



Slim Down Your Services, Bulk Up Your Revenue

Presented by David C. Baker and SharpSpring



Michelle Moore

External Relations Manager, SharpSpring



David C. Baker

Principal, ReCourses, Inc.

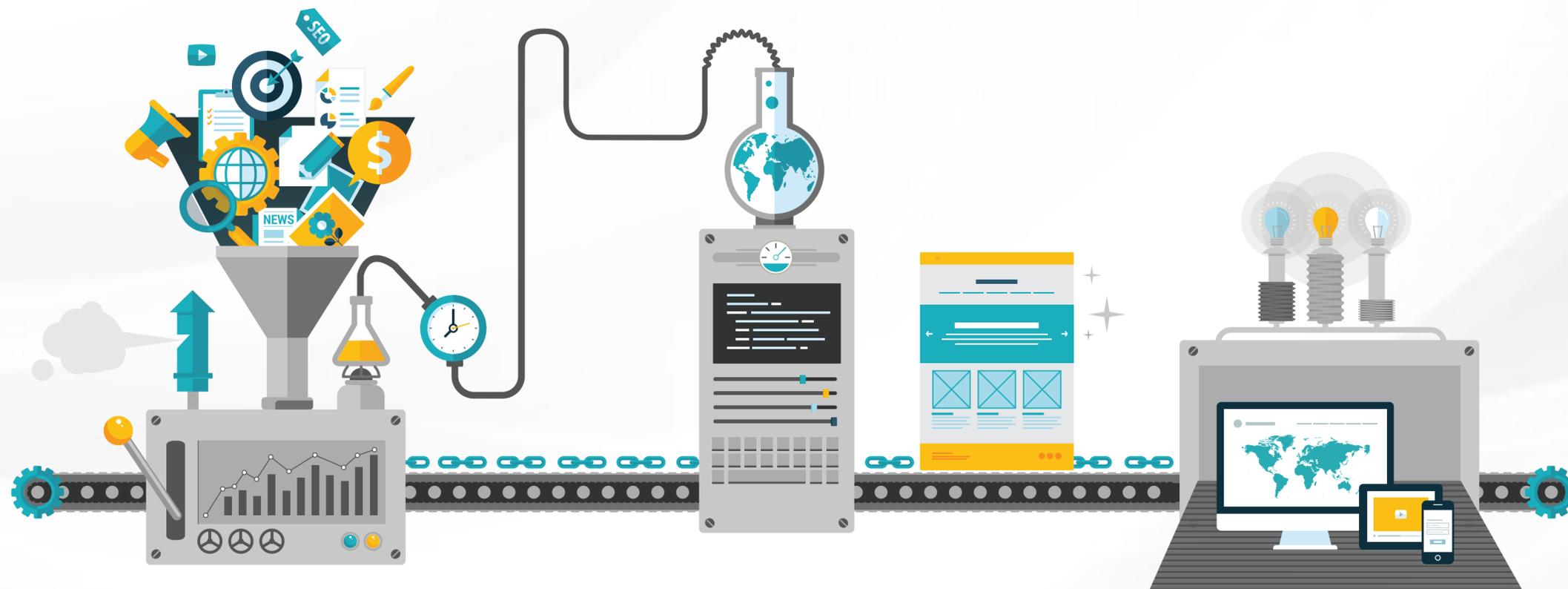
Greetings

Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

Why Are We Here?

- Ways to slim down and repackage your service offerings
- How to identify and target the right clients for your agency
- Whether to publish your pricing online – and how to do it



Housekeeping

Questions?

- Phone lines are muted
 - Submit via Chat Box

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming SharpSpring Webinar: Tips & Tactics for Your

Small Brick-and-Mortar Clients

August 16, 2017

11 a.m. – 12:00 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST

Introductions



Michelle Moore

As SharpSpring's Spokeswoman, Michelle is responsible for building brand awareness to ensure businesses are aware of SharpSpring's marketing automation platform and the agency-focused model. She has more than 20 years of marketing and public relations experience, including developing and implementing integrated marketing campaigns for small businesses and large corporations.



