



TROPHY FISHING FOR CLIENTS:

WHY BIG FISH ARE A BETTER CATCH

by Lisa Parziale

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Trophy Fishing for Clients™: Why **Big Fish** Are a Better Catch



How to identify, bait and catch Trophy Clients™

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Congratulations on getting your copy of this book and deciding to take your business to another level! You are about to learn one of the most important concepts in building a business quickly and easily; using a method I like to call, *Trophy Fishing for Clients™*. But, I am not talking about just any client. I am talking about those clients that we refer to as *Trophy Clients™*. In this book, we will explain just what *Trophy Clients™* are and why they are the **only** clients you should be seeking. More importantly, we will discuss why *Trophy Clients™* are the key factor to building a highly successful, sustainable business, no matter what business you are actually in. For our purposes in this book, we will use online marketing as our business of choice, since that is what I am considered an expert in – so it will make writing the book a heck of a lot easier for me!

In this book, while I use fishing as my metaphor for building a strong, thriving business, don't think that I take the subject lightly. Heck, we are going to have fun learning but these lessons are invaluable and can really make an impact in just about any business, even if you do not have any business experience or education. I don't have a college degree or any formal business training, but using these technique and methods; I have been able to build a highly successful business in a very short time. This book will offer you insight into my experience and knowledge, so you can build, achieve and manage a more sustainable business model. Through my own trial and error, I have come to trust and use what I believe to be one of the best business strategies for a profitable, rewarding business.

So grab your gear and let's get ready to take a virtual fishing trip that will change your business and maybe your life, forever.

Who Brought the Bait?

OK, so here we are, ready to embark on our first fishing trip together. Like any good fisherman (or woman), the most essential gear we need to consider for a successful fishing trip is our bait. Essentially, what we are going to use to lure the fish. And since we already know that we will be fishing for really big *Trophy Clients*[™], I bet we need to get our hands on some pretty big bait! But before we head out to the store and grab some grubs or minnows, we may want to think about what type of fish we are after.

Whether we're fishing for fish or business clients, until we know exactly what type of fish or client we are going after, we most likely won't select the correct bait. That is why novice fishermen come home with very little fish! So knowing exactly what would entice your fish (think client or customer every time I say fish), is key. Before we run off to get our bait, let's talk about the type of fish we would like to catch.

The first thing I would like to share with you is the concept of *Trophy Clients*[™]. *Trophy Clients*[™] are customers or clients that are strategically selected to feed your business and become invaluable to your success. Huh? What the heck does that mean? For starters, it means you should be very selective about the customers you choose to offer your products or services to, unless of course you sell consumable goods that are appropriate for everyone. For example, I sell online marketing, such as website development, content marketing and search engine positioning or what is know as, getting to page one of Google. While it is tempting to take on any client that could benefit from my services, it is not a good business strategy for me to do so. In contrast, what I look for in a business

partner (notice I said partner) is someone or some business that has the potential to bring me multiple clients, while managing the relationships when possible.

OK, was that clear as mud? Let me illustrate this in terms I think everyone can understand, pictures of fish! Let's look at an example that I think better illustrates what I am talking about.

In Figure 1, there are twenty-one fish, including twenty small fish and one large fish. If the small fish were worth \$200 each and the large fish was worth \$3000, which is the most profitable "catch" based on your current knowledge?

