

# ***21 Secrets to Hook the BIG Fish!***

**How to Win and Keep  
BILLION DOLLAR Clients!**

*"Inside Secrets to Be a BIG Fish in a BIG Pond!"*

**by Mitchell Axelrod**

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14 Seaman Road, West Orange, NJ 07052  
Phone (973)736-1304 Fax (973) 736-3930

<http://axelrodlearning.com>

## ***21 Secrets to Hook the BIG Fish!***

How would you like to be a BIG FISH in a BIG POND? Wouldn't it be great to turn your knowledge, book or information product into a million dollar empire? How would life be different if you could earn thousands of dollars to speak and thousands more every month in recurring income?

How many of these could you handle and service before you had to clone yourself and hire someone else?

These are the questions I asked myself in December 1988 when I decided to commit to the speaking business, full-time. I had given more than 350 talks, seminars and workshops from 1978 to 1988 as an educational forum to acquire new clients for the financial planning and consulting business I owned.

When I committed to the speaking field full time and began to develop my own proprietary products, I decided to go after the biggest corporations in America. I wanted to work with billion dollar clients.

My experience in business development told me that it would be much easier for me to get 10 engagements from five companies, or even 25 bookings from two companies, than it would be for me to get 50 opportunities from 50 different organizations!

In 1991, my third year in the business, I got 82 bookings from one company. At full fee! Later that year, I completed a joint venture with that same organization. After field-testing my programs in 30 cities with more than 3,000 of their people, this \$20 billion insurance company agreed to underwrite and fund the entire video production of my nine-hour sales and marketing training system.

In return for putting up all the money for production, filming, editing, mastering and post-production, I licensed the program back to them. In August, 1992, Mutual of New York (MONY) released my program in 82 offices nationwide as the core sales training for its 4,000 person field force.

I saw the possibility and seized the opportunity to leapfrog to the largest corporations in America for licensing and multiple bookings. It is not much more difficult to insinuate yourself into large companies than it is to work with a small or medium-sized business. In either case, you are working with people. The better you become at working with and through other people, the faster and easier will be your rate and velocity of progress.

You'll find far fewer people competing for the larger client. Many people do not have the interest, experience or comfort level to make this type of company a target.

Look beyond a few speaking engagements or selling a few hundred books. Big companies have deep pockets of untapped opportunity. Large companies struggle to maintain productivity and strive to improve profitability. They are challenged with reduced work forces and greater competition.

They want motivational and inspirational messages, and need ideas we can provide. They seek qualified and talented experts to bring a fresh perspective, as well as practical and concrete strategies that can empower their people and impact productivity. We fill voids in the most vital areas of our client's business. They are eager to add value to retain their customers.

We don't motivate for the moment. We inspire for a lifetime. We give them a fish to eat for today, and teach them to fish so they can eat forever.

Now is a good time to re-conceptualize your business. Take the least productive 20% of your time, and identify 10 to 20 large companies that could, should and someday, will be your client or better yet, your "partner."

Contact them and locate the person(s) responsible for making a decision on what you offer. Learn as much about that company and industry as you can. Let them know that they are an organization you are ideally suited to serve. Use testimonials and endorsements to validate your credibility and the results you can produce.

Find someone to introduce you. The concept of six degrees of separation suggests you can reach any person on the planet by connecting through six other people. Today, you can reach people within two or three contacts. Align with someone who can endorse you and favorably position you to the company. Do it by offering them a risk-free forum where you can strut your best stuff.

Establish up front how you can help them in a big way. Be explicit: let them know what the long-term potential of working together can be. This tells them you want a long-term, partnering relationship. It also tests whether they are just looking for a partner or just a vendor.

Seek out organizations that can benefit most, those you can penetrate narrow and deep and at multiple levels. If you contact one prospective "billion dollar" company each week, put them in your pipeline and actively pursued them, is it possible you might convert ONE by the end of this year?

One new "billion dollar" client could add dozens of paid speaking engagements to your calendar this year and sell thousands of books, tapes and information products, even if the other 49 companies decided not to work with you.

What's more, one of those companies might decide they want you next year. If you do a good job with the first big client you have, you and your work will gain a reputation. The word will spread. Large corporations are curious to find out how a competitor is making progress. They want what the other guy has.

You can leverage these relationships into other lucrative opportunities, especially if you focus your efforts in a few key industries. I leveraged one big company into three more just like them, then parlayed those into nearly a dozen more. With each new client I multiplied my income, geometrically.

I got multiple bookings from many different organizations, and sold my products by the thousands. This is cost-effective marketing. It's six times more costly to sell a new customer than to re-sell an existing customer.

Seek out this type of relationship. You probably already have one, maybe more than one in your current stable of clients. You certainly have them in your circle of influence. You haven't tapped into it yet. This is done best and easiest when you are seen as an expert, and know more about your customer than anyone else. You have that advantage with your existing customers. Go back to your past clients, look for new opportunities and ask for introductions (referrals) from your most ardent supporters to other organizations.