David C. Baker

David is an author, speaker, and advisor to entrepreneurial experts. His work has been featured in the WSJ, Fast Company, USA Today, Inc. Magazine, Forbes, MarketingProfs, and BusinessWeek.



slim down your services;
bulk up your revenue

David C. Baker | ReCourses | SharpSpring | 2017

david c. baker

- ▶ Marketing firm 6 years and this for 23 years
- ▶ www.dcb.name
- ▶ ReCourses—business insight for experts
- ▶ RockBench—publisher of Courageous Thought Leadership Insight
- ▶ ReTake—passion outside
- ▶ Have worked with ca. 900 firms
- ▶ WSJ, USA Today, Fast Company, Inc. Magazine, Forbes, CBS Business Network, MarketingProfs, BusinessWeek
- ▶ Speak 25x/year at international events





context





context

- ▶ we love opportunity
- ▶ our websites are a central grab bag of opportunity grabbing
- ▶ think of service offerings like timekeeping categories
- ▶ will lack of opportunity hinder you?
- ▶ let other people dance with your partner





prospects and
clients: a glance



the clients

- ▶ total of 8-22
- ▶ each represents 6-15% of whole
- ▶ relationships of 4-5 years
- ▶ projects yield 0-40% net
- ▶ relationships yield 20% net
- ▶ you've followed contacts 3x
- ▶ start new client relationship every 2-6 months, max



billable result per fte (total)

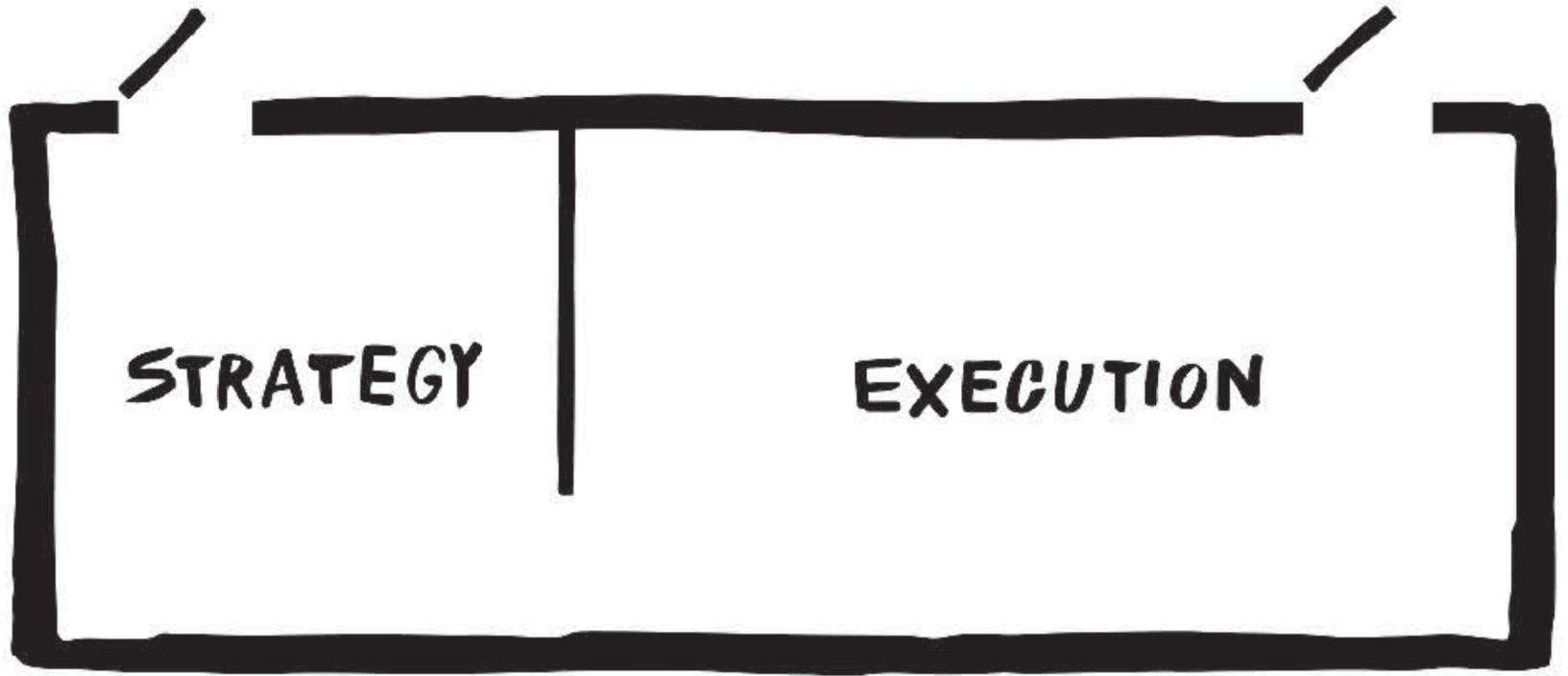
- ▶ nominal: \$135,000
- ▶ decent: \$155,000
- ▶ proud: \$175,000
- ▶ leader: \$275,000
- ▶ in 45-50 hours/week

