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The report that cost over \$300,000 to write:

The Top 10 Places For Architects To Generate New Clients

By Richard Petrie



Note: This report on the [Top 10 Places for Architects To Generate New Clients](#) was written by Richard Petrie and produced in cooperation with Enoch Sears, AIA and Eric Bobrow. All Rights Reserved 2014.

“ *I don't know any one place to get
10 leads a month, but I know ten
places to get one lead a month* ”

-Richard Petrie
World's Leading Marketing Coach For Architects

Introduction

If I had a dollar for every time somebody asked me
...‘What is the best way for an architect to attract clients?’

I’d be a rich man.

If you spend \$300k and 18 months testing everything then you’ll know. But put your wallet away, our consulting clients have already done that testing for you.

Literally over half a million has been spent in trial and error to find the answer.

‘There’s gold in them thar hills’.

This report is like a treasure map with an ‘X’ to mark where to dig. Without the map you are doomed to make the same expensive mistakes everyone else makes.

Yes the best lead sources will vary from business to business and market to market but after working with architects for the past eighteen months here are my top 10 lead sources for architects based on results achieved from over 300 marketing tests.

#1 The Monkey's Fist

'Who ever educates the market owns the market'

Execute this strategy right and the Monkey's Fist could be the only marketing strategy you need.

Mona Quinn of Callidus architects had over 100 new leads within a couple of months after starting this strategy.

Here's how to do it. Instead of marketing your firm, try marketing problem solving information about design, building and renovating that answers the questions and solves the problems of your ideal clients. This will position you as the **expert**. The key is to only provide this information in return for the prospect's contact details and permission to send it through – just like the way you got this report (I practice what I preach).

This is called lead generation marketing and can transform an architect's business overnight.

This is a unique strategy.

While everyone else is marketing themselves, you are marketing educational tools and resources that help people get clarity, make decisions and move forward. By building an educational service in front of your architectural service you become one of the 'good guys and gals'.

Here are some more reasons this strategy is #1:

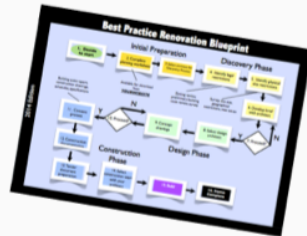
1. Who ever educates the market owns the market. Experts educate, sales people sell (we want to be seen as the expert not a salesperson)
2. People will willingly give their name and contact details for relevant educational material, typically 10x more than traditional marketing.
3. Because we are offering educational materials we capture people earlier in the process when they are doing research. At this early stage they are less likely to be talking with other architects so we have a chance to establish a relationship first.
4. Because we are educating we help to shape the buying criteria of what prospects should be looking for in an architect. Done well you would be the only architect in the world who meets the criteria you suggest :-)
5. People who request appointments after they have been through your education and indoctrination process are better quality clients, you have pre-trained them.
6. You can automate the education process to a greater or lesser degree

Here's an example of an offer for a **Monkey's Fist**:

FREE: THE 'KEEP IT SIMPLE' RENOVATION BLUEPRINTS

ONE PAGE RENOVATION BLUEPRINT

Coaches you step by step on the best way to renovate your home
SUMMERSVILLE EDITION



ENTER YOUR DETAILS BELOW

**'Yes please... send me both
FREE blueprints
AND any new additional tools you
create in the future'**

* Email

* First Name

* = Required Field

This strategy requires a very good follow up process to drive prospects to a meeting.

#2 Targeted Referral Sources

Like the Monkey's Fist above this strategy done right could be the only client getting strategy you need. Ask yourself this question.

"Who are the 30 people in the world who COULD be referring clients to me?"

You may know these people or maybe you need to get to know them. Either way, write them down and then develop a 12 month communication plan where you contact them each month.

A newsletter is the obvious start to a communication plan. Since you are only targeting 30 people then the cost is minimal.

Will you get 30 people sending referrals your way? Of course not.

