

# Will 2010 be the year you build your own thriving business?

Hello!

Since you are reading this announcement, I suspect four things are true about you:

1. You are a professional who provides services to your clients that they find genuinely valuable;
2. You have built (or are trying to build) a successful service business;
3. You suspect that succeeding in 2010 will likely be a great deal harder than in prior years;
4. When you are honest with yourself, you recognize that you know a lot more about being a top-flight professional than you know about building and *marketing* your own business.

If I missed you on any of these four points, this announcement may not be for you – congratulations, and best wishes for a productive and prosperous 2010! But if you read those assumptions and recognize yourself in them, please take five minutes and read the rest of this announcement. It could be the best five-minute investment you make all year.

My name is Anthony Putman – my friends and clients call me Tony – and I have a business proposition for you:

**Commit to spending the next six months working intensively on your business, and I will personally coach you to success in building a thriving and financially sustainable enterprise. And I *guarantee* you will be very satisfied with the results.**

I make this offer confidently and in good faith for one simple reason: I have coached hundreds of individuals for marketing success. *Every* individual client I have coached has said they were very satisfied with the results. No exceptions, ever, over 25+ years.

You may be asking: Who is Tony Putman, anyway? Why is he making me this offer? And why should I care? A little background:

In many respects I'm a lot like you – a seasoned professional. I have over 35 years of practical experience, and have owned my own consulting business since 1980. I have personally coached thousands of individuals in hundreds of organizations, ranging from one-person practices to some of the largest organizations in the world (IBM, Deloitte, Ford, Nike, AT&T to name a few) and I literally wrote the book on marketing professional services: *Marketing Your Services: A Step-by-Step Guide for Small Businesses and Professionals*, published in 1990 by John Wiley & Sons (over 25,000 copies sold, and still in print!); an international best-seller

translated into German, Italian, Spanish and Vietnamese, in its eighteenth printing and recommended on over 100 websites.

My consistent focus has been helping my clients build and sustain a thriving business by making them highly effective marketers of their own services.

**And that's what I will do for five new individual clients in 2010 – help them build and sustain a thriving business by personally coaching them. You are being invited to consider becoming one of those five.**

Why five? And why now? I have spent the past 20+ years traveling extensively to work with clients coast-to-coast and internationally, and I *really* want to cut back on travel (have you been through airport security lately?)

For years I have kept a small group of individual coaching clients, who I work with in person and via Skype. This year I decided to expand that group; after contracting with people on the wait list, I have five slots remaining.

Our coaching agreement starts with a half-day face-to-face meeting. After that, we meet via Skype for an hour every two weeks for six months (trust me, once we get going, the one hour of coaching will result in plenty for you to do in the two week interval.) The total cost of the six months of coaching is \$3000.00.

Yes, that's a lot of money – until you consider the alternative. One recently “retired” (not his choice) process expert told me: “Tony, my friends and I are essentially clueless when it comes to building our own business. I've spent my whole career practicing my profession. How do I suddenly become an effective marketer?”

Sound familiar? You could of course buy some books (there are a lot out there and some of them are really good; I've written a couple myself) and plunge in. Or you could respond to one of those mailings and sign up for a one-day workshop that promises to teach you the 27 keys to success for your business. You will get some guidance that can get you started.

But then what? Even with a good step-by-step guide you will miss some things – and they may be very important. You can do the exercises, but how do you decide if you have done them well enough, and where do you get feedback on the results? And what do you do when you are stuck (and you will be, more than once – building a business is hard and sometimes complex work.)

*Can you really afford to try this on your own?* These are the toughest times anyone has seen for building a business, and you have very few opportunities to get it right – can you afford trial and error, and the opportunity cost that goes with it? If this is essentially your first rodeo, you are going to take some painful lumps along with the learning.

Think of it this way: what would you do if you had a serious health condition and your doctor told you to lose weight and get into shape *now*. Would you just buy some diet books and renew your health club membership? Or would you consult a nutritionist and hire a personal trainer? You know which of those is most likely to succeed. Why do you think your business is any different?

Well, there is *one* difference, and it's an important one. Hiring a personal trainer exchanges money for well-being; paying me to coach you in marketing exchanges money for ... more money. Over the course of 2010 you will certainly make back your investment, and then some.

Interested? OK, your first step is to get a copy of my book (*Marketing Your Services: A Step-by-Step Guide for Small Businesses and Professionals*) from amazon.com and read it carefully if you have not already done so (it may turn out to be all you need!) This will give you the basics, so we can start coaching with the very specific items you need to master in order to succeed.

Then send me an email ([tony@tonyputman.com](mailto:tony@tonyputman.com)) letting me know you are interested and we will have a brief phone conversation. If you decide to sign up for coaching, you send me a check for \$900.00 and we will schedule our face-to-face meeting.

We meet (bring the book!) in Ann Arbor for a half-day. If you're flying in, we can meet at Detroit Metro Airport so you can fly back the same day. At the end of that half-day, if we both think working with me will get you the results you need, we shake hands and you give me a check for the remaining \$2100.00 (I'm flexible; if cash flow is an issue, we can talk about staggered payments.) If *either* of us is not enthusiastic about a coaching relationship, I will hand you back your uncashed deposit check and wish you the best.

That's it. Thank you for your time and attention. I look forward to hearing from you. May you – and your business – thrive!

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P.S. I recently heard from a current client, who tells me: "Considering the economy, I was expecting about a 30% drop in revenue in 2009. My accountant tells me I actually had a 3% increase! Something I'm doing must be working!"