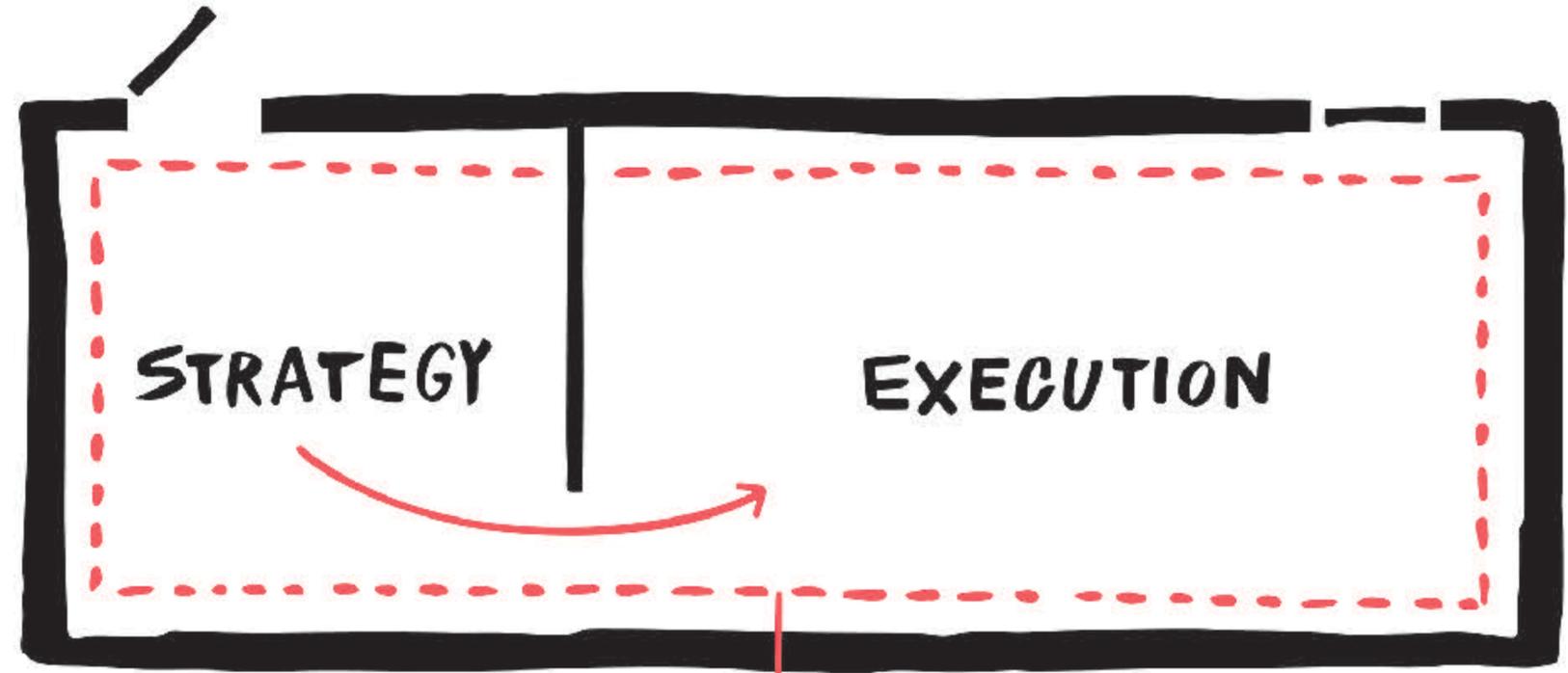




mix of services

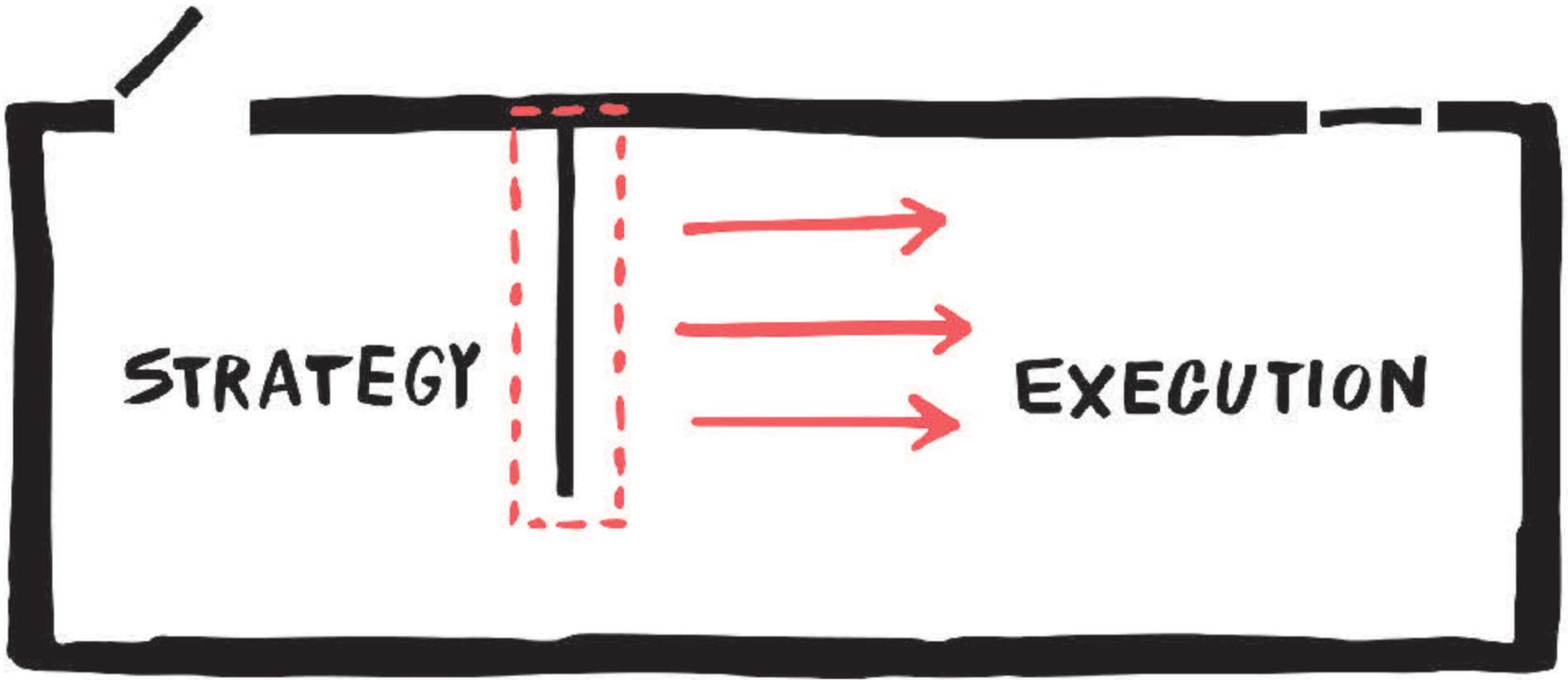






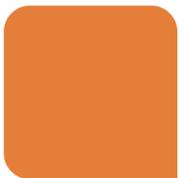
PURCHASED AS COMBINATION
FOR THREE REASONS







