

Linda Popky's 10 Tips for Promoting Professional Services

1. **Understand Your Market.** Who are your ideal clients? What differentiates them from others who might seek your services? What are their key issues and concerns? What keeps them up at night?
2. **Focus on Value.** It's not about your experience: it's about how that expertise meets your clients' needs. Introduce services that offer the most value for your clients' specific situations.
3. **You are the Brand.** Clients don't choose firms; they choose the professionals they feel comfortable with and ones they feel will be able to effectively meet their needs.
4. **Tell a Good Story:** Be clear on the message you want to convey, and be consistent in ensuring all your communications send the same message. Use examples that resonate with your clients and prospects.
5. **Stand Out From The Crowd.** Understand what differentiates you from other potential alternatives, which may include other firms, other ways to approach the problem, or simply maintaining the status quo.
6. **Be the One to Go To.** Build relationships with the professionals who are likely to refer clients. Make sure they understand why you are the best choice to help their clients in your area of specialization.
7. **Speak Your Mind:** Find places to speak/present before prospective clients or professional colleagues. Promote these appearances to your key audiences.
8. **Write About It:** Show your thought leadership by publishing articles, columns, or even posting on blogs. Send reprints or URLs to clients, prospects, and colleagues.
9. **Be Easy to Access.** Make it easy for people to contact you in whatever way is most comfortable for them: by mail, email, phone, Web.
10. **Remind 'em You're Here:** Create an e-newsletter, send an update email or a quick mailing. Don't sell—be informative and educational.

Bonus#11: Be Helpful. Volunteer, donate your time, get involved in a good cause.