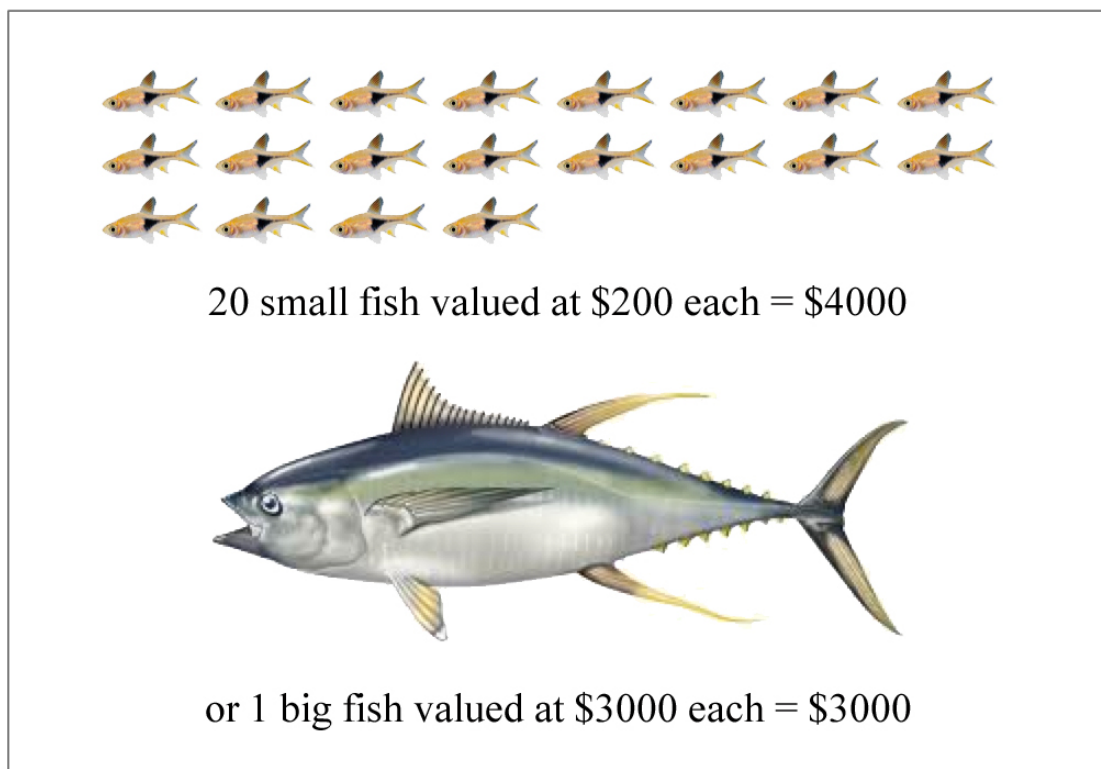


Figure 1

Let's take a deeper look. There are 20 smaller fish, valued each at \$200 each, so that totals \$4000. Most people would quickly come to the opinion that the smaller fish are a better catch, based on the additional \$1000 "catch". What do you

think? **If you said no, the one large fish is the better catch, you would be correct** for a couple of reasons.

First, it may take you twenty times longer to catch all of those smaller fish. Of course, you could catch a lot of smaller fish until you actually catch the bigger fish. But that is ok, I am going to tell you to throw back the smaller fish and keep on fishing. One thing to consider at this stage, are you fishing in the right location? Bigger fish are typically found in places smaller fish do not go and vice versa. So the first thing to consider is where are the big? We'll get into this a little later in the book, but keep this in mind when you start "catching" the small fish and by all means, throw them back! Do not keep those small fish. It will become clear to you in a moment why.

The second reason the big fish is the better catch is pure sustainability. Once you have caught all of those fish, you then have to care for twenty times more fish. Imagine you would need to clean each one of those small fish. Then, you would need to fillet every one (take off the scales). When that is complete, you then have to prepare each one to be cooked – in many cases, that means hand breaded each one before you fry them. Are you getting the picture? All of that times twenty, instead of times one. If you want to scale your business (ok, pun intended), you would need an entire school of fish just to make a decent living.

Since most of you are not in the fishing industry, let's go over the concept again, this time using dental clients as the "catch." In my business of online marketing, cosmetic dentists are considered a "prize catch" for a few reasons. One, the ones we typically target offer higher-end services which on average sell for cash to their customers for a large sum (for ease of understanding – think \$10k of dental implants). For this reason, when someone in their area is searching for "dental

implants' On Google, you can rest assured that they want to be first on that search result. So cosmetic dentists would typically be willing to pay a very nice amount to ensure they attain and maintain a high-page ranking on page one of Google. So for illustrative purposes, we will use a dentist as our prized customer.

