

## DAVID OGILVY'S HOLY GRAIL OF CONSULTING WORK

*Try as I may, I have never been able to space the acquisition of new accounts at convenient intervals. For months on end, nothing happens. I begin to wonder if we will **ever** get another account. My staff becomes despondent. Then we get three beauties in rapid succession, and the load of urgent work becomes unbearable. **The only solution is to build a waiting list of would-be clients, and to admit them one by one at times of our own choosing. That will be the day.***

- *David Ogilvy*

**Are you struggling from the same feast-or-famine consulting that David Ogilvy did?**

With today's marketing automation getting a waiting list of clients is not only possible, it's way easier than ever before. You just need to build a daily process.

Surprise! There's a step-by-step tutorial on how to do just that (with real case studies) coming to your inbox shortly.

Created by Robert Williams