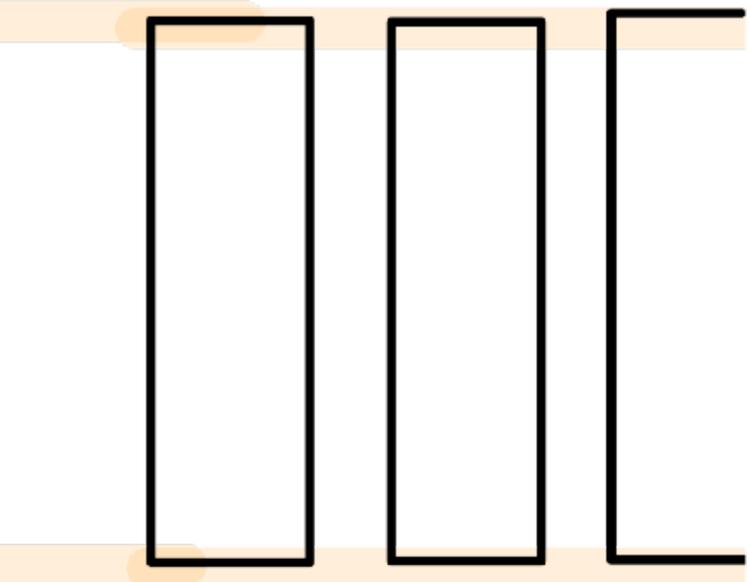
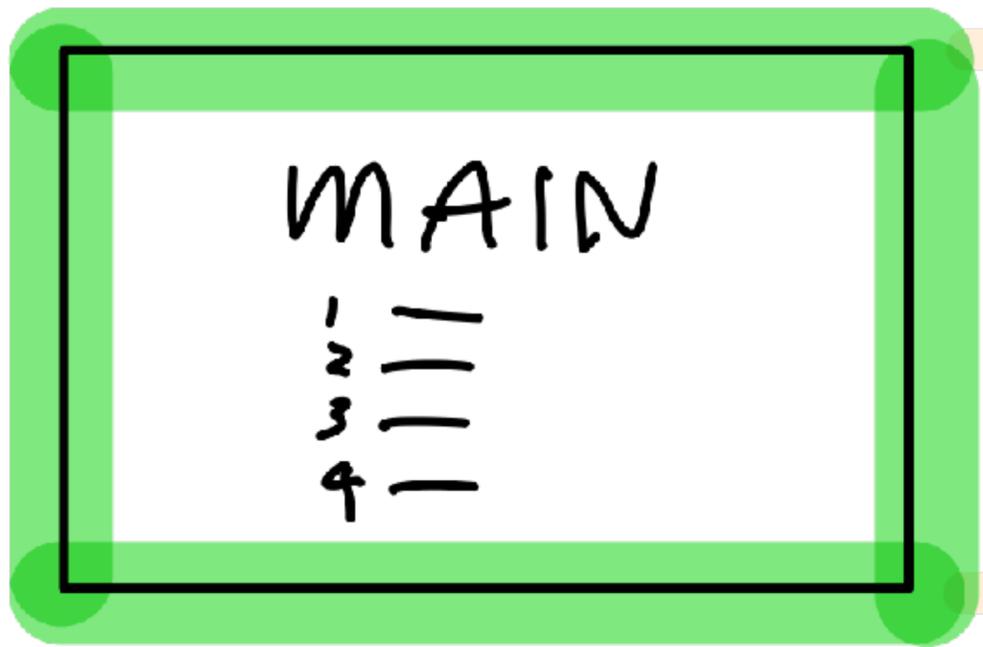
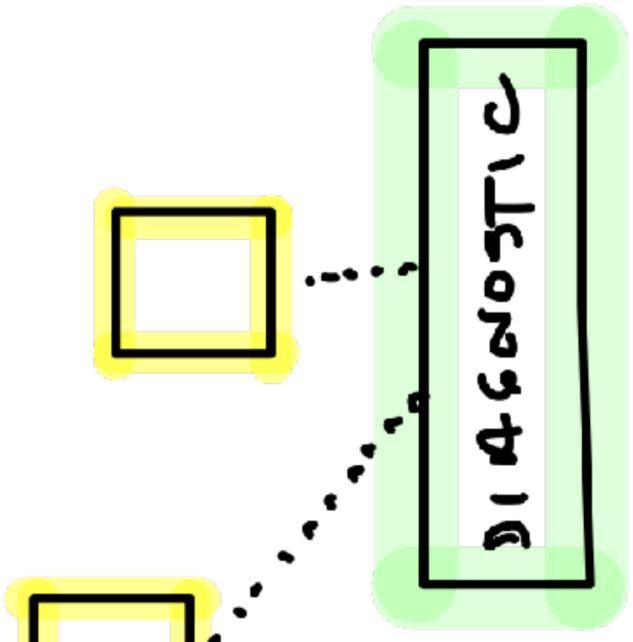
more about
diagnostic start





reason

- ▶ positioning you highly
- ▶ turning away shit work
- ▶ getting paid for your proposals
- ▶ clarifying until fog clears
- ▶ and then spending rest of their budget more smartly



