

Focus on Being Better, Not “Different”



The keys to growth are already in your hand

The marketing herd says you must be “different” from the competition. Clients only care how you're the **Best Choice** for their situation and needs. See how Insight leads to Success.

INSIGHT. What clients see isn't what you see

“We got an understanding of our clients we would have missed with our traditional tactics.”
- **Bobby Robertson**, CEO, HealthCareFirst

GUIDANCE. You can learn a lot from your best clients

“Bruce's approach cut through the noise and helped me to focus on the right clients with the right message.”
- **Thomas Dunn**, Barastone

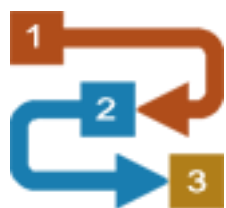
RESULTS. Grow by making it easy to choose your firm

“What really impressed me is Bruce's ability to identify the key issues that win business for us.”
- **Bill Woodrow**, Woodrow Search

SUCCESS. Make your firm great for owners & employees

“We gained a new level of clarity for who we are, what we're doing, and how we achieve it.”
- **Nilofer Merchant**, CEO, Rubicon Consulting

Insight
Guidance
Results
Success



Insight

Client Interviews

Learn how you improve their business and what's important to them



Action

Strategic Marketing Plan

Focus creates Clarity
Clarity creates Impact
Impact creates Momentum



Results

Growth

Shorter sales cycles
Better clients
Higher profits



Strategic Marketing | Guidance | Growth

Better Clients
Higher Profits

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3 Reasons Clients Rave about Bruce

1. **Profitable insights.** Build from your broad impact on clients, their business, and what they value.
2. **Focus on what matters.** The best choice beats “different” every time. Execution with clarity and confidence.
3. **No techno-babble or marketing-speak.** Success based on better knowledge rather than requiring new skills.

“Your customer interviews provided critical intel and feedback that improved my consulting and business development immeasurably.”
– **Adam Love**, Managing Principal, Johnson Wright

“Your research and careful questioning of our business partners provided a great platform to develop our marketing plan. A marketing plan that is broad with the number of initiatives, but scalable to match our needs and capacity.”
– **Mario Wijtman**, EVP, XL Construction

“Bruce's approach is better. Though it starts with marketing, once implemented, it permeates the entire organization. It's a deeper, more positive approach.”
– **Gina McGregor**, Law Firm Marketing Director

Make Your Firm a Super-Firm

A robust marketing strategy drives growth using science and common sense.

There's a big difference between thinking you know what to do and getting results.

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