

**MODULE 1**

# YOUR MARKETING DNA

How to get clients  
coming to you...



MCA

NICK JERVIS

# Your Marketing DNA

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What is your Marketing DNA? Do you know? If you know, are you following the rules that apply to it, consistently?

It is important to fully know your Marketing DNA because until you know it and understand the rules of it, you will market your service inefficiently and make your life much harder than it needs to be. You might also spend more than you need to.

I hate it when my clients waste money on marketing that will simply never work for them.

I have known business owners to waste tens of thousands of pounds on the wrong type of Marketing because they did not know or understand their Marketing DNA. I see this time and time again.

I don't want this to happen to you.

I want you to understand your Marketing DNA so that you can then to do the best, most effective and most consistent marketing so that you can generate as many clients as you want and need to create the business that will fuel all of your financial and lifestyle needs.

## How To Determine Your Marketing DNA

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Your Marketing DNA is largely affected by the type of client that you are selling to; but not exclusively.

There are two types:

- ① Marketing DNA Nurture
- ② Marketing DNA Now

In short, if you are in the Marketing DNA Now camp, it is fair to say that your life is a little easier. All of your marketing has the sole purpose of encouraging your prospects to contact you immediately to discover more about your services.

If you fall into the Marketing DNA Nurture camp, your primary objective is to grow your email database so that you can 'Nurture' your leads

until the time that they are ready to discover more about your services.

I will give you examples of each soon, but I need you to understand that it is vital that you know which category you fall into. Until you do, you can spend a considerable sum of money investing in a marketing activity or marketing activities that simply can never produce the results that you are looking for.

You could spend thousands, hoping or expecting to generate a speedy return on investment, yet because the service that you are selling is “DNA Nurture” you will never generate the instructions that you need quickly.

In other cases I have seen business owners who are clearly in the DNA “Now” category spend substantial volumes on marketing activities to generate “Nurture” leads which did not produce any results and never would.

What frustrates me about this is that in nearly every occasion the business owner doing the wrong type of marketing is doing so because they have followed the advice of some ‘marketing guru’ who hasn’t taken the time to see whether the training they are selling is suitable for them. They don’t care; so long as they make their sale.

This is why this is the topic of Module 1, as whilst it may not be the sexiest topic on earth, it really is the cornerstone upon which all of your marketing must sit.

However, to ensure that you can start your life with the More Clients Academy at a sprint, I have also included as bonus training for Module 1 one of the most powerful forms of marketing available for any business at the moment (and one which I guarantee most of your competitors will not be spending enough (or any time on).

If you follow my advice in the **Google My Business Blueprint** that comes with Module 1, you will easily recoup your annual investment in the **More Clients Academy** many, many times over.

This is what mortgage broker Dave Agiss has to say about the **Google My Business Blueprint**:

*“After working with Nick on our Google My Business strategy we are now ranking in the “Google 3 pack” and generating leads purely from our ranking! Nick also carried out a fee review resulting in a fee increase of 40% and no detrimental effect to volume. Double whammy with increased leads and increased income. Well worth taking the time to talk to Nick and definitely worth working with him going forward, it’s a no brainer!”*

Back to your Marketing DNA, it really is important that you know which category you fall into. It may be that if you offer a range of services that you have different services in both categories. What is important is that you recognise this so that you can market each of the DNA service types appropriately and spend your marketing budget wisely to ensure you get the best results.

