

DOUG MCPHERSON

The McPherson® Critical Path Process

Compelling Parable Book Gets Prospects Calling

Doug McPherson, the owner of McPherson Enterprises®, a very successful succession planning firm, has had great success using an innovative marketing tool called a parable book.

Doug's company offers *The McPherson® Critical Path Process*, which helps the owners of construction and aggregate companies develop and implement a strategy to sell their business, or pass it on to the next generation. As the only succession planning firm in the United States that specializes in this market, Doug has had tremendous success during his career. By understanding the unique needs, issues, and vocabulary of the industry, he has a total competitive advantage over other, more general succession planning companies.

We helped Doug, a long-term client, with the creation and packaging of *The McPherson® Critical Path Process*. We also helped him develop a unique marketing tool called *A Boat Called Freedom*, which we call a parable book.

A Boat Called Freedom is a 40-page booklet and audio CD that features the exploits of two sailors cruising on a sailboat in the British Virgin Islands. One of the characters, Chuck, is now free because he sold his business (thanks to Doug McPherson) and the other character is frustrated because he is stuck in his business. As the characters go on their sailing adventure, Chuck explains the benefits of *The McPherson® Critical Path Process*.

The simplicity of the parable format has proved a very unique and powerful tool in attracting new business. People said they could identify with the characters in the story. One of the prospects, who Doug had never been able to meet, said, "I want to be like Chuck," and became one of Doug's biggest clients.

If you would like to receive an example of a parable book, please call Bishop Information Group Inc. at 416.364.8770.



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