Now let's look at some dollars and sense. A cosmetic dentist would typically want a quote for a full compliment of marketing services, as they know a good SEO can bring them in hundreds of thousands of dollars or more a year in new customers. For ease of doing our math, let's say a dental client is worth on average about \$2,000 per month.

The next step in vividly illustrating why this methodology is so important is to decide what you perceive as your "target gross revenue" or TGR. Basically, this is how much money you would like to make each month, before taxes. For our example, let's say that we would like to earn an average monthly gross income of \$40,000 per month, which would be a yearly gross income of \$480,000. That sure sounds great, doesn't it? Let's again look at the numbers.

In order to achieve \$40,000 per month in gross revenues, we would need twenty cosmetic dentists to achieve our goals. That would be twenty new dentists we would have to target, close deals with, create campaigns, and talk to on a monthly or bi-monthly basis, and much, much more. Odds are, with that many cosmetic dentists that we need to perform our services for, we would need to hire staff to assist us. Part of your gross revenues will quickly leave your pocket once you realize how hard it is to many and service that many clients effectively. But wait, I thought you said we were looking for *Trophy Clients*[™] - are these \$2000 per month customers not *Trophy Clients*[™]?

Well, the sort answer is yes and no. \$100,000 per year would be a fantastic income to most people, but to others, it is just a start. So the answer greatly depends on your definition of success. However, no matter how much money to you is considered success, there is still a far better way to attain a manageable, sustainable business. Let me digress for just a second and tell you why I decided to get into my own business in the first place.

Measuring Success

I joined the military right out of high school, which landed me in the computer field. I was taught that hard work, along with discipline and determination would earn a nice income. And for the most part, that is absolutely correct to this day. However, once I left the military and joined the ranks of “Corporate America,” I quickly realized that others folks were in charge of my destiny, whether I liked it or not. I worked hard, strived to get ahead and eventually created what I thought was a very nice level of success. But along the journey, I also forgot to measure what success to me really meant. I thought it was money – looking to make more, get higher up on the ladder and attain more wealth. Hey, I am not saying those things are not important or valid. They are and we all would like to earn a comfortable living.

What quickly became apparent to me, which I now wish I had realized sooner than I had, was that I was working in a system that I really did not like. Although I had achieved a high level of success as an executive in a Fortune 10 company, I was vastly unhappy. It took more time to decide who would attend a meeting than the actual meeting itself. I was working eight to ten hours five or six days a week to achieve what should have been done in less than thirty hours. But you see, in large companies come what I will kindly refer to as Corporate BS. Wasted

time and hours so everyone could feel included and we all could agree on every detail of every thing. I am here to tell you, that is not the life for me. And to be frank, one day it occurred to me that at the ripe young age of 45, I would need to do this for another twenty to thirty years.

As you can imagine, that scared the heck out of me. I could not fathom getting up every day for the next twenty to thirty years and doing some form of what I had been doing. That was the beginning of what I refer to as my “ah-ha” moment that lead to me opening my own business and working for myself. It was the moment that made me take a hard look at all of the things I had amassed with all of the money I was making. I had essentially achieved what I thought was success, because I was earning over six figures and was an executive at one of the largest financial institutions in the world. And I was miserable. All the boats, RVs, golf carts, nice houses and money in the world were not going to make me happy. Why? I traded my life for that money and those things. I no longer felt free. In fact I felt trapped. I even thoughts about running away from it all.

It was the concept of the fact that I considered I needed to run away to find freedom. Something we feel when we are in our teens. That level of freedom just about everyone deserves and no one will tell you is ok. In our society, you see, working for a living has become normal. Day in and day out, I was going to work each day and punching a clock so to speak. Even at the high executive levels, I am here to tell you, it is similar. While I did not have to punch a clock, my vacations were limited to four weeks a year and then I had weekends. And on the weekends, I often felt stressed on Saturday thinking about the week I left behind, only to relax Saturday night. I then woke up on Sunday dreading work on Monday. That made Sunday not as enjoyable. I was essentially “free” on Saturday nights. Not a good “living” so to speak.