Maybe you will get 20% send you someone over the year. That would be your **Super 6** referrers. And when they do for goodness sake send them a thank you gift, a decent one.

Just in case you are wondering – hard copy newsletter is FAR better than electronic emails. Hard copy has a higher perceived value, stays around long and can be passed from person to person.

#3 Referrals from builders

There is a great question we like to ask in marketing. So powerful that it immediately opens opportunities for almost any business.

'Who is already selling their services and talking to the people I am trying to reach?'

Referrals from builders or contractors can be a huge lead source for architects. These guys are on the front lines talking to prospects daily. Once on board these people are your unpaid sales force.

Remember contractors are as motivated as you for the client to engage you because they get included in any construction.

STOP THIEF

The only danger is builders will want to rob you of your time by asking you to dispense free advice to their prospects. My advice is to charge a small fee for a site visit but reward the builder for successful conversions.

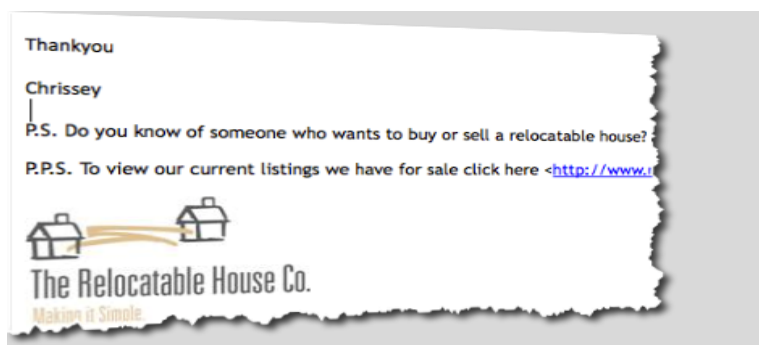
#4 Referrals from clients

Strangely many architects do not get as many client referrals as they would expect despite doing a great job and having happy clients. This is almost certainly due to a lack of any formal referral system.

You need to be proactive with getting referrals, NOT reactive. You need easy, organized ways for clients to send prospective clients to you. Client referrals are great because the 'selling' has usually been done by your client so the prospects turn up half cooked, ready to hire you unless you mess something up.

By having a lead generation strategy like #1 above the client can easily refer someone to your educational material as well as directly to you.

Why not put a referral offer into your signature?



#5 Organic Search

What is organic search? We are talking the internet now.

Coming up on page one of Google searches for 'architect' in your area is more than useful. The top three businesses listed will get 68% of the 'traffic'. If you only feature on page two then you might as well be dead.

BUT

The quality of leads is dramatically lower than referrals and many will fall through the cracks. Having said that if you have a good lead capture and follow up system in place then you can generate a LOT of leads (see #1 Monkey Fist).

#6 PR Media releases

I am sure the only reason people do not use this as a source of generating leads is because they do not know how easy it is. This is great for those of us who know the truth.

The media NEEDS news items every day and 'press releases' can at times make up 80% of media content. The benefit of being featured in the media is that the credibility (unlike a paid advertising) is high.

We are programmed to perceive that if you are in the paper 'you must be good'. The other major benefit is press releases are free.

#7 Google adwords

Time to talk internet again. Yes, it does take time, money, and other resources to nab one of the top spots on a Google search result.

Want a shortcut to get to the top of the page on Google?

Use paid Google ads.

BUT BEWARE

Most people do these ads completely wrong, and doing ads wrong costs a lot of money and brings few results.

My best piece of advice? Instead of having the visitor land on any ol' page on your website (the worst is the home page), send them to a page offering your Monkey's Fist (see #1 for a screen-grab example).

Yes, this requires some expertise to set up. You can outsource it but it is not so complex that you cannot do it yourself either. The rewards can be worth it. Note: For this to work well you *must* have a great lead capture and follow up system in place.

