



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.

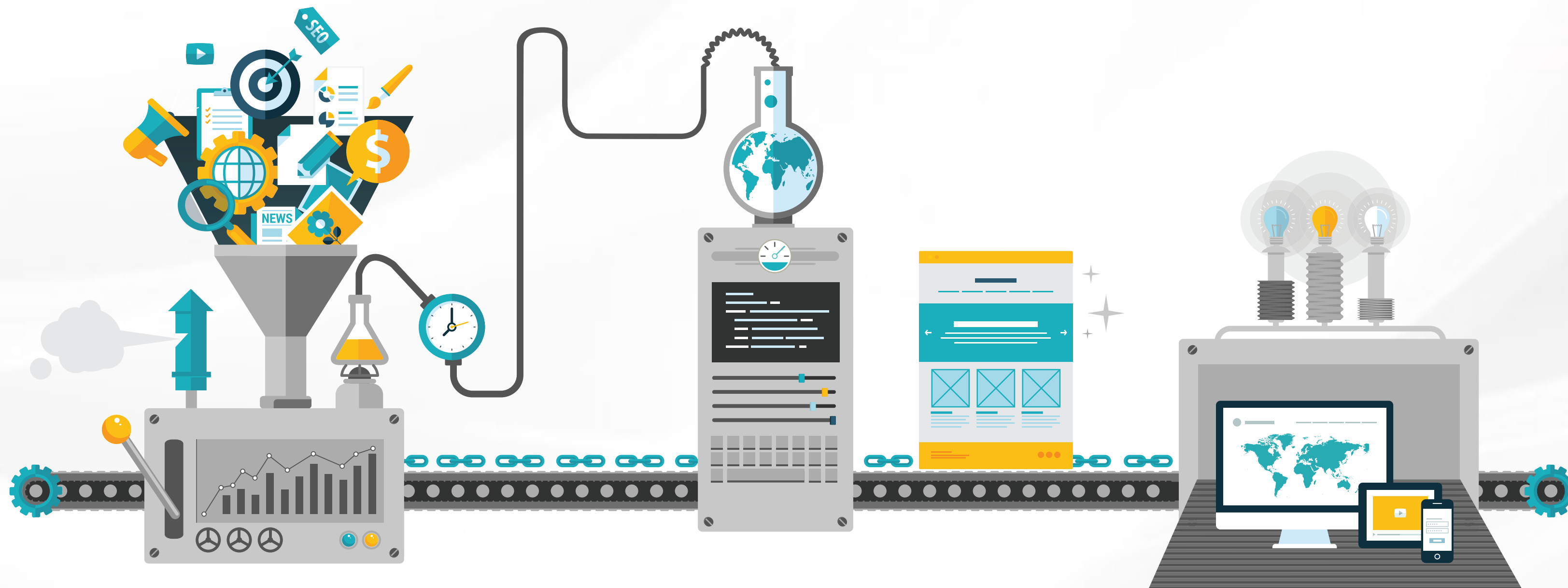
Greetings

Who's In The Audience

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

Why Are We Here?

- Ways to slim down and repackaging 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

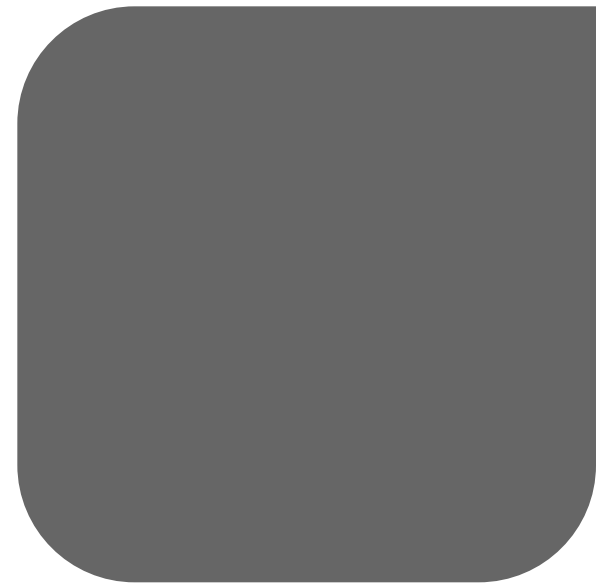
david c. baker

- ▶ 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)

