

*There are no fire sales or 10% off coupons in professional services marketing. No, professional services work through the law of attraction rather than promotion.*

-- *Evan Scott, CEO  
Terrain SIM*

## Attraction-based Marketing®

Terrain conducted independent research on marketing communications programs for professional firms. In particular, we focused attention on how changes to management structure, corporate growth, and market trends influenced professional firm marketing.

While our initial intention in studying professional firm marketing was to gather competitive intelligence for our clients, it was clear from the beginning that the vast majority of marketing communications messages were similar and undifferentiated among professional firms – across all categories audited.

Of 450 firms researched, across six professions (accounting, engineering/architecture, law, insurance, IT, and real estate), we discovered common phrases that were used as key marketing tags – as FABs (Features, Advantages, and Benefits) of doing business with them. The almost universal existence of these key phrases suggests that much of professional firm marketing collateral isn't marketing at all.

Here's an excerpt from the study:

Key phrase	Occurrence among researched firms
Built our reputation on trust	100%
Committed to the highest standards of excellence	96%
We have unique relationships with our clients	96%
We go beyond the ordinary/not typical/give something extra	95%
We value client relationships/client-focused/exceeding expectations of clients	100%
We have a unique work environment of camaraderie/built on mutual respect/trust/our teams work together to serve clients	100%

The Academy Award-winning actor, Sir Anthony Hopkins played the role of an English butler, Stephens, in the movie, *Remains Of The Day*. In an interview, when asked how he prepared for his role, Hopkins said he asked a real butler what it meant to be a butler. The butler replied, "When you are in a room, it is more empty."

For professional firms, this simple phrase can stand as the foundation of Attraction-based Marketing®. *The room is more empty*. When professional services are rendered well, they become invisible – systems work, shipments arrive, taxes get

paid, contracts are executed, and clients can go about the business of operating and growing their companies.

There is never a need to “promote” our services. Service organizations attract their prospects and clients *by providing and delivering* rather than *promoting and asking* – we provide information, we deliver assistance, we support our communities, we listen, we learn, we educate – these are the crucial elements of service firm marketing.

To learn more and to discuss how we might help your professional services practice, contact us today by calling or emailing Terrain CEO, [Evan Scott](#).