



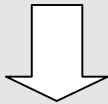
The Cleveland

# Independent Practitioners Group

"Communications in Action"

May 2006

**Wednesday  
May 24, 2006  
11:45 a.m.**



## Demonstrating Your Value to Clients

Mitchell's  
Fish Market  
28601 Chagrin Blvd.  
at  
Eton Place  
Chagrin Boulevard

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**RSVP by  
May 17, 2006  
to**

[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

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*The communications professionals of the Cleveland Independent Practitioners Group (IPG) meet monthly.*

## How do you demonstrate (or do you?) your value to clients?

"Are you worth it?" "How can you justify the fees you're charging me?" "What's the return on investment I'm going to get from the plan you're implementing for me?"

Those questions can cause an independent practitioner (or an agency account executive) to break into a cold sweat or assume the "deer-in-the-headlights" look.

Of course, clients have every right to pose these questions and are entitled to answers.

Being able to demonstrate to your clients that you are in fact "worth it" is just good business and will go a long way toward escaping the knife during the next round of budget cuts.

We'll explore this vital topic in depth at our May 24 IPG meeting.

### ***Different approaches***

Some communicators use a clipping file. Others apply a formula for advertising equivalency. A few may be fortunate enough to have a client who has genuine empirical research built in to the budget.

In a perfect world, the ideal program allocates five percent for research, five percent for planning, five percent for measurement and 85 percent for execution. However, as we all know, that rarely happens.

### ***What do YOU do? How well does it work?***

What works and what doesn't? Our own Jim Tabaczynski – with *our participation and your own personal war stories* – will help us tackle this important -- and tricky -- topic.

Jim will facilitate a discussion of

the various approaches used to assess return on investment for clients.

The good news is that you may finally be able to answer those client questions and feel good about yourself, your work and your career. The bad news is that you may find out what you're actually worth!

### ***It's up to all of us***

The quality of this meeting depends on all of us.

One individual doesn't have all the answers. We need to hear from *you* about your experiences with this.

So, come prepared with specific information to share your own techniques, as well as articles, web sites and anything else, that address this topic.

### ***Strategic Branding Presentation***

Nead Strategic Partners will host ten IPG members at their offices on Wednesday, May 10, from 3:30 to 5:30 p.m. for a presentation on strategic branding.

For those who weren't able to attend their excellent March 9 presentation to us, this is your opportunity to catch it. If you did attend, this is a chance to continue the discussion.

Only four more slots are left. Contact me ASAP to attend. Nead Partners is at 3635 Perkins Avenue, off Chester Avenue and E 36th St.