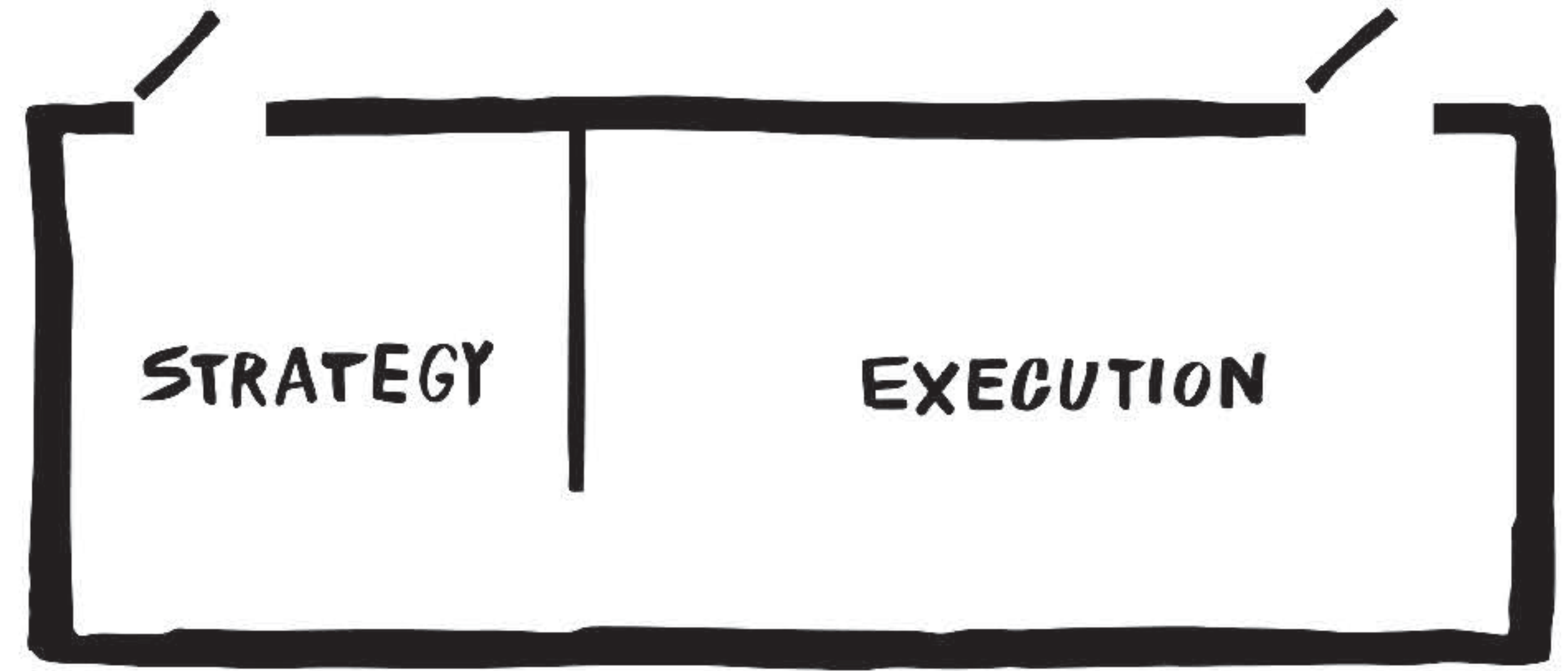
- ▶ nominal: \$135,000
- ▶ decent: \$155,000
- ▶ proud: \$175,000
- ▶ leader: \$275,000
- ▶ in 45-50 hours/week

