

EASTWOOD STRATEGY ADVISORS

Marketing Strategy | Guidance | Growth

Think
Like Your
Clients

"Bruce is the master at helping you find your best clients. He created a fundamental shift in our firm culture and marketing. We now concentrate on our best clients. Our margins are up and the type of work we're getting is deeper in our sweet spot."

- Kevin G. Long, President, Employee Benefits Law Group

Do you get to choose your clients? Selecting the right clients is the cornerstone of a great business.

Does your marketing make it easier or harder to get more of your "Best Clients?" Marketing and branding agencies are eager sell you a new logo, a "more impactful" brand, and the latest marketing fads as solutions to all your challenges.

Why do clients hire YOU? When you think about your Best Clients (the ones you want more of), you realize they don't work with your firm because of your marketing. Your Best Clients work with you because you improve *their* business.

"By talking to our clients, Bruce exhibited a great ability to "dig in" to get a real understanding of our clients' needs / wants / perceptions that we missed with our traditional tactics."

- Bobby Robertson, CEO, HealthCareFirst

I'm the Client Whisperer. I identify the details that make your Best Client relationships magical. The secret is seeing your firm the way your clients see it. The result is positioning and marketing that's easy to understand, easy to execute and easy to share with your network.

Contact Bruce at (408) 462-1599 (call or text) for your Client Whisperer Assessment



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Bruce La Fetra

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Not every firm will be great,
but any firm can be.

It's your choice.

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What Firm Leaders Say About Bruce

"While there are lots of people who do 'marketing,' Bruce is easily one of the best I've seen at understanding, explaining, and applying how prospects make buying decisions. In a competitive market, that gives us a huge advantage."

– **Ed Correia, CEO, Sagacent Technologies**



"Bruce's approach is different. Though it starts with marketing, once implemented, it permeates the entire organization. You learn what you do well, and then you do it even better. It's a deeper, more positive approach."

– **Gina McGregor, Employee Benefits Law Group**



"Bruce gave us a thorough understanding of our clients, the process they use to hire our services, and how we best position ourselves for new and repeat opportunities."

– **Adam Love, Managing Director, Johnson Wright, Inc.**



"Bruce was a great investment, providing detailed, objective information for making key decisions regarding how we position and deliver our services."

– **Alay Yajnik, CEO, Lawyer Business Advantage**



"Your careful questioning of our business partners provided a go-to-market plan broad in the number of initiatives, but scalable to match our needs and capacity."

– **Mario Wijtman, EVP, XL Construction**