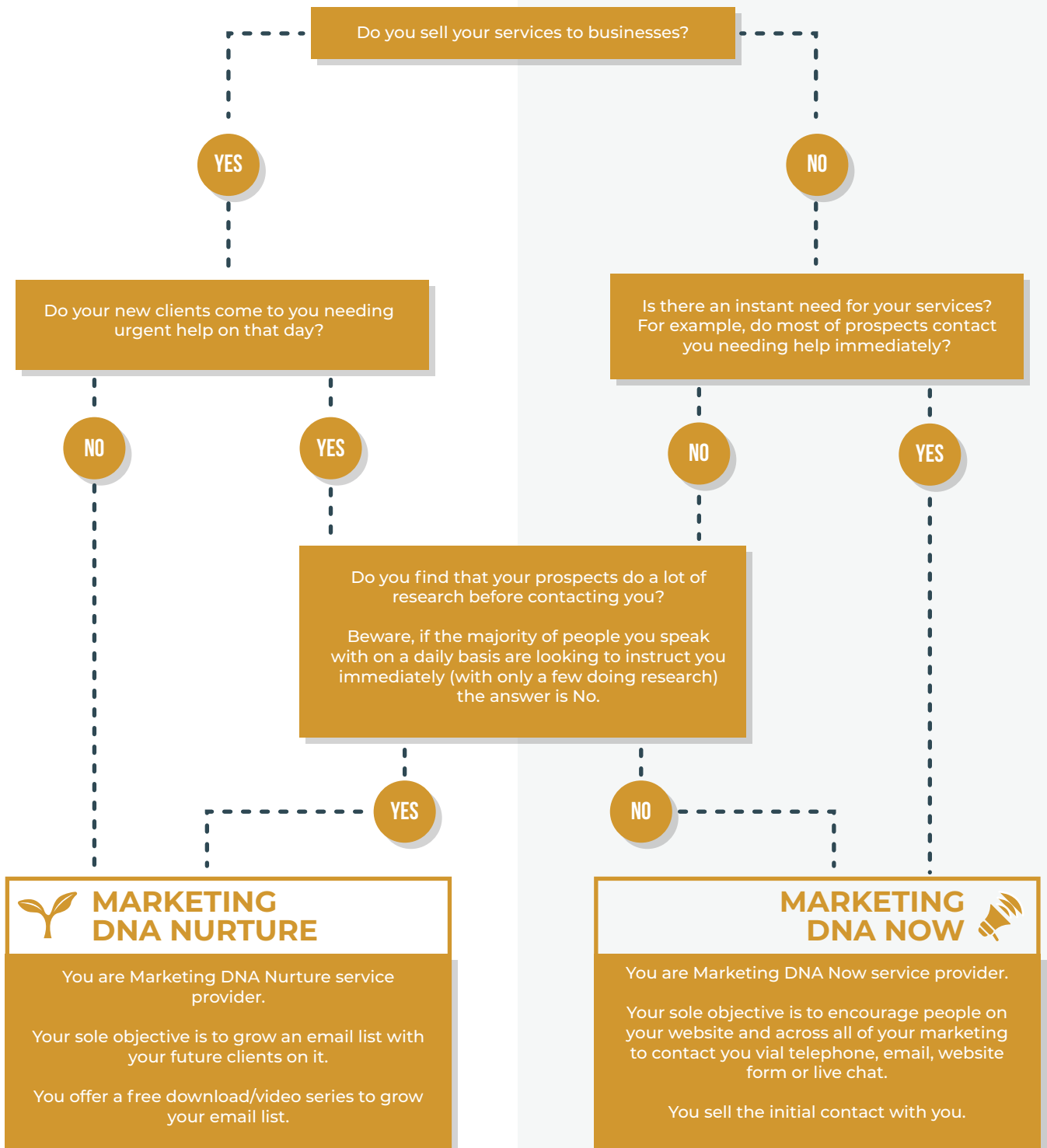
Let's start by looking at a flow chart which will help you determine the DNA of your services, then let me give you some examples of businesses which fit into each category.

If you are unsure, look in the Q & A section that comes with this module to see which camp you fit into. If your service is not listed, email me on [hello@nickjervis.com](mailto:hello@nickjervis.com) and I will add your question and my answer to this section.

Alternatively, if you are an *Elite MCA Member* use your one to one coaching thread to ask me.

# MARKETING DNA FLOW CHART

Do not be fooled by the simplicity of this diagram or tool. Like I said above, I have seen people waste thousands of pounds trying to generate DNA Nurture leads when they should have been going for DNA Now leads or vice versa.



Now that you have run through the flow chart, you should have a good idea of which camp your service fits into. However, if you want to see some more ideas, see the accompanying resource for Module 1 where you will find a list of services and an explanation of which DNA category they fit into.

Now that you have decided which category your services belong to, let's look at each of them in more detail so that you gain a firmer understanding of how they work and how you can work them to make light work for generating clients in the future (enough 'works' in there for you?).

# How To Determine Your Marketing DNA

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## DNA NURTURE LEADS IN DETAIL

With DNA Nurture leads, it is all about providing something of value to your prospects for which they will be prepared to part with their email address to receive it.