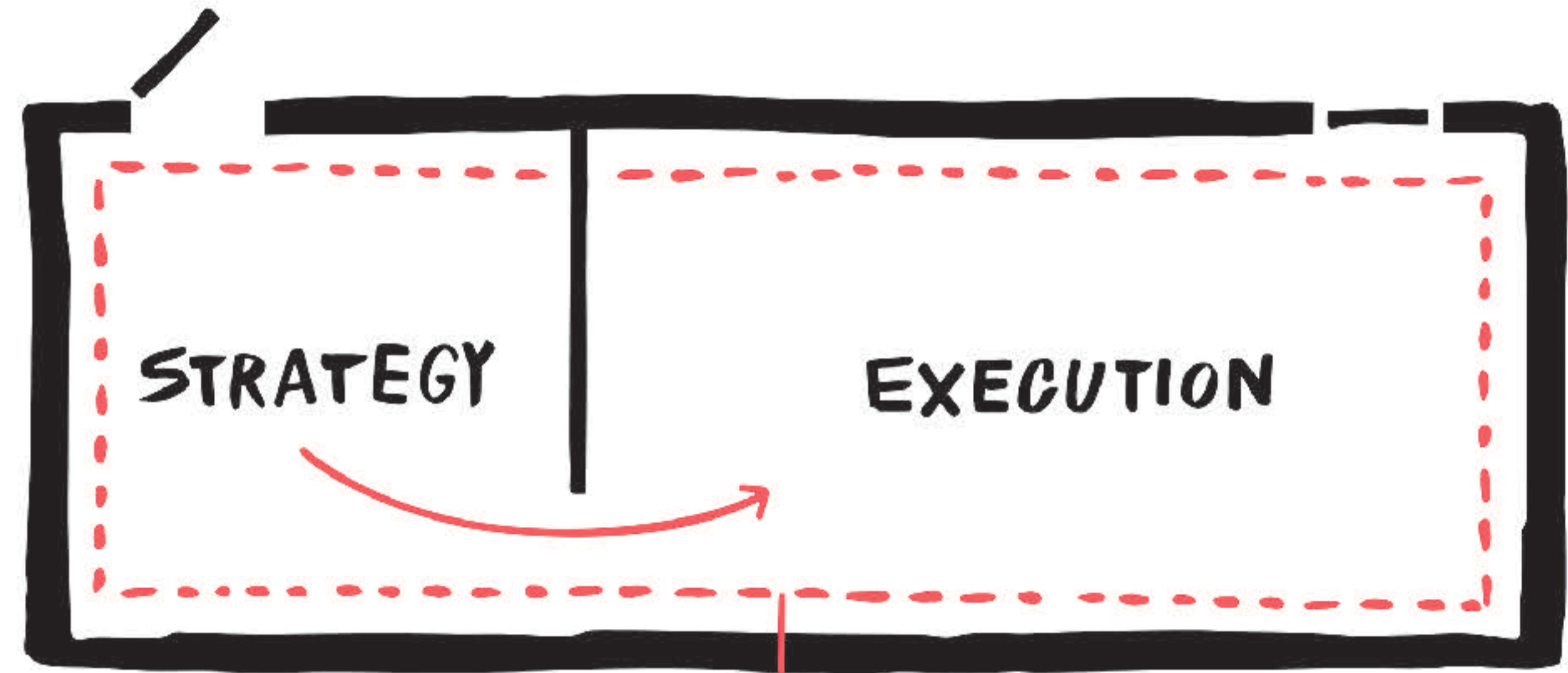




mix of services

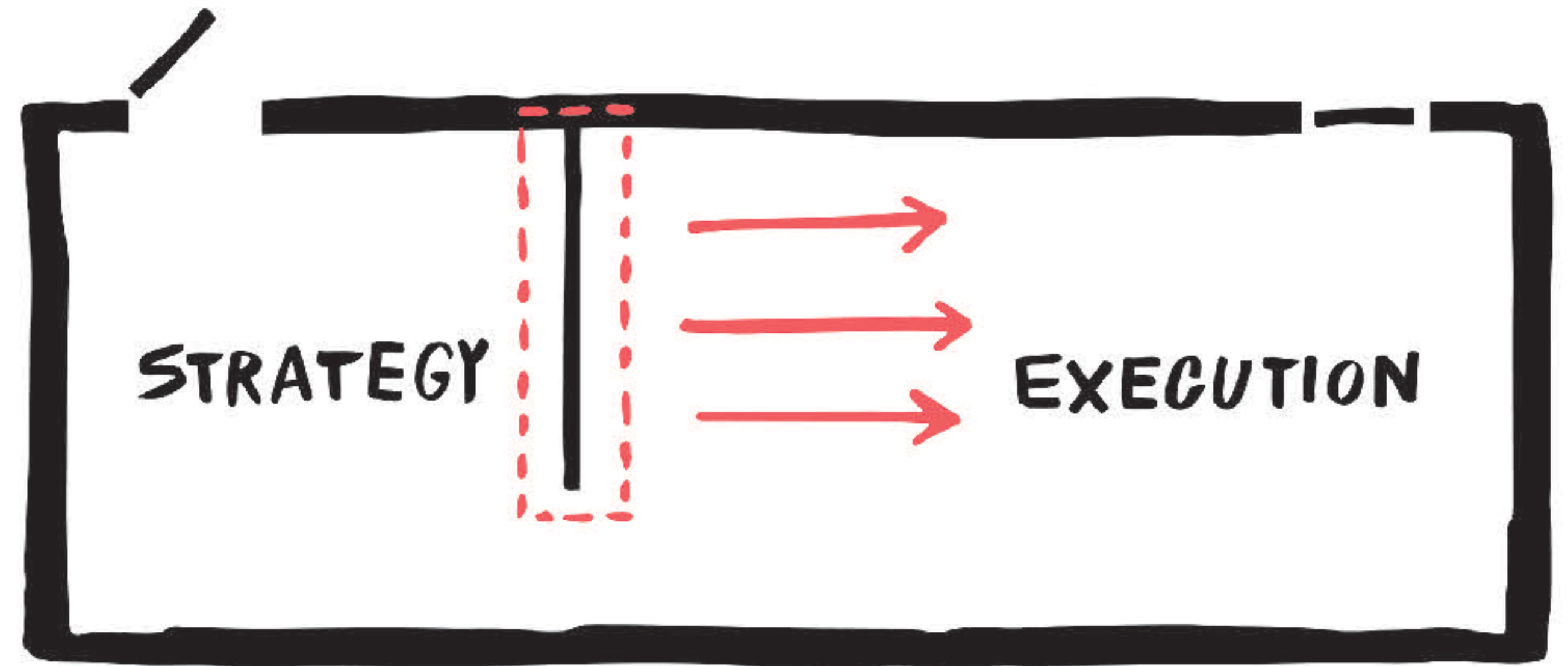






PURCHASED AS COMBINATION
FOR THREE REASONS





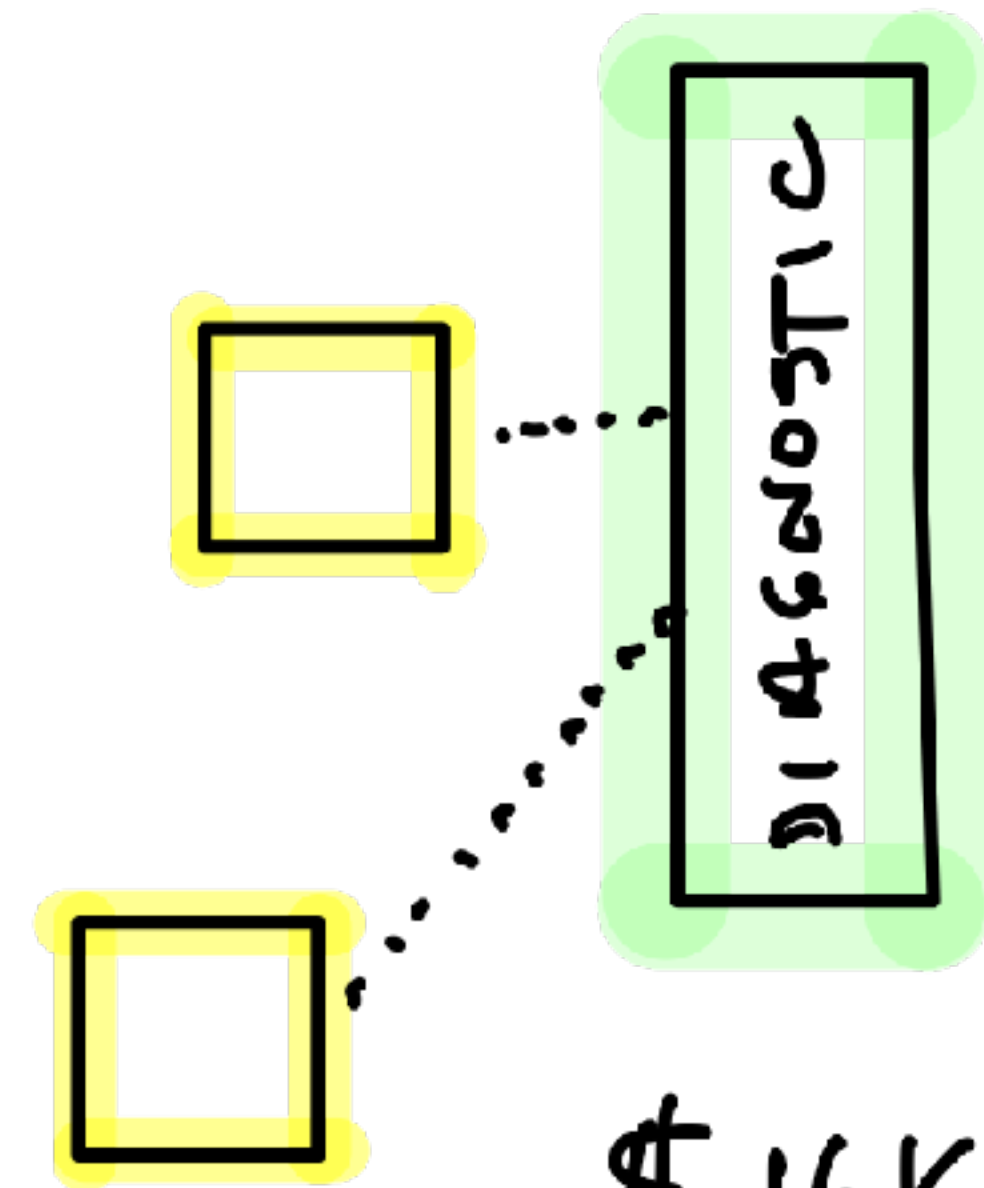
A black and white photograph of a stone wall and a wooden door with a diagonal brace. The stone wall is on the left, and the wooden door is in the center. The door has a diagonal brace and a horizontal bar. The right side of the image is dark and blurry.