Money Can't Buy Freedom, But It Helps

I realized, like many of you may have already realized, was that money could not buy freedom. And freedom was really what I wanted. I am not saying I did not want to work, on the contrary. I work very hard to this day. But now I have the freedom to work when and where I want. The where was pretty important to me it seems. Freedom to travel where I wanted for the amount of time I wanted to go. I always thought that week of vacation was simply too short. I also wanted to visit family out of town for important events and just generally travel. And I wanted to do these things while maintaining a level of income that afforded these things. So for me, it was a level of freedom that led me to starting my own company.

So that, while I strayed from the subject just a little, is why you should keep reading. Just starting your own business will not guarantee you success, whatever success means to you. You need to really understand why you want to make a change, or you just may find yourself in the same place you were in when you started your business. When I started my business, I had not yet realized why I wanted to do so. I thought it was for money, when later I discovered, it was truly to achieve life freedom. I made some very big mistakes in my business that lead to the business philosophy you will learn in this book. And that is where the concept of *Trophy Clients*[™] comes into play.

Before you proceed to the next chapter, I would like you to take the time to stop and think about why you are working so hard and why you would like to earn more money. If you are like me and many other folks, you may find that your reason is different than what you had originally thought. Instead of money being the reason you work so hard, maybe its really you are trying to achieve a level of freedom to do the things you like and money is the way you think you can

achieve it. For others, the ability to travel and see the world may be their reason for wanting more out of life. And others simply think that two weeks of vacation is just not enough. A large portion of you will come to the conclusion that security is your reason for wanting more. Whether that security would be measured by money in the bank or buying a nice house for your family, security is often one of the most elusive reasons. But that is a subject for another day, as security can be elusive and fleeting. I went through the financial crisis while working for a large financial company, so I can honestly say, I no longer believe in any “security” I am not in control of. That too became one of my “whys.”

You Have to Understand Your Reason, Your “Why”

Now that you know a little about me and why I would choose to leave a lucrative job making great money to start over and build a business. But before we move on, I would like you to answer a question for me. What is your reason for wanting more out of life? And more specifically, what exactly do you want. Be specific. List the things you would like to have. Dream big and think about the life you only wish you had. Is it money? Things, like a house, nice boat, RV or another car? Is it time to do the things you have always wanted to do? Or is it time with your loved ones? Starting or managing your own business is just a step to achieve goals. Until you know what those goals are, it is very hard to create an attainable road map. But once you know what you want and more importantly why you want it, you will quickly discover that staying in the present, just doing what you have been doing, becomes harder and harder. I know. I maintained my “day job” while starting my business and could not get out of there fast enough.

Once you know your reason, your why, you will be much more successful in just about everything you do.

Take the time to answer this question. Don't cheat yourself and think small or be flippant. Really think about it and write your answers down here.

My reason for wanting more from my life or making a change is:

That is why I work hard or look to do better. That is my why. I am ready to succeed in attaining this and more.

I would like to change the following things:

Who Qualifies as a *Trophy Client*™?

While we took a little longer to get to our fishing hole, the trip was worth it. You now know your why – the reason you want to learn how you can work smarter and achieve your business and life goals. You now understand that work is just a means to achieve more in life and more does not always mean money! But since we are talking about money, let's take a deeper dive into why I would recommend you **don't** go out and target those twenty cosmetic dentists (insert your definition of *Trophy Client*™ here). Simply put, there is an easier, more sustainable way to structure your business so that you work smarter, not harder, to achieve the same result. In this case, we are talking about gross monthly revenue of \$40,000.