I have won and kept billion dollar clients for years. You can, too. It is well worth the time and energy invested. You can have dozens of new opportunities opening up each year, make a difference in thousands of people's lives and add tens of thousands of dollars in income. Talk about a win-win-win?

Winning and keeping billion dollar clients has been a windfall for me, personally and professionally. It can be for you, too.

How did an unknown person acquire multiple year, six-figure income relationships with billion dollar companies? How did I get 75-100 speaking engagements each year? How did I get a big company to invest \$100,000 to produce my training program and then pay me \$250,000 more to license it?

How can YOU launch into the billion dollar market, get great exposure, multiple speaking engagements and sell thousands of books, tapes and information products to the world's largest businesses and organizations?

I used these ***"21 Secrets to Hook the Big Fish!"***  
You can, too! Happy hunting!

## ***21 Secrets to Hook the Big Fish!***

1- **GET IN THE DOOR.** The front door, side door, back door or kick down the door. Get in the door.

2- **BUILD TRUST, CREDIBILITY AND PROFESSIONAL RESPECT WITH EVERYONE YOU MEET.** You can't fake, fabricate or falsify credibility. Let someone else say how wonderful you are.

3- **DEVELOP MANY RELATIONSHIPS WITH A WIDE VARIETY OF PEOPLE.** The more quality relationships you have, up and down the line, the more internal support you get.

4- **TAP INTO MULTIPLE BUDGETS.** Internally "co-op" projects. Walk upstairs, downstairs and around the bend to find new departments with more money.

5- **FOCUS YOUR EFFORTS NARROW AND DEEP.** Who are your best clients? How many more do you have just like them? Focus deeply in your best market and become known.

6- **BE PREPARED. KNOW MORE ABOUT YOUR CLIENT THAN YOUR PRODUCT.** People buy people. Products and services are vehicles that get them what they want. Sell yourself first and last.

7- **FIND A CHAMPION. MOST INTERNAL SELLING IS DONE WHEN YOU'RE NOT PRESENT.** If you don't have someone on the inside, you are usually not in the game. Who can endorse me and what I do?

8- **ASK CONSEQUENCE AND VALUE QUESTIONS, AND LISTEN EMPATHICALLY.** Find out the cost of keeping the problem, and the value of solving it. Then ask "which alternative makes sense?"

9- **TALK ABOUT WHAT THEY CAN ACCOMPLISH, NOT ABOUT WHAT YOU CAN DO.** They don't care what you do or sell. They care about what's important to them. Talk about them.

10- **DON'T MAKE ASSUMPTIONS, PRESUMPTIONS OR PRE-JUDGE.** Get the facts. More important, get the feelings.

11- **HELP PEOPLE REACH CORPORATE OBJECTIVES AND FULFILL PERSONAL AGENDAS.** Many decisions are based upon personal agendas first, corporate mission second. Find out and feel out.

- 12- **EVERYBODY COUNTS! EVERY PERSON IS A BILLION DOLLAR CLIENT.** Treat every single person you meet with respect. It's common courtesy, the right and decent thing to do. You never know who influences the decisions.
- 13- **FIND AND CARVE YOURSELF A MARKET NICHE. BECOME THE BIGGEST AND BEST FISH IN THE POND.** Be #1 in your customers' hearts and minds. Pre-empt the competition.
- 14- **ASK YOURSELF THESE IMPORTANT QUESTIONS:**  
Who am I best suited to serve? Who do I like to work with most? What do they want? Where do they congregate? With whom do they associate? Where are they now? How can I reach them? Why would they want what I have?
- 15- **JOINT VENTURE.** Turn your clients and centers of influence into marketing associates.
- 16- **COMMUNICATE REGULARLY.** Continuously send something of value and importance.
- 17- **BE A RESOURCE. ACCESS PRODUCTS AND SERVICES YOUR CLIENT WANTS.** Help them get what they want, even if you don't have it. Become the trusted advisor, and you're always in the game.
- 18- **GET PUBLISHED, INTERNALLY AND EXTERNALLY.** Write articles, newsletters, special reports and columns inside your client company and within your target industry. Be the expert.
- 19- **OUTLIVE PERSONNEL CHANGES.** People are always coming and going. Make sure you have support across the board.
- 20- **BE BOLD, DARING AND PERSISTENT, NOT PUSHY, ABRASIVE OR SELF-SERVING.** Be confident in who you are, what you do and why you do it. Express yourself, don't try to prove yourself.
- 21- **GO TWO EXTRA MILES.** Be into the second mile. Today, everybody expects customer satisfaction. Delight your customer. Make it fun and enjoyable, as well as profitable and rewarding to do business with you.