Here are some examples:

- A video training course
- A free guide or book
- A brochure about your services
- A case study booklet with stories of former clients that you have helped and the results you obtained for them

The benefits of DNA Nurture clients are that whilst they take longer to warm up to the point that they are ready to contact you, if you have done your job properly and warmed them up well, when they do make contact with you, you are the only service provider that they are speaking with. You have no competition. It is you or nobody who is going to help them.

Why does this happen and why is it such a good thing?

Let's go back to your prospects journey.

They start by researching the topic for which you are an expert.

They download your free resource in exchange for their email address.

You send them the free resource and then keep in touch with them every week thereafter, each time giving them a little bit more information that proves, beyond any doubt, that you really are an expert in your field.

When the time comes that they are ready to ask for your help, you are now the only business that they are going to help because you have kept in touch with them and proved your expertise.

At this point, they only want to work with you. Price is not an issue. Let me repeat that:

## PRICE IS NOT AN ISSUE!

Another advantage of creating your DNA Nurture campaign is that not only do you create a steady and consistent flow of new clients pipeline for the future, but you also make it much easier to say 'No' to clients who are not a good fit for you.

You know the ones that I mean? The ones who immediately try and beat you down on price at the start of your relationship and who then demand your Diamond level service despite only paying for the Poundland level service; yes, those ones.

In the future these tyre kickers will not contact you to enquire about your services because they will see that you are an expert in your field, and they will know that experts command a good fee for their instructions.

You will either win them around to paying a proper fee before they even contact you or they will simply not contact you knowing that you are out of their league. Either way, it is a much better result for you.

If you had a moment then when you said inside your head as you read the last sentence "But I don't want to turn people away from me, I want them all!" I assure you that that will not be the case in a few months' time when you have been following the DNA Nurture plan.

By then you will be generating enough of the clients that you really want to work with to gladly be able to turn away the time wasters and hassle creators that you may currently be saying yes to. You will be creating the high calibre, easy to work with clients who will be a dream to work with.

It took me years to really understand this, but I am delighted to say that having fully embraced DNA Nurture into my own business, I now only work with the business owners who are a really good fit for me and me for them. We achieve great results working together, they generate a substantial increase in business, are happy to pay my fixed rate fees without quibble and generate a good return on investment. We both receive a benefit from the relationship and are both happy.

The same will happen for you too.

When you get this right and capture your prospects contact details as they download your free guide, book, checklist or video series, then communicate with them consistently and authentically, adding your personality to your automated follow up sequence, you allow your perfect clients to identify themselves and to come forward to work with you.

It is for this reason that I convince any consultancy client who wants to meet me to travel to my offices in Bristol from all over the UK.



It is how you will convince your prospects that you are the only business for them to work with too.

It is how you will remove the pricing questions and objections that you may currently be receiving.

It is how you firmly position yourself as the ONLY expert that they want to work with.

I will be sharing with in Module 2 how you can create your own free guide and set up your email database (if you don't already have one). I will show you how to set up the software, how to create sign up forms for your website where clients can download your free guides and how you can follow up with all of these warm leads by adding a sequence of emails only once but then are sent to every prospect whoever downloads your marketing asset.

This is leveraged marketing at its best.

If all of your services fit into the Marketing DNA Now category, don't worry, I will be sharing what you need to do to consistently communicate with your clients to generate cross selling instructions and recommendations too.

However, from my experience, many businesses offer services that fit into both the DNA Now and DNA Nurture camps, and even if your services only belong in the DNA Now camp, you should still have a back up plan in place to capture prospect contact details in case they are not quite ready to contact you when they first visit your website.

Your primary plan should be to go for the instant instruction, but if that doesn't work, offering something of value in exchange for their email address is a sensible thing to do; not vital, but sensible.

## HOW TO MARKET A DNA NURTURE BUSINESS

With a DNA Nurture marketing service, your primary objective is to grow an email marketing database which is full of your ideal clients. As I said above, I will show you how easy it is to set this up in the next module, but for now just know that this is what you need to do.

If you want to get ahead of the pack and start your email marketing database now, email me on [hello@nickjervis.com](mailto:hello@nickjervis.com) and I will send you my **Easy Set Up & Marketing Guide** so that you can get a head start.