Now that I've asked you to dig deep and think about what your why, or your reason for wanting more out of life is, I will ask you again to dig a little deeper. This time, I want you think bigger. I mean really big. Let's look at our previous example and paint a picture of what 20 cosmetic dentists look like and how it is really not the best way to achieve the results we are looking for. You see, the truth of the matter is, when we introduced you to our cosmetic dentists, we said that in my industry, a cosmetic dentist would be often considered a "prize catch." Although I agree that having a client that is willing to pay you nicely, in many cases from \$2000 – 5000 every month to perform the services that they need, is a very nice incentive to make that client a keeper, we will now explain why you may want to throw some of them back.

In our earlier example, we showed you that the smaller fish were in fact not the best catch. We would have to catch all twenty of them, clean them, fillet them

and then cook them. Or, we could catch one big fish, then only have to clean one, fillet one and then eat the same amount of fish! The main concept that we were trying to convey was this: the more clients you have, the harder it is to maintain and sustain. So let's stop talking fish for a minute and talk cosmetic dentists.

Getting your first client is key, as that establishes you in business and gets the ball rolling. I cannot argue that having some success early on, no matter the value, really amps you up and begins the momentum to get the business going in the right direction. In fact, that is exactly what I did when I started my business in 2011. I had a very successful business for years, as a part-time income, building websites for small businesses. I made decent money and it paid for my toys and I considered it play money. As you can tell, I did not take the business seriously, and that was one of my biggest mistakes. However, I knew that business well, so I was extremely comfortable identifying price and deliverables and still did well. Even then, I still did not work very smart; I worked hard, like I had been taught to do. When I started my new business and took the plunge to create a business that would be able to replace my full-time income, I wanted to see results fast. I also was not comfortable with some of the new services I would be offering, especially the search engine placement, often referred to as SEO. Frankly, I was a little nervous, as I was stepping outside of my comfort zone. That was a key factor in me making a huge mistake with my new business.

After I spent a few months preparing to sell (if you are in that stage, stop preparing and get out there), we finally decided we would target small businesses in our local area. We wanted new businesses that we could sell products we were familiar with, then move up into larger packages, essentially using what we later realized was an exceptional way to win the big fish. Keep in

mind that I was pretty excited about the possibility of quitting my job and living life on my terms, with my own business. So I went out and started talking to future clients. That's what I call leads or prospects. I don't like those terms, as they separate me from my clients, which is simply not my style. I had no processes built and simply started saying yes to everyone. I thought that was the way to be successful, by attaining a lot of clients.

After about a year, we had successfully closed around thirty deals worth around \$80,000, with about ten paying us a residual income of around \$3000 a month. While we broke the six-figure mark quickly, we were working hard, not smart. Our schedules were insane trying to learn the business and service those ten clients. We not only undersold our services for too little, we underestimated the time it took to manage those clients. Between phone calls, reporting, finding staff or outsourced workers, we were working ten to twelve hours a day. And I still had my day job. I can remember working three twenty-hour days and thinking, what am I doing? I was essentially working to replace my full-time day job with another full time job. The only difference was that I actually owned this business and had no one to blame except myself. We quickly realized, we had gone about the business all wrong.

I was so desperate to make the business work and bring in as much money as I could, I resorted to doing work for practically nothing, just to attain as many clients as we could. Luckily, we stumbled upon something big. We did not really even know what we were doing until much later. While working for very little on one of the online service sites, we met a dental consultant and did some design and print work. By then, we had perfected our online marketing services and I had taken online course that gave me some great pointers on how to price and sell higher end services to key clients. What was the end result? We stumbled on

our now highly refined processes that we use to attract, close and service the big fish – the *Trophy Clients*™. We went from just hitting six-figures to mid-six figures in a year and are on target to hit seven-figures this year. Our projections for the next five years are beyond anything we ever dreamed. And most importantly, we live the life we had sought out to attain. Free to work when and where we like, each and every day. So let's walk through what happened and what our shift in business was that not only exploded our revenues but also stopped us from working insane hours to realize our true reason for opening our business.

