

**BottomLine**  
**SOLUTIONS**

# The Marketing Success Formula

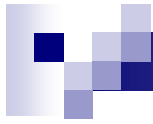
***A Formulaic Approach to  
Powerful Prospecting that Will  
Produce Predictable Growth & Profit***



# **Bonus Cheat Sheet for You**

## **Five Steps to Filling Your Prospecting Pipeline!**

**Just Send Me an Email Request at:  
[scott@cross-sellsolutions.com](mailto:scott@cross-sellsolutions.com)**



# The Promise



# Who's Scott Cantrell?



- A 14 Year Veteran of Proven Marketing Practices
- Chief Marketing Strategist with Bottom Line Solutions
- Marketing Author & Speaker in the Insurance Industry
- Trusted Marketing Advisor to Many Agencies Across the Country

# Contact Information

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# You'll Leave With...

- The \$1 Million Marketing Lesson
- *The Prospect Quality Matrix*
- The Six Essential Elements of ANY Marketing Tool
- The Truth About Online Marketing
- A Hodgepodge of Marketing Options for You
- *Secrets to Timing Your Prospecting Efforts*
- The Method to Becoming Your Prospects  
ONLY Choice

# ***The Seven Agency Success Factors***



# ***What Is Your Agency's 1<sup>st</sup> Impression?***



"I DIDN'T HAVE TIME TO PREPARE A RESUME."



# The Prospect Quality Matrix





# The Marketing Success Formula

**Apply the Marketing Success Formula:**

Right Market +

Right Message +

Right Media +

Right Time +

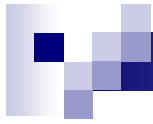
**= Marketing Success**



# **Component #1**

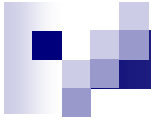
## **Target Your Market**





# Target Your Market

- What is my agency's target market(s)?
- Who makes up my target market?
- Can I get access to them? How?



# Ideal Client Profile

Detailed description of a common individual who is the most realistic representative of your target market.

Demographics?

Psychographics?

Geographics?

*Create Your Marketing  
With That One Person In Mind.*



# Access to Your Target Market

- How easy it is to contact and communicate with the people who make up your target market?
- What relationships do you have already that could speed up your success?
- One-to-One vs. One-to-Many?



## Component #2

# Develop Your Message





# Develop Your Message

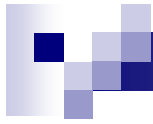
- What does my target market *REALLY* want?
- How can my agency communicate that we can fulfill that desire for them in the best possible way?
- What should my core message be?
- How can I get the most from my marketing messaging? What is my irresistible offer?





# **Six Key Elements**

- 1. Contact Information**
- 2. Unique Selling Proposition**
- 3. Testimonial**
- 4. Headline**
- 5. Call-To-Action**
- 6. Picture**



## **Writing An Effective Headline...**

**The Secret To A  
Killer Headline Is  
To Make It BIG, Bold  
& Benefit-Driven!**



# Your Core Message

## Unique Selling Proposition (USP)

A simple, short statement that identifies your agency's single biggest point of differentiation and its biggest benefit to its target market.



# Always Include A Call-To-Action

**Call-To-Action (CTA)** – A Direct Response Device that compels your potential clients to identify themselves for you so you don't have to chase them down.

*Simply put, a CTA is a statement that asks for a prospect to take a specific action.*

# Branding vs. Direct Response



***“Always Brand While You Sell,  
Never Before You Sell.***

***Brand Building Should Be The  
By-Product Of Your Marketing,  
Not The Primary Objective.”***

**-Lenny Lieberman,  
Producer at marketing giant, Guthy-Renker**



## **BONUS: Secret Weapon**

**Define the criteria by which your prospect should make their buying decision, educate the prospect on that criteria, and then be the ONLY option that perfectly fulfills that criteria.**

