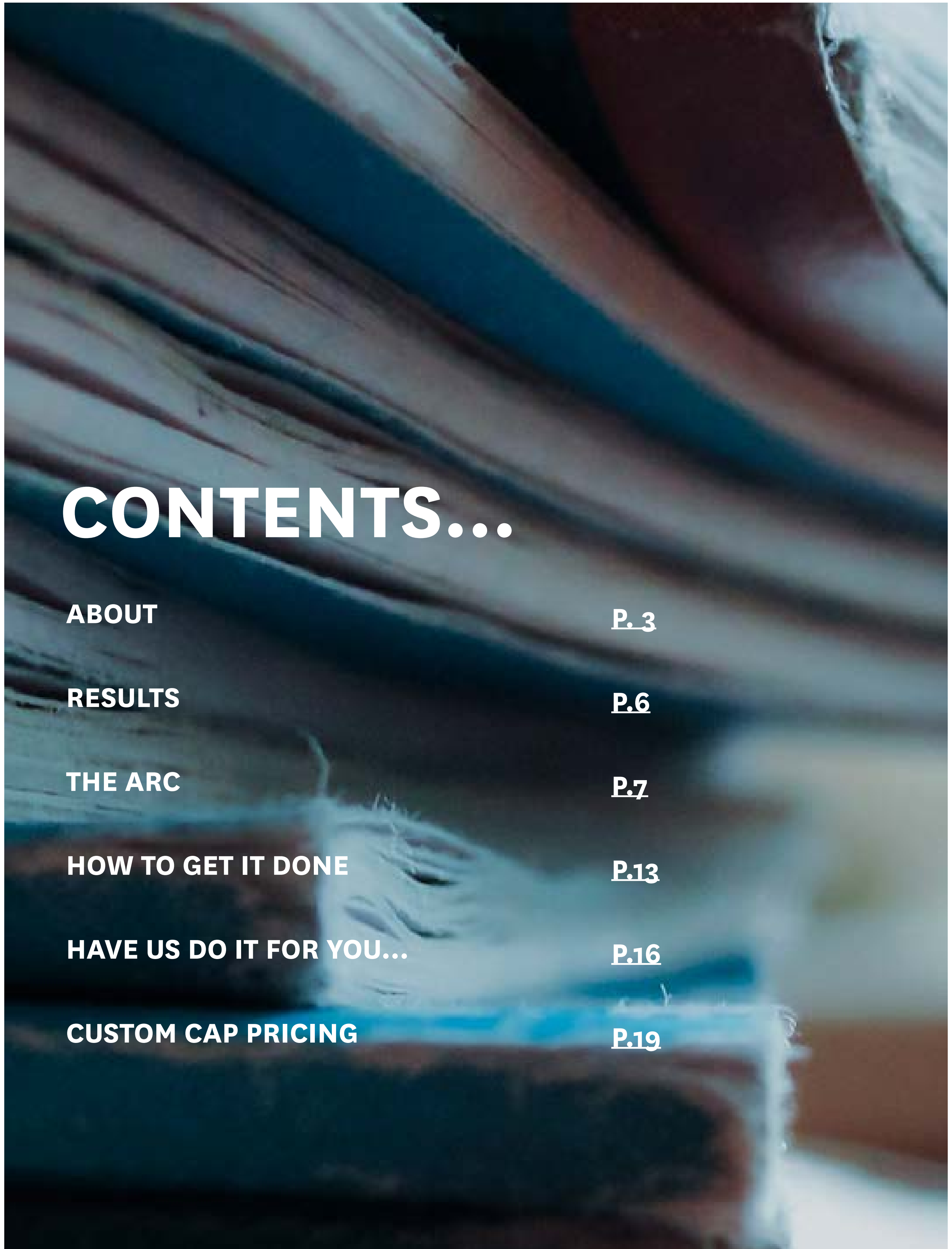
WINNING CONTRACTS FOR EMPLOYMENT AGENCIES:

THE SELF-MANAGING CLIENT ATTRACTION PROCESS

JTN.



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ABOUT THE SELF-MANAGING CLIENT ATTRACTION PROCESS

This guide is an introduction to a 3-step process that will generate new business and drive consistent revenue growth for your employment agency.

Additionally, it shortens your cycle and reduces the time you spend with maybes, wannabes and tyre-kickers - prospects who ask question after question and then disappear forever when it's time to make a decision. It's a process we use ourselves here at JTN - for our own business and for our clients' businesses (more on that in a bit).

The Self-Managing Client Attraction Process delivers a consistent stream of eager new business inquiries. The keywords here are eager (because this process sends you a stream qualified prospects that are pre-warmed to you and your service offerings) and consistent (because you always know where your next lead is coming from).

This is a level of consistency you simply can't get from things like referrals and industry events. You're no longer dependent on external factors like award shows or your contacts remembering to make the introduction you asked for.

You're back in control.

Importantly, this means you're freed from the feast/famine cycle... busy one month, then hunting for revenue the next.

And with this consistency and predictability you can plan for, and invest in, growth.

This steady flow of new business inquiries doesn't come at a huge time cost. We call the process 'self-managing' because, once in place, it runs without your input.

In short: The Self-Managing Client Attraction Process delivers you qualified, eager leads... ready for you to close into sales.