more about
diagnostic start



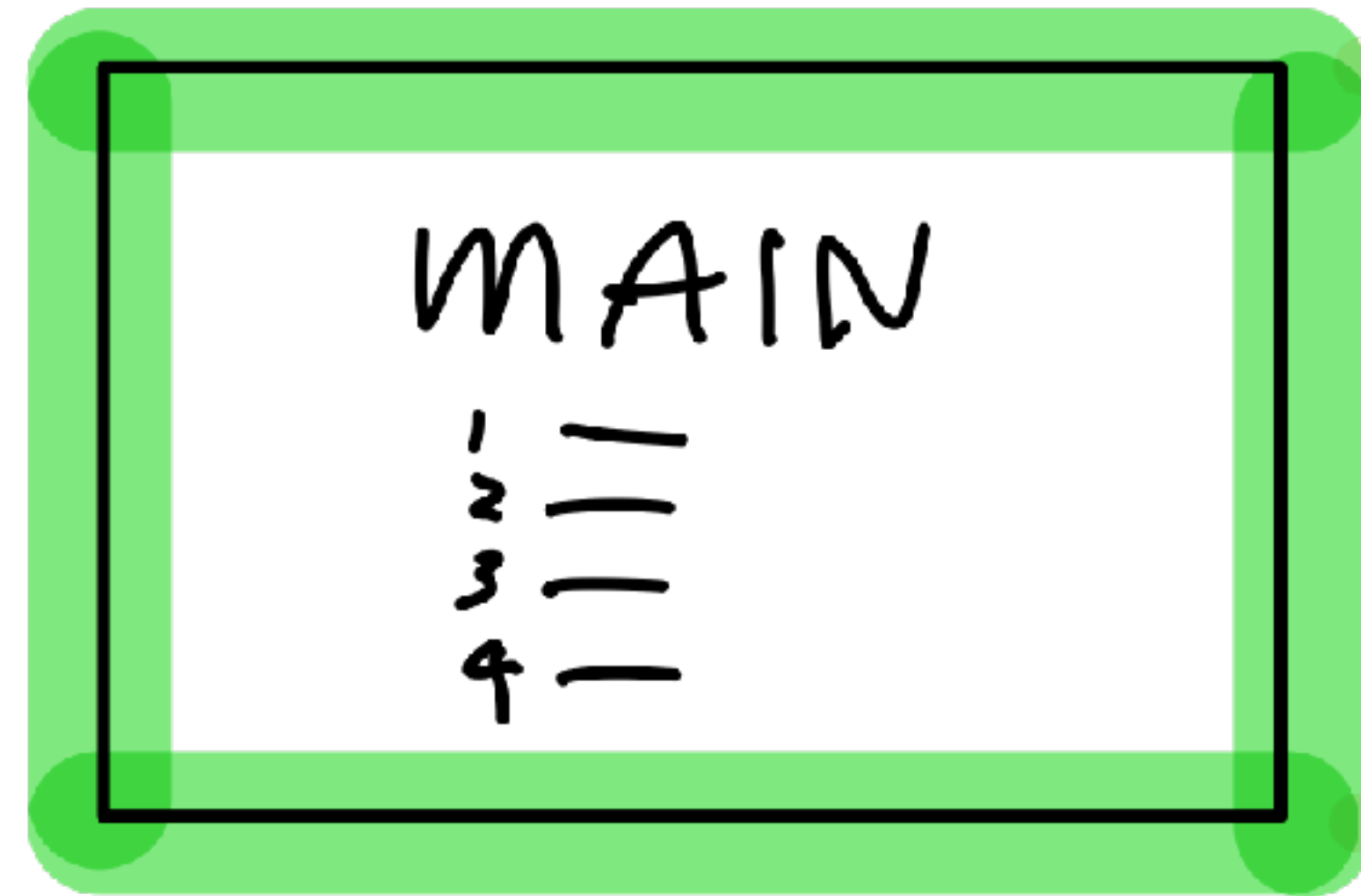
reason

- ▶ 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

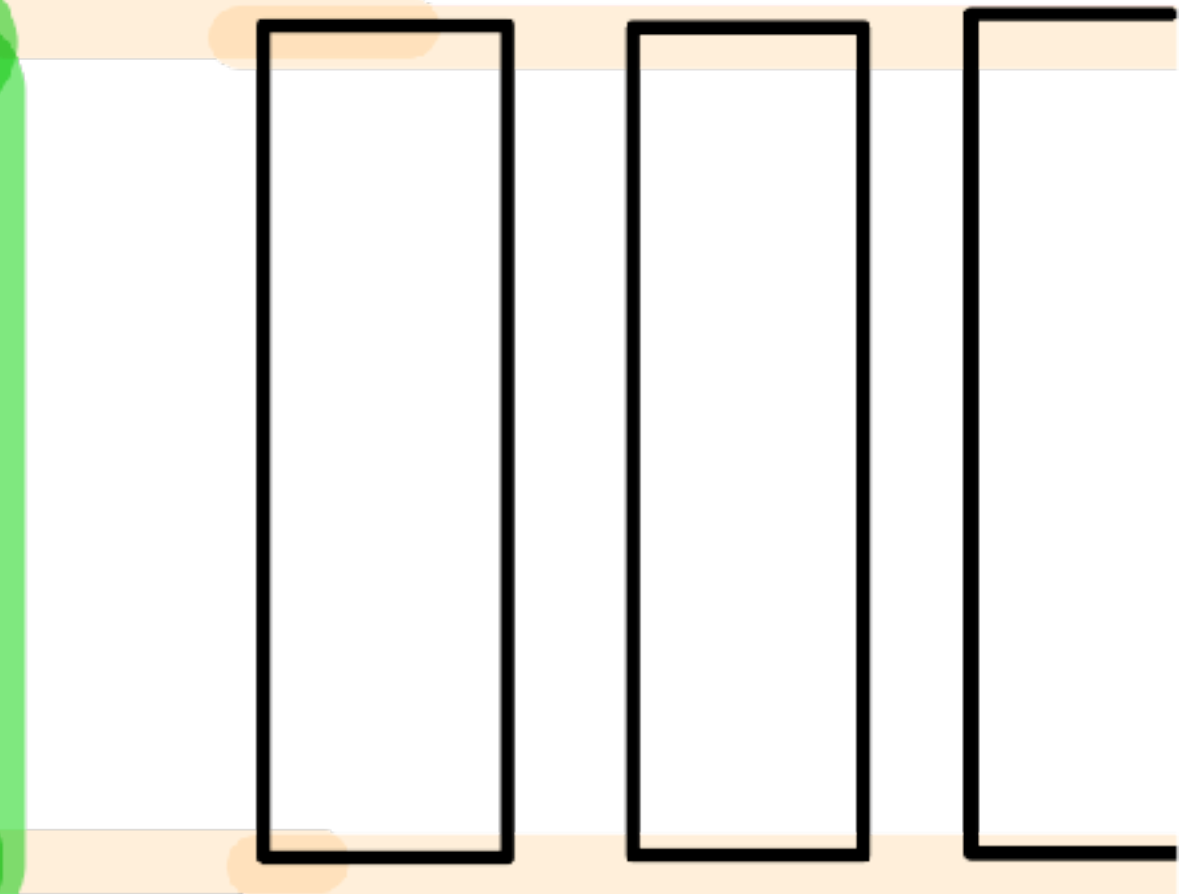


\$16K
(opt)

