

Marketing to Corporate Clients

Working with corporate clients can be fun, exciting, and financially rewarding. Many of the techniques already mentioned in this chapter can help you break into the corporate market. For example, clients may hire you after meeting you at **networking events**, hearing you give a **speech**, or reading about you in the **newspaper**. However, you don't have to wait for clients to call you. Instead, you can take the initiative and contact prospective clients. In this section you will learn how to take the initiative and break into this lucrative market.

Your Warm Market

Your "warm market" is anyone who **knows** you. It includes friends, family members, neighbors, former co-workers, members of organizations you belong to, and anyone else you know. These are people that you already have a relationship with. If you phone them, you know they will return the call.

Chances are, your warm market includes a number of people who are "**decision-makers**" in an organization that could use your services. In other words, they are in a position where they could hire your company. If not, they may be able to recommend your services to the decision-maker. But even before getting the corporation on board as a client, you may find a number of individuals in your warm market who can use your services.

Call or send a **personal letter** to let family members and friends know that you have started an event planning business. If you send a letter, include a few business cards in the envelope and encourage the recipient to pass them on to everyone they know who may be planning an event in the future.

Sample Warm Market Letter

Dear Aunt Mary,

I hope this letter finds you well. Mom tells me you are planning a trip to Paris. I hope you have a wonderful time, and I'm very happy to hear you will be back in time for next summer's family reunion.

I am writing to you with some exciting news. I've decided to take my passion for everything event-related and turn it into a business. Starting my own business is certainly scary and it took a big leap of faith to leave my full-time job for a part-time one, but I'm sure it will be worth it. I've been told that one of the best ways to find new clients is through word of mouth and I'm hoping you will pass my business card to anyone in your church group who is planning a party or event.

I hope you enjoy Paris and look forward to seeing you very

soon. Love,Eva

Many event planners get their start by picking up the phone and calling people they know. However, even though you will be contacting people you know, it's important to remember that you are calling about a business matter. While you may get the odd project purely on the basis of your relationship with someone, in most cases in order to get hired you will need to communicate the value you will bring to the company.

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