Once you have your email marketing database in place, how do you generate more people to consistently grow your nurture list so that you can create your steady and consistent flow of new client instructions.

## METHODS TO GENERATE MORE DNA NURTURE LEADS.

Here are the most successful, cost effective and ‘easy life’ methods for generating new prospects. I will go into each one in more detail over the coming modules to ensure you know precisely what you need to do to create that steady and consistent flow of new clients.

### Writing Content That Answers Your Ideal Client’s Most Pressing Questions

Adding new content to your website, that answers questions that your ideal clients are asking, must be on your list if you are serious about growing your nurture list.

If you do this consistently your ideal clients will be drawn to you when they are in need of your services.

This has been a key staple of my own new client generation since 2003. Whilst Google changes its algorithms fairly consistently (I no longer think of Penguins and Pandas in the same way that I used to since Google’s algorithms by the same name cost my business around £20,000 per month going back a few years) ultimately if you add quality content to your website it will lead to more people finding you.

I add new content to my website once each week, but then, perhaps more importantly, I review which of my articles is attracting visitors every month and then I go and add more content to them and improve them from a search engine point of view so that they work even better.

I will show you precisely what I do in later Modules, but this is an ideal point to highlight one of my ‘Success Marketing Secrets”:

#### SUCCESS MARKETING SECRET #1:

**Optimising a marketing tactic that you are already using and is already working will usually give you a far better return on investment than starting a brand new one!**

Most business owners want to chase the ‘next shiny new thing’ when it comes to marketing, but I can tell you from many years’ experience of working with 100’s of clients that this is a fool’s folly.

My most successful clients do not do this. They stick to the three or four marketing tactics that work consistently for them and then continually optimise them to make them work even better.

I will provide you with Optimisation checklists to ensure that you do the same.

Back to creating new content, are you doing this consistently and relentlessly?

#### SUCCESS MARKETING SECRET #2:

**Boring, relentless consistency should be every business owner’s best friend. To achieve great success you have to be boring, relentless and consistent by doing the things that work week in, week out. This is one of the secrets that every successful business owner knows.**

I cannot tell you how many times I have been contacted by clients who have told me that their well of new clients has dried up - I am thinking specifically about a personal trainer client and a solicitor at this point.

For each of them, being as I knew their businesses well, I was on their email lists

I pointed out that I hadn’t seen any emails from them for a while.

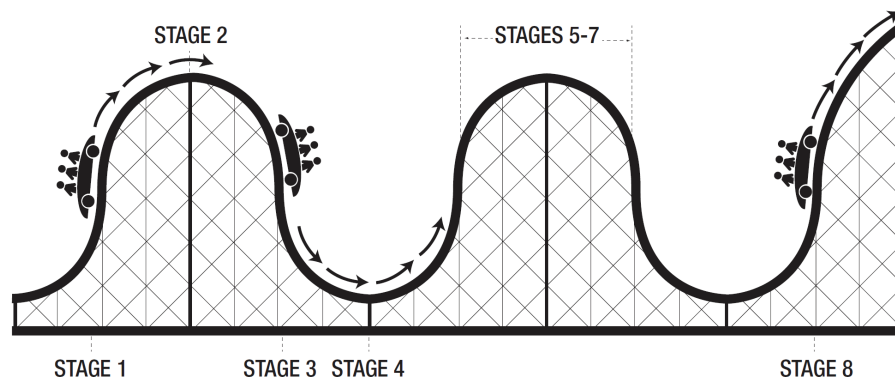
*“Oh, I got so busy I stopped sending them....”* was the reply.

They restarted their emails and within a matter of weeks were both back to being busy.

**Boring, relentless consistency....**

Let me highlight this point by telling you about my Marketing Rollercoaster story that most business owners seem to love to ride. I wrote about this in my book, *The Law Firm Growth Formula*, and it seems to strike a chord with most business owners.

So let's look at it now.



The Business Owner Marketing Rollercoaster travels through several stages; let's look at them each in turn.

**STAGE 1:** You have no clients. You start frantically looking for clients. You contact old clients, referrers and start advertising anywhere that you can think of to make your telephone ring. You work tirelessly to achieve some new client instructions.

**STAGE 2:** Eventually your endeavours pay off (although you are not sure what worked exactly). You have more work than you can handle, for now at least. You ease back on the marketing so that you can concentrate on the work.