\$16K
(opt)

\$40-120K

\$??/qtr
ongoing
5-

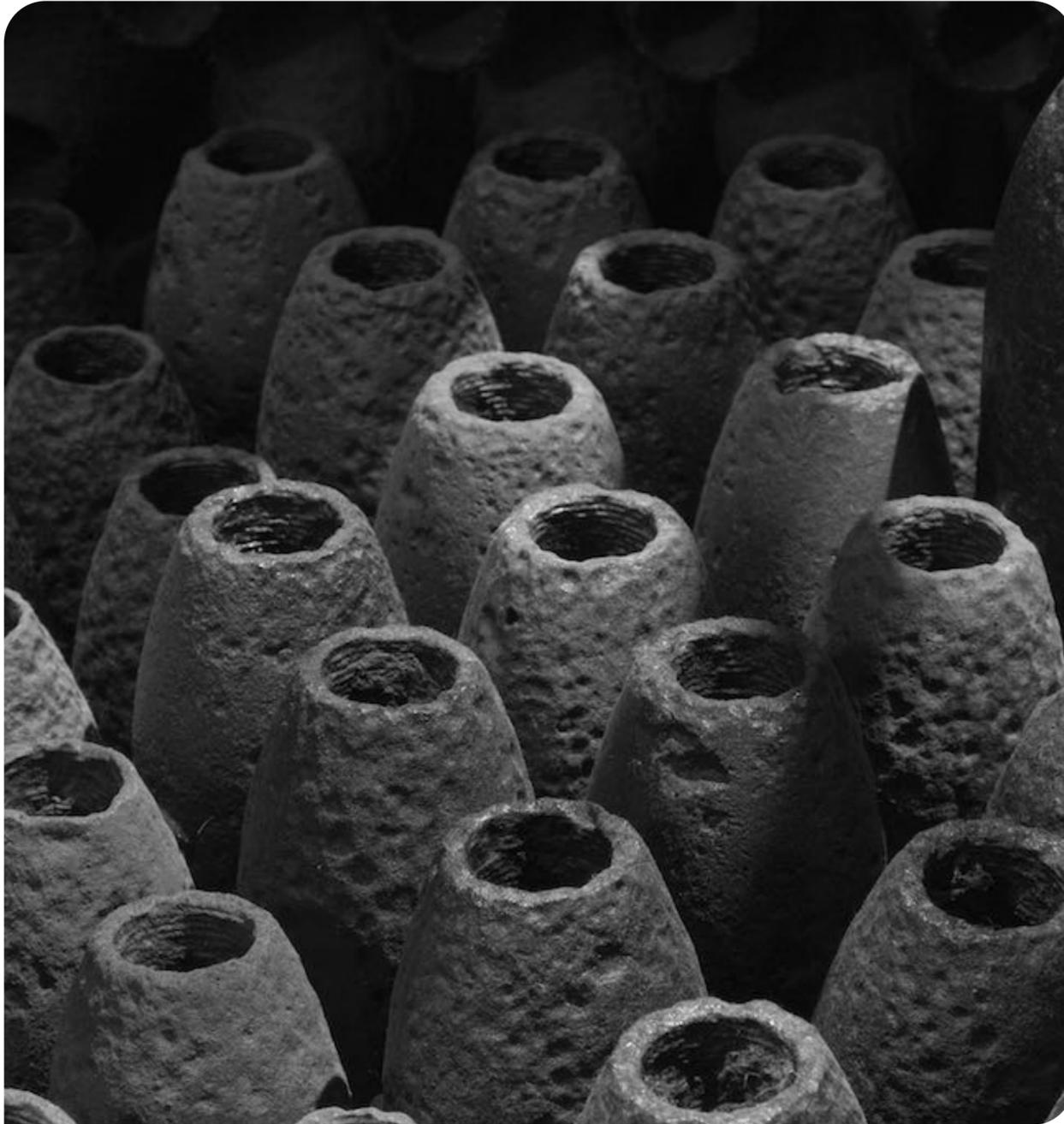
One-off
Emergency
projects
leading
to bigger





