

Don't be "Different." Focus on being the Best Choice.



The keys to success are already in your hand

You care about how you're "different" from the competition. Clients only care about how you're the **Best Choice** for their situation, needs, and resources.

INSIGHT. Learn to see your value the way your clients do.

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

GUIDANCE. Focus on why your best clients select your firm above other excellent options.

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

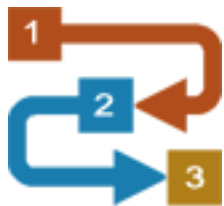
RESULTS. Win more of the best & most profitable clients.

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

SUCCESS. Grow your firm from Good to GREAT.

"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



Process

Client Interviews

Learn why your best clients select you. Focus on what's important.



Action

Strategic Marketing Plan

Focus creates Clarity.
Clarity creates Impact.
Impact creates momentum.



Results

Implementation

More of your best clients.
Shorter sales cycles.
Higher fees & profits.



Strategic Guidance to
Build Better Businesses

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3 Reasons Clients Rave About Bruce

1. **Deep insights.** Understand your broad impact on clients, their business, and what they value. Learn the secret to powerful referrals.
2. **Focus.** The right solution for each specific situation. Execution with clarity and confidence.
3. **No techno-babble or marketing-speak.** Success from new knowledge rather than learning 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 a superior level of focus most firms lack.

Getting results is the difference between knowing what to do, and actually putting the knowledge into practice.

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