The image shows a Google search results page for the query "architect melbourne". The search bar at the top shows the query and a search button. Below the search bar, there are navigation tabs for "Web", "Maps", "Images", "News", "Videos", "More", and "Search tools". The search results are displayed below, with a "Google ads" label overlaid on the first organic result. The first organic result is "Architectural Services - Top 10 in Melbourne" from "www.homeimprovementpages.com.au/". To the right of the search results, there is a "Google Maps" section showing a map of Melbourne with a "Map for architect melbourne" link. Below the map, there is a "Google ads" label overlaid on the first paid ad. The first paid ad is "\$35/Hr - Architects" from "www.serviceseeking.com.au/Melbourne".

Google
architect melbourne

Web Maps Images News Videos More Search tools

About 9,870,000 results (0.28 seconds)

Architectural Services - Top 10 in Melbourne
Ad www.homeimprovementpages.com.au/
1 form, 3 quotes - Fast, Easy, Free
hipages.com.au has 1,104 followers on Google+
Get Quotes - Residential Architects - New Home Architects - Architects

Award Winning Architect - fedorowicz.com.au
Ad www.fedorowicz.com.au/
Fedorowicz : A.R.A.I.A, Architect, No Obligation project consultation

Residential Architects - destinationliving.com.au
Ad www.destinationliving.com.au/
Melbourne Based Residential Architects Luxury Home Specialists
6/50 Upper Heidelberg Road, Ivanhoe Victoria

Residential Architect Melbourne | Contemporary Interior De...
www.robmills.com.au/
Robert Mills Architect Melbourne Australia, award winning specialist in sustainable luxury residential architecture, interior design and project management.

Melbourne Architects & Designers - Houzz

Google ads

Google Maps

Map for architect melbourne

Ads

\$35/Hr - Architects
www.serviceseeking.com.au/Melbourne
Local Architects for Hire.
Save Money & Compare Free Quotes!

Ardent Architects
www.ardentarchitects.com/
+61 3 9889 3317
Excellent customer service
Creative design and solutions
1/58 Camberwell Rd. Hawthorn East

Google ads

#8 Job site signage

The trust job site sign.

You know people are going to stop and stare at a construction site. You also know that people who have similar projects are going to take a particular interest. Let's grab them by the eyeballs and make a useful offer rather than just shout out your business name and phone number.



Getting registered on Google Maps is free and Google searches will often rank the location of the nearest architect high on the page. This is easy to set up and 100% free.

#10 Referrals from other architects

To explain: you may be a residential architect and have a relationship with a commercial architect who will happily hand over residential leads. Not as good as referrals from builders or clients but pretty good all the same. (Some architects get overflow work but this work is often the leftovers or comes with conditions attached – these referrals are not so good).

Well, that wraps up the list of the top 10 place to get more clients in 2014, but here are two more as a “bonus”..

#11 Events

Are you focused on an industry? Go to events and tradeshow.

For example having a tradeshow stand – I have seen some people generate enough leads for an entire year from one tradeshow but that said many people waste their opportunity due to a lack of name capture, appropriate offers and follow up systems. See #1 Monkey Fist.

Francisco Alonso from AV Architects and Builders holds events mid-project and says it's a good chance to invite potential referrers and clients along.

#12 Networking

You may not want to hear this but talking to people at social engagements or attending events should be one of your strategies. Once you find a prospect there is power in being face to face with a prospect.

That's it! The top 10 list is not exhaustive but if you implemented one of these strategies a month then by the end of the year you would NEVER have a problem winning clients for the rest of your career. Who doesn't want that?

Additional Resources:

As you read in this report, the #1 strategy for generating a reliable source of incoming projects is to use the Monkey's Fist strategy.

For more information on how you can develop a Monkey's Fist strategy for your firm, including examples of architects that are using this strategy to pick and choose the projects they want to work on, get this confidential report on [The Secret of the Monkey's Fist](#) by [clicking Here](#).