Wondering what tangible difference these marketing processes will make to your agency? Here are some results we've achieved with our clients:

- One client DOUBLED their revenue and net profit within 9 months of engaging JTN
- One agency more than DOUBLED their qualified lead-flow for no extra ad spend
- We generated new business leads for one firm at half the cost of their previous activity and gained exposure to hundreds-of- thousands of their ideal clients for free
- One agency owner went from working 95% of their time in the day-to-day of their business, to working 95% on the strategic growth of the firm.

If you'd like results like these, read on for details of how the Self- Managing Client Attraction Process works.

THE ARC
ATTRACT, RESPOND and CONVERT

ATTRACT

To start your process you'll need something to attract the attention of your target clients. This could be something as simple as a white paper – although we've had even better success for our clients with more creative offers like workbooks, checklists, scoring tools, apps, personality assessments and others.

The simplest sales processes offer this incentive in exchange for the prospect's email address. If you're just getting started, this is what we recommend.

You'll need to draw people to your offer – we recommend paid advertising to get the traction you need in the first instance.

Paid social ads offer a wealth of targeting options including: interests; industry vertical; job title; salary; company size and more. Direct mail offers similar targeting abilities, but the campaign costs are typically higher and campaigns take longer to execute.

RESPOND

This is where the magic happens. The best client attraction processes go far beyond simply delivering your white paper, or adding the prospect to your newsletter database.

What makes your new marketing process self-managing is that it does all of the following:

- Welcomes the prospect to your 'family' and explains why you're unique (you don't want your prospect comparison shopping)
- Ensures consumption of your front-end incentive content (you want the prospect to know how much of an expert you are)
- Establishes your authority in the industry (so your prospect expects to pay high-end prices)
- Educates your prospect about your market and the solution they're seeking (tip: Ask them the answer to a question they haven't even thought of yet)
- Explains your service, and the benefits they'll experience
- Responds intelligently to prospects who proactively reach out for further information
- Responds intelligently to prospects who passively demonstrate their interest by interacting with your campaign - even if they don't actively raise their hands as a hot prospect.

You can accomplish all of this through an automated follow-up process, which responds with instant and ongoing personalized content (addressing the above points) whenever a prospect raises their hand and indicates interest in your agency. This follow-up process can include emails, direct mail, phone calls and more... But, if you're just getting started we recommend just using emails to begin with.

CONVERT

If you've setup your process correctly, you'll now be receiving more engaged inquiries than you've ever experienced before. It feels good, but your work isn't quite done yet.

Because – in fact – you'll be getting some inquiries from eager leads who aren't your ideal clients (the ones that can't afford your high-end prices, or who aren't in a position to benefit fully from your expertise).

So you put them through a qualification process before you spend time with them.

- Do they have the budget you require?
- Have they been in business long enough? Too long?
- Have they worked with agencies like yours before?

This step is critical in stopping you wasting time on endless pitches for prospects that aren't a good fit, or would never end up hiring you.
Leads that meet your qualification criteria and have been properly introduced to your services are the ONLY ones you speak to.

The rest of the process happens automatically - consistently and predictably in the background, without your intervention.

These "right fit" leads are more likely to convert because of the authority and expertise you've demonstrated, and the education you've given them.

These "right fit" leads are quicker to convert because of all the information you've already given them about your service.

HOW TO GET IT DONE

IMPORTANT CONSIDERATIONS

To put a self-managing client attraction process in place for your agency you'll need:

- A marketing automation platform (Pardot, Marketo, Infusionsoft, etc.) and expertise to get the most from it
- Copywriting, programming and design support for the creation of your front-end incentive
- Copywriting support for your follow-up communication (emails, direct mail, etc.)
- The expertise to get the most from your ad budget (the most leads for your money).

Before you jump in head-first, be sure to have thought over these important considerations:

- How can you make your front-end incentive "work" for your campaign objectives? It must be attractive to your target market, and increase their desire for your service.
- Mobile devices account for nearly a third of all internet traffic. Your process must be mobile-friendly or you're spending more money than you need to be.

The good news: Once your process is in place, minimal maintenance is required (that's why we call it "self managing!")

You just make contact with your eager, pre-qualified leads and close the deal.

HAVE US DO IT FOR YOU...

We're experts in self-managing client attraction and sales processes.

Our in-house team of technicians, copywriters and marketing strategy specialists are responsible for achieving consistent and measurable results for our clients:

- One client **DOUBLED** their revenue and **net profit** within 9 months of engaging with JTN
- Another client **more than DOUBLED their qualified lead-flow** for no extra ad spend
- One firm generated new business leads at half the cost of their previous activity with the help of JTN

If you'd like to experience similar results, or find out if a self-managing client attraction process is appropriate for your firm, get in touch with Kelly at kelly@jtn.agency and she'll help you out.

TALK TO US

Kelly
Your JTN Account Manager

CUSTOM CLIENT ATTRACTION PROCESS PRICES

Guide Price: $4,500 – $10,500 *(paid in monthly instalments)*

Our custom client attraction processes typically includes:

- A dedicated account manager
- 1x long form content piece (eg. white paper, checklist, guide)
- 1x custom lead generation tool (MORE score) developed and implemented on your website
- 4x short form content pieces (eg. blog post, article, press release)
- Multiple end-to-end ad campaigns across various channels to drive traffic to the content
- Ad optimization and monitoring
- An email nurturing campaign (up to 10 emails long)
- Updates to your website to optimize its performance (up to 8 pages)
- A social media kickstart on up to 4 channels
- Regular email check-ins with your account manager
- Guaranteed database growth of warm, 'right-fit' leads

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