One-off
Emergency
Projects
leading
to bigger



\$40-120K

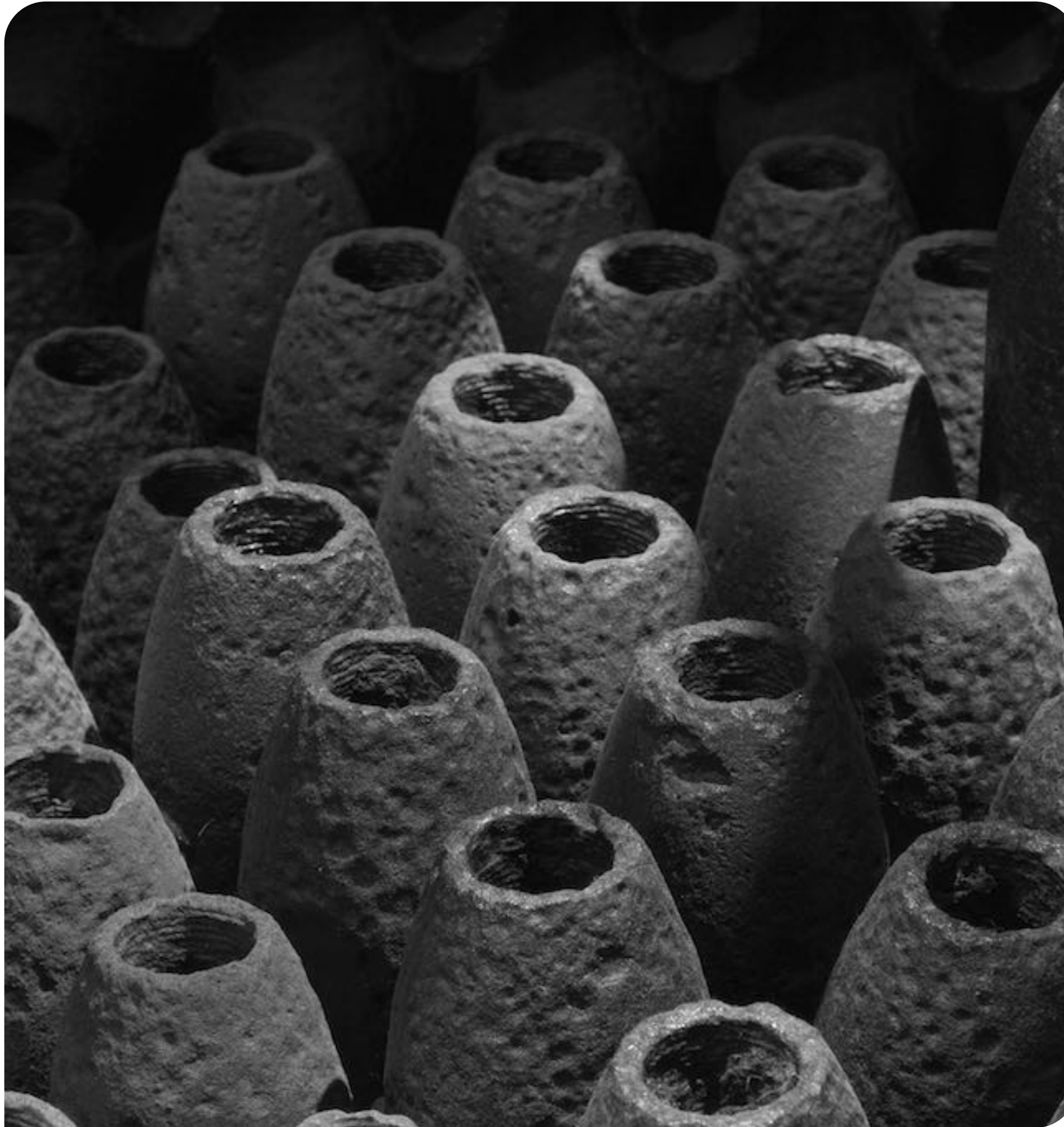


\$??/qtr
ongoing
5-



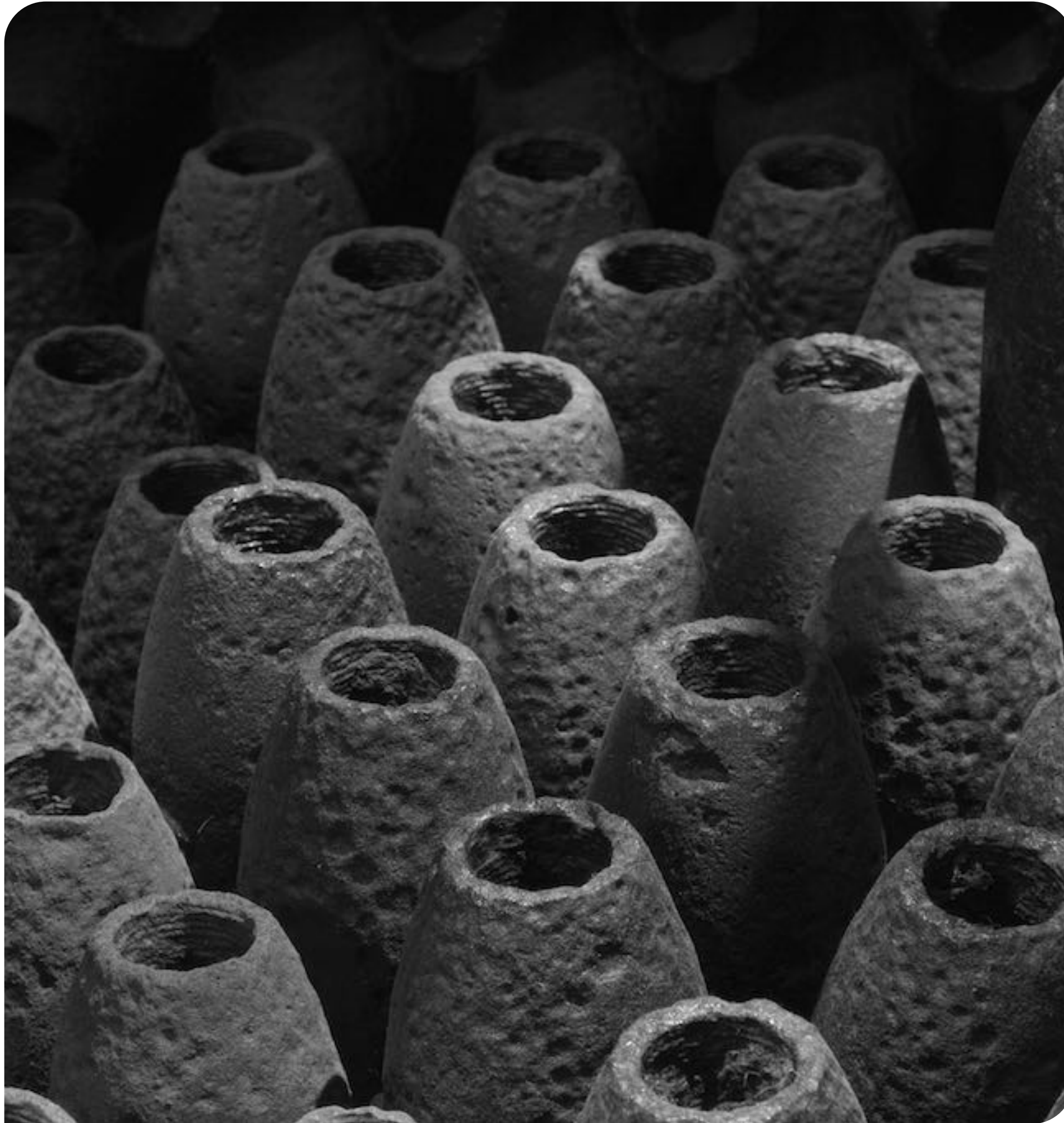
why you don't
publish pricing





the problem

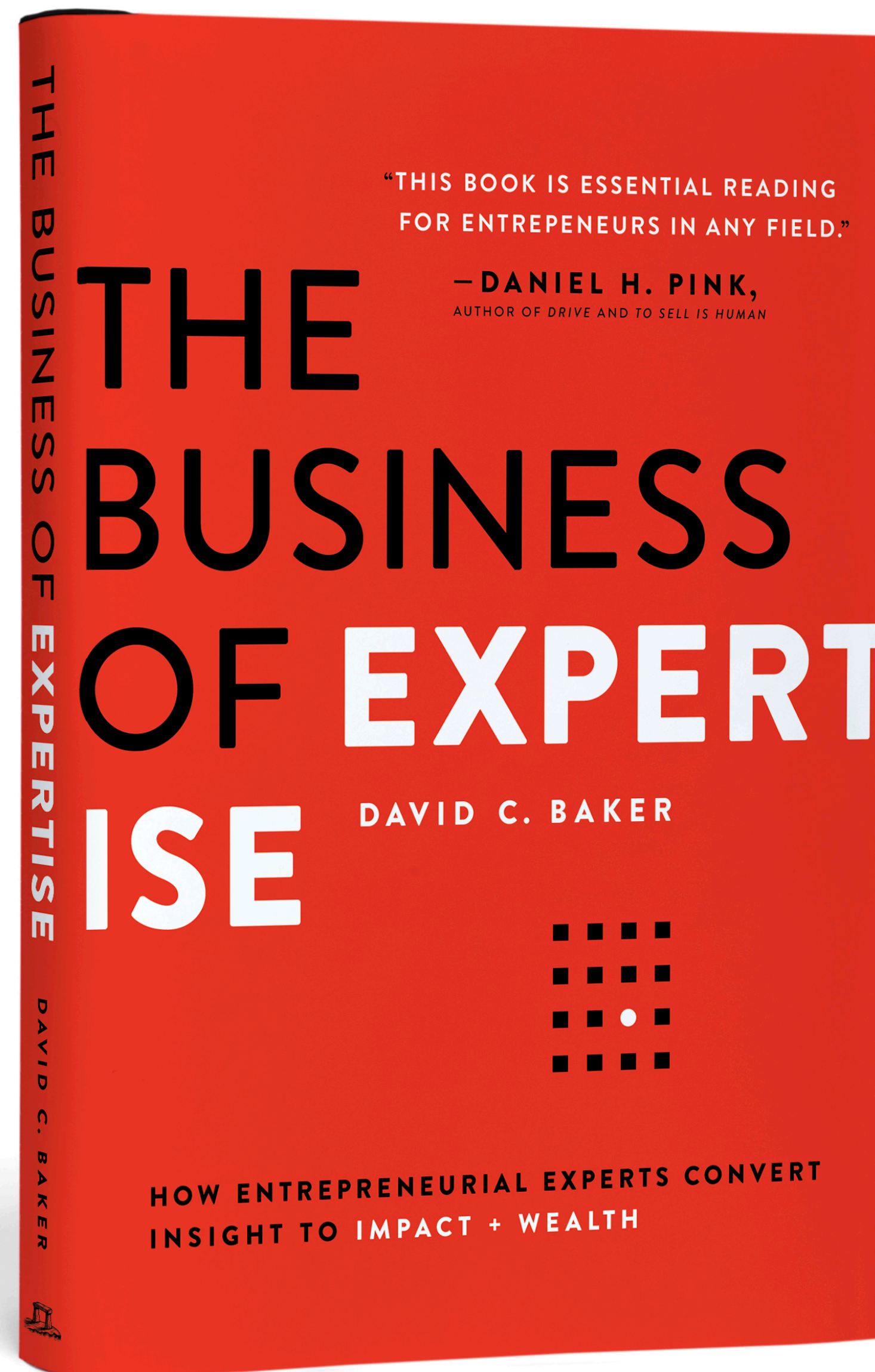
- ▶ positioning is all over the place
- ▶ and clients aren't similar enough
- ▶ and you want to compromise



the solution

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





ReCourses, Inc.

weekly insight for experts via email

podcast: 2bobs.com

consulting: recourses.com

that book: expertise.is

david c. baker

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Powerful. Affordable.
Marketing Automation.

Poll



Powerful. Affordable.
Marketing Automation.



Questions?

Continue the Conversation

With Michelle:



Michelle Moore

External Relations Manager,
SharpSpring

Email: michelle.moore@sharpspring.com

Web: www.sharpspring.com

With David:



David C.

Principal,
ReCourses, Inc.

Email: david@recourses.com

Web: www.recourses.com