Now, imagine you went down the same road we did (this story mimics what we did – and I'll show you how we turned it around). Think about having twenty cosmetic dentists – as we said in Chapter 1, these are the “prize catch” that most folks in our industry would pat us on the back for catching. While \$40,000 is not anything less than great success, we simply ask you to think about the cost of that type of success. Each one of those clients had expectations and wanted to see results fast. They were paying a lot of money. In some cases, that fee may be more than they pay one of their office staff in a month. Clients often rationalize therefore, that you or someone on your team should be working full-time to attain the best results. Results, of course, are something they should expect and you should deliver. How many hours it takes you to do so, that is a different story, something you have to think about and then set proper expectations for your client. Unlike their office staff or other employees or vendors, you are being paid not only for your service, but your extreme knowledge or connections. I had to change my mindset. I had to change the way I was doing business and fast, or I would have burned out in only a matter of months or even weeks.

Please do not misunderstand. If your business processes are setup and structured to handle a large volume of high-end clients, twenty cosmetic dentists would be a dream. There is just another way – one that I think is simply a better business model. However, what we are going to cover in subsequent chapters will work with a smaller client, such as a cosmetic dentist or similar level of client.

Take a look at Figure 2. below. The image demonstrates the key to our turn-around. We figured out that one dental consultant, equal twenty cosmetic dentists over time. In other words, a dental consultant typically knows at least twenty dentists and would love to find a company, like ours, that can fulfill services that attain success for their clients.

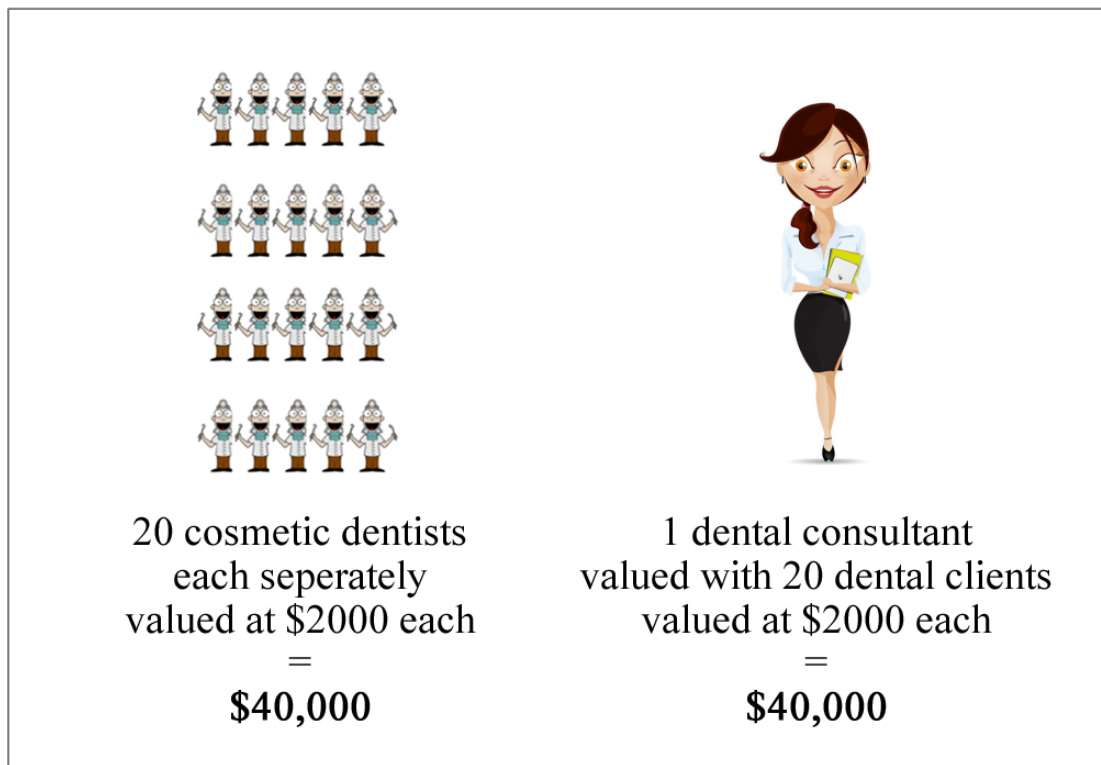


Figure 2

You become an asset to them and they will be very willing to work with you if they do not have someone of your caliber already. Heck, even if they do, I bet

