



## STEP 1 - ENTICE

### Generating new business with your enticing offer to your target market

Welcome to the first step in the Client Engagement Process Skills Goodie Bag.

'Entice' is the first of six easy steps designed to help you support your advice business and streamline your client engagement process.

It contains 3 'marketing' templates that are ideal for businesses that need marketing assistance to create brochures or documents.

#### What's it all about?

Entice is about generating and attracting new business and interest in your target market. The step comprises of three templates you can use, depending on your market, as a framework from which to create your own marketing brochure, document or other marketing collateral. These are examples only to make sure you are on the right track. The fourth template in this step provides direction around how to tailor the content to suit your specific clients and target their needs.

The examples we have used are for:

- Business owners
- CEOs and senior executives
- Health care specialists

#### What's in it for you?

This step provides suggested comprehensive content for your marketing brochure covering:

- Issues that the targeted markets need answers to
- Details about your offer
- Details about what clients can expect from your offer
- How your offer is delivered
- How to present your document

# ENTICE

1.	ENTICE	TOOL TYPE
<b>Purpose</b>	Generating new business with your enticing offer to your target market	
1.1	Offer to business owners	Marketing
1.2	Offer to CEOs and senior executives	Marketing
1.3	Offer to health care specialists	Marketing
1.4	Template offer using Business Owners as an example	Marketing