

# Introduction to Advocate Marketing



The purpose of this marketing manual is to introduce valuable marketing techniques which are designed to promote rapid growth of your representational service. In addition to this text, Disability Associates also provides advanced marketing technique on our Executive Support Web. As new marketing ideas are developed, we will provide these updates to our Executive members via your mentor.

Over the last few years we have had numerous contacts with budding disability consultants from all over the country through our information bureau service. This text is a direct result of the questions asked by these student entrepreneurs. The new consultant is most interested in rapid business growth via the development of sound marketing plans. We believe that this text can help meet that interest.

The disability consultant marketing manual has been produced as a means of familiarizing the apprentice consultant with a myriad of marketing approaches that can be used to generate customer interest. This text is filled with sound marketing techniques that are designed to get results without spending large sums of money.

No matter how dynamic a business concept, its eventual success will still depend upon the owner's ability to practice sound marketing techniques. This is especially true if the business concept is new or unusual as is the case with disability consulting. We believe that this text will provide valuable information which can greatly increase the profits derived from your consulting service.

We at Disability Associates will continue to seek both knowledge and techniques which will help maintain our students at the highest level of performance in the disability consulting field. We will start by giving you the single most important element in the marketing of disability consulting. That element is education! Not your education, but the education of the potential

customer. No matter what marketing approach you use, it must include a method or vehicle whereby you have the opportunity to educate the client about SSA, the disability process and the benefits of your service.

We have found that the more a potential customer understands what is occurring in respect to his case, the more likely that client is to sign on. An informed customer is also a grateful customer regardless of the outcome of the case.