# Component #3

## Identify Your Media





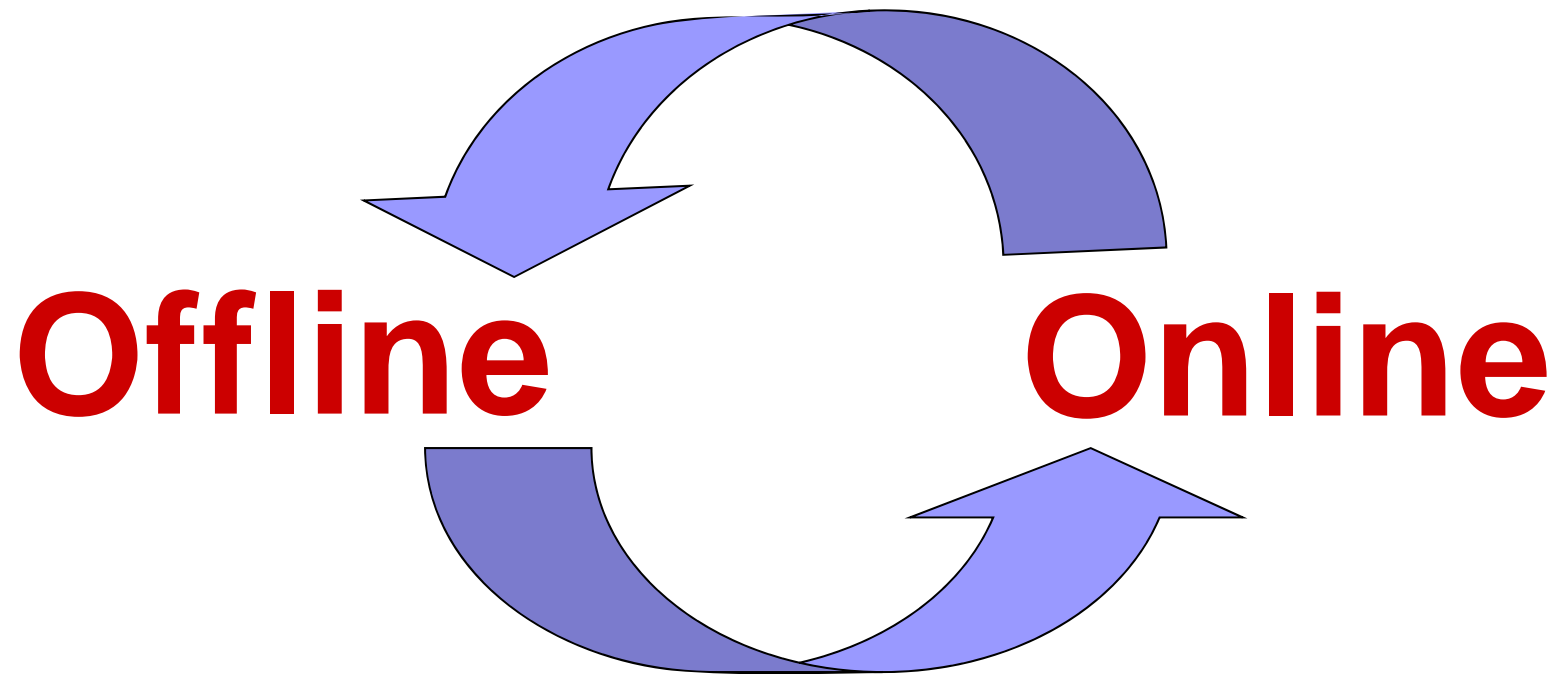
# Identify Your Media

- Which media does my target market most read, watch or listen to?
- Which media does my market respond to?
- What specific media channels should I use to reach my target market(s)?
- Can I stand out from my competitors by using creative media? How?





# The Right Choice...Synergy



# The \$1,000,000 Lesson





# Offline Media Options

- **Personal Contacts**

(Networking, Phone Calls, Seminars, Speaking, Meetings, Prospect Play Dates, Appreciation Events, Advocate Strategy)

- **Display Ads**

(Trade Journals, Newsletters, Magazines)

- **Mailings**

(Personal Notes, Greeting Cards, Tear Sheets, 3D Mail, Monthly Newsletter, Postcards)

- **Collateral Materials**

(Business Cards, Onesheets, Postcards, Folders)



# More Offline Media Options

- **Multimedia Tools**

(CDs, DVDs, Promotional Items, TV, Radio, Text Msg-ing.)

- **Educational Materials**

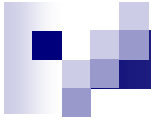
(Articles, Reports, Checklists, Books, Assessments)

- **Social Proof Tools**

(Testimonial Sheet, Case Studies, Client List, Facts/Data)

- **Publicity**

(Press Releases, Radio/TV Interviews, Articles)



# Online Media Options

- **Email**

(Autoresponder Series, Personal Notes, Video/Audio Messages, Educational Content, E-Newsletter)

- **Website**

(Lead Collection, SEO, General Information)

- **Blog**

(Build Reputation/Relationships, Back-Links, Video, CTAs)

- **Social Media**

(Facebook, LinkedIn, Twitter, etc.)

# Component #4

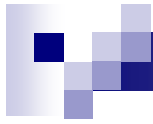
## Determine Your Timing





# Determine Your Timing

- When should I reach out to my prospects?
- How often should I make an impression on my prospects?
- How does my target market's buying cycle affect our marketing timing?



# **Market Your Agency All The Time**

- Stay Top of Mind
- Maximum Impressions = Maximum Clients
- ABG => Always Be Giving!





# Sequential Marketing

Implement multi-step marketing campaigns rather than one-time marketing blasts.

Multiple sequenced impressions almost always substantially increases effectiveness.



# The Marketing Success Formula

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