**STAGE 3:** Your instructions start to dwindle; you are coming down the other side of the marketing roller coaster hill and it doesn't feel good. You are sure it will pick up soon though, but it doesn't, so you career towards stage 4.

**STAGE 4:** You are back where you started, so you do what you did at the beginning and start marketing frantically.

**STAGE 5-7:** You repeat steps 2 to 3 again. You become too busy again because of your frantic marketing activity, so you stop marketing and start heading downwards on the marketing roller coaster. When you reach the bottom, you start marketing again, then stop again when you reach the top of the roller coaster. You are tired, bored and frustrated at your lack of progress. You decide that there has to be a better way. There is: **boring, relentlessly and consistently doing the things that work!**

**STAGE 8:** With a strong commitment to break your current cycle of feast and famine, you put in place systems to ensure that you keep doing the things that produce new clients for you, outsourcing the tasks that you do not need to do to ensure they keep getting done

Your volume of instructions simply keeps increasing. You have a steady and consistent flow of new clients coming to you because you are no longer riding the Marketing Roller Coaster.

Success!

Have you been a victim of the Marketing Roller Coaster?

If so, I hope you will now join me in becoming boring, relentless and consistent, because I promise you that if you do, life is going to become a lot more fun for you!

Back to what else a DNA Marketing Nurture business owner has to do to keep clients coming to them.

### LinkedIn

I still believe LinkedIn will grow as a business to business marketing tool.

The way to use LinkedIn now to support your DNA Nurture process is to consistently post links back to new articles on your website and at the end of every one of your articles, offer a downloadable guide or course (your marketing asset) so that people can add themselves to your Nurture List.

From time to time, be direct, as I have been below, and simply promote your free guides, books or checklists straight from LinkedIn to get people onto your Nurture list:



## Google Ads

If you have the cash flow to fund your Nurture List (remember you are building a pipeline of enquiries for your services in the future, so it might take anything from a few months to a year before this starts to produce a steady flow of new clients) then Google Ads can quickly grow your Nurture List.

I will dive deep into Google Ads in future modules. I manage a spend in excess of £1.5million per annum for my clients, so I like to think I know a thing or two about this area of marketing.

## Networking

I am not a fan of this one personally, but if a lot of your perfect clients attend a regular event, then networking is a good way for you to grow your Nurture List. However, if there is only one perfect prospect in each BNI or similar group, you do need to weigh up whether the time attending to try and land that one client is a good use of your time, or whether content creation or the LinkedIn strategy above might be a better use of it.

I meet so many business owners who network as if their life depends on it, yet when I ask them to quantify how much work it brings in they can't, because by and large it doesn't.

If you network for other reasons, such as just to change your scenery, that is allowed, but not if you are attending every networking event within a 50 mile radius which takes up so much of your time that you do not consistently do the marketing that will actually grow your business and your profits.

In the next module I will provide you with your simple marketing plan to follow which will outline everything you should be doing every week, every month and every quarter to generate all of the clients that you will ever want or need.

## THE FOLLOW UP PROCESS FOR NURTURE LEADS

I will go into this in full detail in Module Two, but for now, the simple process is as follows:

1. Email consistently (once a week or a minimum of once per month)
2. The content of your email should come from your blog posts so that you are leveraging your marketing assets;
3. At the end of each email, offer a free strategy call or invite your readers to email for more information;
4. From these calls or emails you will generate your new clients.

This is the precise process that I use and it works incredibly well. It takes a small amount of time to get up and running, but I will show you how to outsource and automate it as much as possible. However, as I say in the table below, you will end up with clients queuing up to work with you at whatever price you choose.

Surely that is worth some investment of time at the beginning of this process?

## THE PROS & CONS OF A DNA NURTURE MARKETING SYSTEM

DNA Nurture Pros Summary	DNA Nurture Cons Summary
Once a client contacts you, they are only speaking with you (you are in a race of only one to win their business). You have positioned yourself as the only business/ expert that they want to work with.	It takes time to warm them up to the point that they are ready to contact you. But remember, it produces clients who are ready to go!
Price is not an issue (you have convinced them of your expertise).	You have to communicate with them consistently to ensure that you are not forgotten. If you are worried about this part, do not be. It is simple. I will show you how to send short, simple emails which fill your diary with clients ready, willing and able to pay to work with you.
When you get the DNA Nurture follow up process right, in time you create a steady and consistent flow of new client instructions. Wonderful!	You cannot go out today and generate substantial volumes of leads. However, when you get this right you create a steady and consistent flow of as many new clients as you want and need in your business.

