

# The Carriage Trade Process

Planning and Execution

Keep Evolving

Craft Materials for a Powerful First Impression

Examine Your Practice & Set Goals

Identify Your Ideal Client Profile

## Consulting: An Evolving Process

Survey Your Clients to Refine Your Processes

Plan Your Activities to Acquire More Ideal Clients

Define Your Client Experience



Execute Marketing Strategies as Developed

Monitor and Measure Results in Real Time

Incorporate into Marketing Plan