



Systems Create Freedom But A Systems Approach Attracts More Clients

One of the ways to make sure you have a thriving practice is to always market. The best way to do that is to systematize your marketing mix, so it runs on autopilot.

I have a reputation not only for systematizing but am also known for teaching a systems approach. While I've seen others talk about setting up systems, they fall short of explaining the importance of connecting all of your marketing pieces to attract more clients. A systems approach is more than just creating individual systems. It's connecting all of your processes and systems so that there is an effortless flow. When you do this, you'll notice your business works like clockwork.

The very first step to systematizing is listing all of your marketing activities. For example, let's assume, as part of your Marketing Mix you:

- Belong to networking organizations
- Host monthly teleseminars
- Distribute an e-newsletter
- Update your social media marketing

When systematizing, you would:

- List all of the network events on your calendar at the beginning of each year
- Establish dates of your teleseminars
- Determine the distribution dates and frequency of your e-newsletter and
- Plan your social media marketing updates.

Now, you're starting to systematize, but don't stop there. Let's take it one step further using a systems approach by looking at your entire Marketing Mix. Once you take the first step of getting those events and distribution dates on your calendar, then ask yourself, "how do all of these events interconnect?" Now, you are stepping back and determining how all of the pieces fit together.

For example, let's say you have a workshop scheduled for Friday. Here's what would happen if you not only systematized but took a systems approach:

Several months prior to your workshop, you would mention your upcoming workshop on your teleseminar to your attendees. On Monday, when you attend your networking event, you bring flyers and ask your referral sources to help you spread the word about your upcoming workshop. You engage your social media contacts on the topic and write a value-added article in your e-newsletter on Tuesday that relates to your Friday workshop. It doesn't stop at your workshop. Remember to continue the flow; and, at your workshop, make sure to let the attendees know about your next upcoming event.

When you systematize, look beyond the pieces. Determine not only what you will do daily, weekly, monthly and yearly, but also understand how every piece of your marketing mix flows together. When you do, your systems will do the heavy lifting for you; and you will maximize your opportunities attracting many more clients.

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