## **DNA Now Marketing**

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### **DNA NOW LEADS IN DETAIL**

If you are selling a **DNA Now** service, it is much easier to generate more enquiries for your services and quickly increase your volume of new clients.

Depending on how quickly your service generates fees, you can also increase your income quickly too. For example, if you provide a service where you take payment from clients in advance, you can quickly generate a return on investment of your marketing costs to such an extent that the marketing becomes self-funding.

### **HOW TO MARKET A DNA NOW BUSINESS**

With a **DNA Now** marketing service, your primary objective is to generate more leads from people who are in need of your services immediately.

By the nature of a **DNA Now** service, clients go looking for it at the precise moment in time that they need help from you.

Therefore, your main thrust of marketing is to:

1. Use attraction marketing methods (see below) to generate enquiries from people in need of your services right now; and
2. When they reach your website:
  - a. Ensure that you build trust and credibility so that they are happy to part with their contact details (remember they are unlikely to know you before this part so this step is critical); and then
  - b. Provide them with all of your instant contact options, from calling, emailing, completing an enquiry form on your website or using your 24/7 live chat hosted by a real person not a bot. If you don't have yet this on your website and you generate a reasonable volume of visitors each month (1,000 or more), visit the **MCA Suppliers List** to view a special offer for you which grants you the first 10 hosted live chats completely free of charge as a result of your More Clients Academy membership.



## Easy Win Notice

If your service is in the DNA Now category, I can promise you that you are missing out on new instructions if you do not offer ALL of these calls to action at the bottom of EVERY PAGE of your website for each of your DNA Now services:

1. Telephone number (hyperlinked so that your prospect can click it to call you (from a mobile or Skype on their desktop));
2. Email link;
3. Link to online enquiry on its own page – not the contact page where there are too many distractions which prevent someone from filling in the enquiry form; and
4. 24/7 live chat.

Time and time again I have asked clients to add these calls to action to every service that fits into the **DNA Now** marketing category and they immediately see an increase in enquiries and new clients.

The reason that this happens is very simple. Your prospects are just like you; time poor.

*If you make it incredibly easy for them to contact you, you gain their enquiry. If, however, you offer them only one option to make contact with you, you repel others who would otherwise contact you.*

For example, personally I will rarely call someone from their website, that is not my way. When looking for a new service provider (as I have been doing earlier this afternoon as I write this) I will either complete a live chat enquiry (I did this twice this afternoon and on both websites, for high priced services I should add, I was talking to a bot which completely put me off the provider) or an enquiry form.

I completed one enquiry form for a free trial and received an instant reply from that business confirming that they will set up a call with me shortly. They are now the leader of the pack.

One of the service providers that I tried to contact had a full blown **“Client Avoidance Scheme”** in operation. I will mention more about this in an email.

So my personal preference is to complete a live chat, however, I know others want to be able to speak with someone instantly, whilst others are

are happy to complete an enquiry form and wait whereas email suits other people.

The point is, if you don't provide all of these options to your prospects then you miss some enquiries which would otherwise come your way.

My job is to make your life easier, so just make a note to check across your website after finishing this Module to see if you can gain a quick win here.

## METHODS TO GENERATE MORE DNA NOW LEADS

### Follow Up.

The easiest way to win more DNA Now instructions is twofold:

1. Speak with your prospect when they make an enquiry. Ensure you have a **Meaningful Conversation** where you discover what is important to them about this transaction or need for your service. Find their pain or joy which then allows you to explain why your service is a perfect fit for their needs. Too many people rush in to talk about them – get your prospect talking all about them and you will easily be able to sell your service to them;
2. Email them instantly after the telephone conversation summarising their needs and why you are perfectly placed to help them;
3. Send a letter in the post on the same day with lots of wonderful client reviews, ideally from people who had the same problem or needs as your current prospect. Remember that **to beat your competition you only have to do slightly more than they do**; they will definitely be too lazy to do this. With DNA Now leads you need to do more to be able to charge a good price for your services without a fight. This is a key part of the process. How many letters do you receive in the post these days? Exactly, how much more will you stand out compared to your competitors when you do this?
4. Follow up three days later with a telephone call where you simply ask (you are not selling, just being polite): “I am just calling to check that you received my letter and to see if you have any questions?”. You must follow this with silence – allow them to answer and you will discover all that you need to know.

