

Business Marketing

The Business Attraction Factor...High Impact Growth Strategies*

by Patrick J. Donadio, MBA



It is an increasingly competitive environment out there. There is a plethora of choices. Business Attraction is all about creating star power. You do this by consistently be in front of your customers and potential clients on a regular basis. You can successfully position yourself by: researching your target markets, learning to speak their language and directing your marketing communications to these specific markets. Before we begin let me define a few terms:

Niche Marketing is customizing and directing your marketing communications to a specific market or markets (niches) in order to establish yourself as a specialist or the expert.

Marketing Communications fuses personal contact, self-promotion, media, publicity, direct marketing, promotions, telephone, written communications, networking, and internet/social media to acquire and maintain clients.

The best way to "Attract Business" is to use a variety of **marketing communication tools** to create and transform relationships. Here are a few examples: personal letters; thank you notes; phone calls; luncheon meetings; newsletters; media (newspapers, Radio, TV, articles in trade journals, magazines, business publications); seminars; speeches; e-mail; websites; blogs; social media; building alliances; promotional products...

"If you don't know where you are going... you might end up someplace else." – Dr. David Campbell

Take a moment and answer these three questions – 1. "Where are you now?" 2. "Where do you want to be?" And 3. "What marketing communications tools will help you get there?" The answers to these questions will help you evaluate your current goals and set your sights on new horizons to make you more profitable!

The key to high impact growth is to develop a "target list" you want to focus on each year and identify which marketing tools will reach them most effectively. Here are a few questions from my "Business Attraction" Coaching program to get you thinking about your target list:

1. **What are the top 3-5 niches (markets) you want to focus on this year?**
2. **Which 10 clients do you want to work with in these markets?**
3. **What current/past customers may need other services from you?**
4. **Who are your best referral sources?**

Being good is no longer good enough! We need to continually look at ourselves and see how and where we can improve. "Attracting Business" is all about being the best in your field. In my keynote, "Belief Driven Success," I teach that in order to stay competitive and be successful you need to be **continuously improving**. To do this you must continuously ask yourselves two key questions: "What did I do well?" and "What will I do differently the next time?" These two questions will help you stay focused on continuous improvement and allow you to plan for growth.

Remember... **"Nothing changes until you change!"** So take some of these ideas and apply them to your business!

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