why you don't
publish pricing

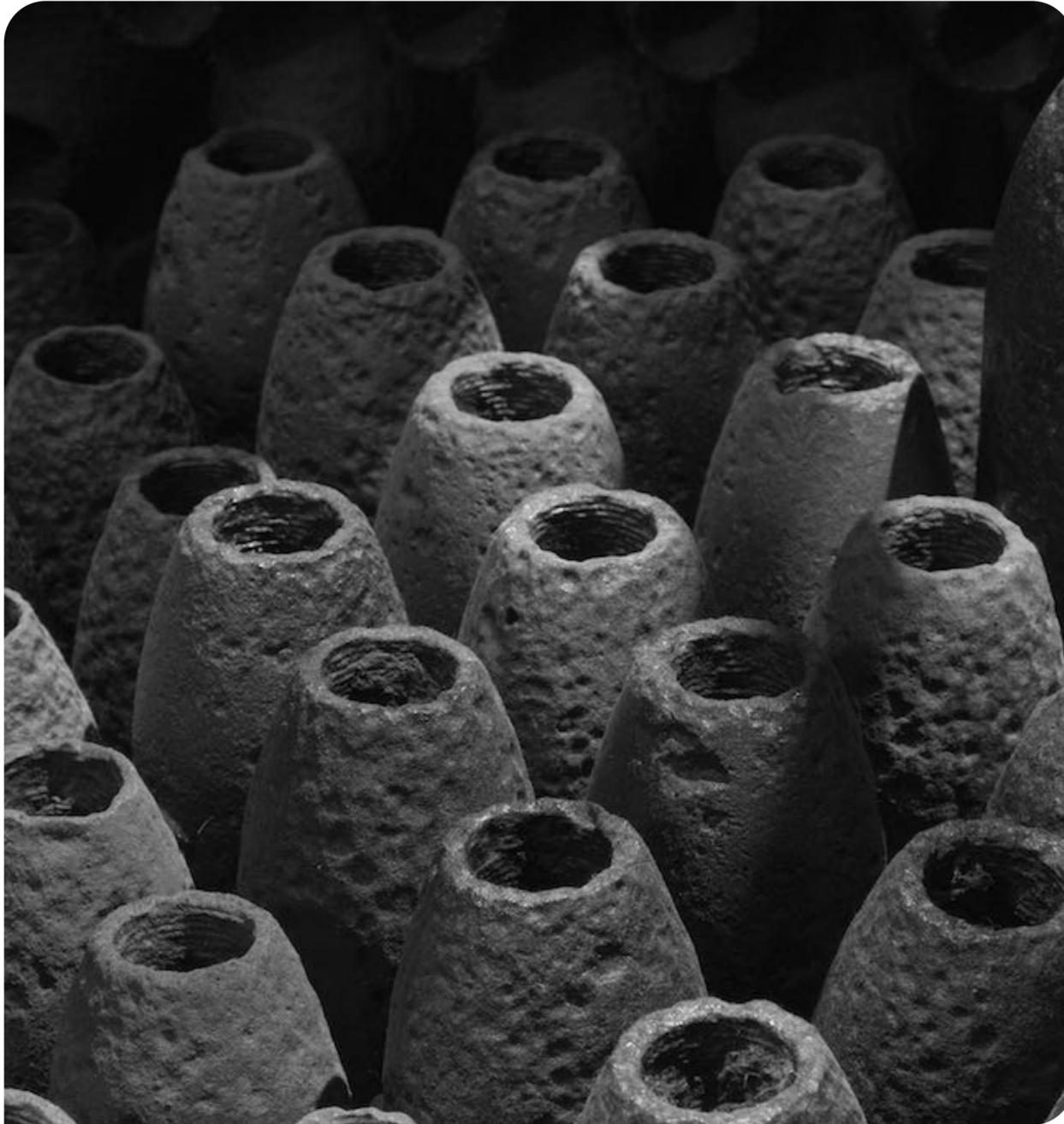




the problem

- ▶ positioning is all over the place
- ▶ and clients aren't similar enough
- ▶ and you want to compromise