there is at least one service they need and YOU should quickly rally to find a way to deliver that for them. That by itself is simply a lead generation process, until you factor in one key aspect. That dental consultant is already managing the client, so you don't have to. They catch the fish, they clean the fish and they fry the fish. You simply provide the services that allow them to deliver for their customers. How to implement that process is beyond the scope of this book, we built our "new business" on this very principle and quickly achieved success without trading too much of our most precious commodity, time.

Remember, this is true in any business practically with any type of client. We are just using cosmetic dentists as an example, so if you happen to be one, we hope you take this in the context it was written. YOU are a very valuable customer to any marketing company. We just prefer to work with you indirectly. Why? I prefer not to work so hard to catch my fish, so instead of me going out and finding twenty dentists that would like marketing services, I simply find one dental consultant with twenty or more clients that could benefit from my marketing services. Do you see how it would be easier to only have to "catch" one dental consultant? And, in order to be a really big fish, we prefer our *Trophy Clients*™ to actually manage their clients so we don't have to. That means, instead of managing and talking to twenty different clients, who we would need to manage, service and keep happy, we now only need to speak to our one *Trophy Clients*™. Now that is the type of big fish we should be going after.

If I were you, my next question would be, "How do we get them to manage their own clients?" I am glad you asked, that is pretty simple actually. There a couple of things you can do to make self-management more attractive to your *Trophy Clients*™. While we won't go into great detail in this book, the easiest way to do so is to compensate them for their time. In other words, you pay them what we

refer to as a royalty fee. Call it what you like, it is essentially a fee that you pay them to manage the client for you. For example, our *Trophy Clients*™ can select from one of two options. When the law allows (check with local and state laws in your line of business to ensure paying a fee is legal), we will pay either 10% or 20% royalty fees to the *Trophy Clients*™ for their clients. If **they manage** their client, they receive 20% of the monthly fee paid to us by the client. We collect the fee from the client in most cases and they know who we are. Whether the *Trophy Clients*™ chooses to share with the client that they are receiving a fee is up to them. That fee, in our opinion, is earned, as they will contact the client regularly and assist in the process, including getting anything we may need, including decisions and data or information.

However, some of our *Trophy Clients*™ are not comfortable with that arrangement, so we then manage the client in-house. While this is not the optimum arrangement, we have our business structured so that we set proper expectations and follow very strict processes. The *Trophy Clients*™ receives 10% of the monthly fee paid and will still touch base with the client, however, on a limited basis.

In either case, as you see, we make it attractive to the *Trophy Clients*™ to allow us to deliver amazing service to their clients. **Read that last line again.** It is important that in this type of arrangement, you provide stellar service. You are being trusted with prized customers. If you take care of them and help them achieve excellent successes for their clients, this is a win-win-win relationship.

Trust & Authority

One of the most basic rules in business is simple – if the customer trusts you and feels you are the authority that can achieve their goals, you will almost always win the business. Whether you are selling a five-dollar widget or a two thousand dollar monthly service, the customer must like you. If you think about your experiences, you can most likely remember times when you “just didn’t like the salesman” or “didn’t feel good about someone.” Ultimately, it probably resulted in you not making that purchase. That is a key factor to think about each and every time you are sitting in a virtual or face-to-face meeting with a future customer.

So once you get the customer to talk to you, you really need to develop your interpersonal skills if you have not already. That does not mean you have to be the most likeable person on the planet, but remember, you are asking them to trust you with either their prized clients or a lot of money! So you must keep that in mind.

THIS BOOK WILL BE FINISHED ON APRIL 15th – JUST IN TIME FOR TAX DAY! EVERYONE WHO RECEIVED THIS BOOK WILL RECEIVE THE FINAL VERSION UPON PUBLISH – WE HAVE YOUR EMAIL FROM REGISTRATION.