

Your Introduction Kit - A Branding Anchor

We emphasize the importance of creating Introduction Kits because they are used in a variety of important branding situations:

- They attract the right types of clients (New Clients)
- They update current clients, so they understand who you are today (Existing Clients)
- They introduce you to others in your Professional Network (Strategic Partners)

In marketing terms, this is known as an aspect of branding. By branding yourself properly, you make yourself more visible, credible, and desirable to your target market.

When you provide material that is mostly product or performance related, you're communicating the wrong message and worse yet, attracting the wrong types of clients.



How many times have you seen information kits which are assemblies of every product brochure available? Quite simply, being a product pusher isn't attractive enough to prompt a prospective client to 'take action'. Yes, this approach to providing information may be easy, but it isn't effective. It's important to remember that what you offer is a process, not a product. There is a huge difference. When you offer a process, you are creating a working relationship. This attracts the right types of clients.

Introduction Kit Tips

- Be sure to review your Introduction Kit once a year to update it where appropriate as it relates to years of experience, qualifications, and team members.
- We recommend you print 6 to 12 of these at a time and have them assembled in folders ready to go! This way you just need to add the Cover Letter & handwritten note and they are ready to send. It is highly inefficient to print these one at a time.
- Have cover letters for the each of the three main recipients ready to go (each of these is provided in the PSA Program):
 - New Clients for Onboarding (PSA 1)
 - Existing Clients for Rebranding (PSA 1)
 - Strategic Partners (PSA 2)
- Have quality cards ready and available to include the hand-written note for those being mailed out ahead of time to high value prospects.