5. Depending on the outcome in 4, follow up again until you receive the instruction or are told that they have gone elsewhere. If the latter, find out the real reason why, not just their first reason which will always be 'price'. Did you not really dive into the Meaningful Conversation and discover the real driving reason for the need for your services and link it to why you were the best firm for them. Some services will take longer to convert than others (for example family law leads) but you must follow up.

## SUCCESS MARKETING SECRET #2:

**To beat your competition, you only have to do slightly more than they do. Most of your competitors are lazy, so be a little less lazy than them and you win!**

### Email Newsletter.

Once a prospect contacts you about your services, you must immediately add them to your email marketing database so that if they do not come back to you straight away, you give yourself at least a regular chance of reminding them of your existence.

If they do not come back to you for the service for which they originally enquired, each time you email them again you give yourself a chance of them coming back to you for your other services.

I will cover this in more detail in the next issue but if you want to get your email database finally up and running now, because you realise that you have left it far too long already, then email me and ask for my **Email Marketing Set Up Guide** and you can be ready to go before the next Module comes out.

### Google Ads.

If you sell a **DNA Now** service and it commands a reasonable fee (ie a few hundred pounds or more), Google Ads should be high on your priority list to generate instant enquiries for your services.

For example, let's say that you offer HR advice for employers facing a tribunal claim from one of their staff. Despite this being a Business to Business service, making it more likely to be a **DNA Nurture** business, the Tribunal element means that they need advice fast, which makes it a **DNA Now** service.

Therefore, your prospect heads online and types into Google “Help defending an employment tribunal claim”.

They see your advertisement, click onto your website and call you, email you, complete your enquiry form or respond to your Live Chat request.

You have a new enquiry.

This can be up and running in just a few hours, so if you need more clients and offer a DNA Now service, Google Ads is a great option.

### Blogging.

Blogging works for DNA Now and DNA Nurture clients. The benefits with DNA Now is that once you have a blog that is regularly listed in the top 10 of the search results for a search term related to your service, it produces new enquiries for your services every month.

Consistently blogging should be a must for all **DNA Now** service providers.

## THE PROS & CONS OF A DNA NOW MARKETING SYSTEM

DNA Now Pros	DNA Now Cons
You can generate more leads instantly. For example, you can spend money on Google Ads to generate as many clients as you want (depending on the volume of demand).	Clients can appear more price sensitive because until this point they have not come across your business. It is, therefore, vital that you have the Meaningful Conversation piece completely nailed down. If you are commonly experiencing ‘price objections’ when you speak with new prospects it is because you are not diving deeply enough into their pain points or you have not proved your credibility with external endorsements of your services (eg loads of reviews, press coverage etc).
You can grow a <b>DNA Now</b> service quickly.	It can appear too easy. You might read the columns on the other side and think that it cannot be that easy (I understand this problem).  I have worked with clients who have come to me with a demand for a large volume of clients, set up a Google Ads campaign and within three months they are generating as many clients as they want and need
If you have a service which allows you to bill in advance or within a month or two, you can quickly self-fund your marketing activities.	Don’t let the fear of this being too easy put you off.

## How To Determine Your Marketing DNA

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Knowing which type of service you provide from a DNA Marketing point of view is vital.

Once you know that you can use the methods above to ensure that you always have as many client enquiries as you want and need.

# Coming Up In Module 2

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## **Simple Marketing Plan**

Your simple marketing plan showing you what you need to do every week, every month and every quarter to produce the business of your dreams.

## **Email Marketing**

How to set up and grow your email marketing list and communicate with it to produce enquiries for both DNA Now and DNA Nurture services.

## **Your 30 day new client sprint!**

Need some more clients quickly; take my 30 day new client sprint challenge and watch them come running to you!

A large, light gray watermark logo for MCA is centered on the page. It features a shield-like shape with the letters 'MCA' inside. The shield is flanked by two stylized, curved shapes that resemble wings or abstract letterforms, all in a light gray color with a thin yellow outline.

MCA