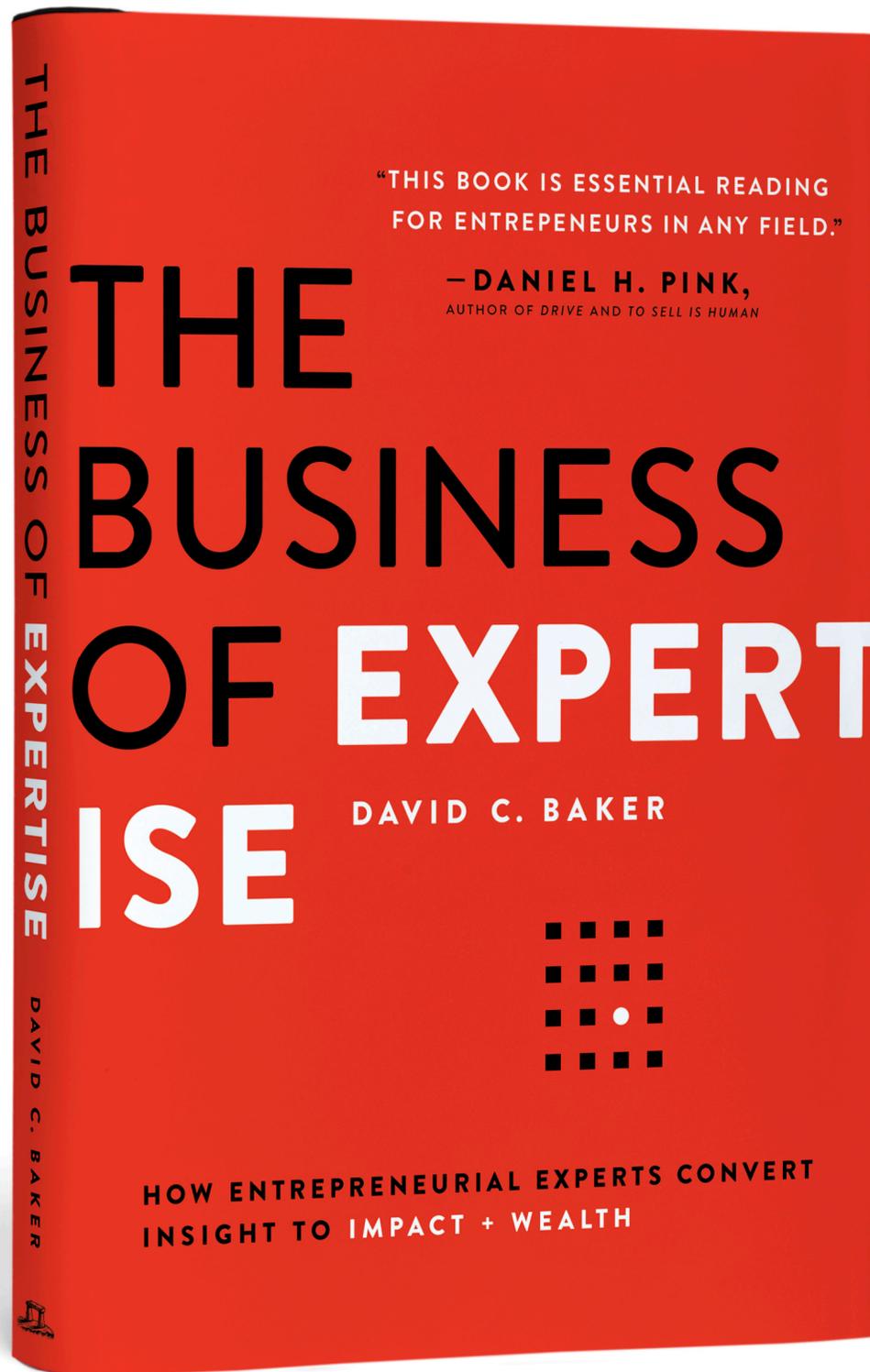
the solution

- ▶ give them enough information to self-select themselves out of the running
- ▶ before you get a chance to compromise



finally



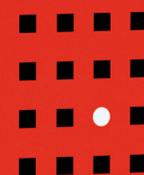


“THIS BOOK IS ESSENTIAL READING
FOR ENTREPRENEURS IN ANY FIELD.”

—DANIEL H. PINK,
AUTHOR OF *DRIVE* AND *TO SELL IS HUMAN*

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HOW ENTREPRENEURIAL EXPERTS CONVERT
INSIGHT TO IMPACT + WEALTH

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Poll



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Questions?

Continue the Conversation

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