

How to Attract Profitable Clients who Keep Using Your Services

Step-by-Step Training
by Alexander Kohl

www.home-based-business-hub.com

Passionate
MANAGEMENT



Welcome

Dear Home Based Business Entrepreneur,

Thank you very much for purchasing "How to Attract Profitable Clients who Keep Using Your Services". It has been produced to empower you. The exercises will give you new insights and awaken the skills that lie dormant within you already. My wish is that you will also enjoy them.

Attracting clients to you is achieved by an inner certainty and outward actions. Those two things are intimately connected: the more certain you are, the easier the actions become. And the more results the actions bring, the more your certainty grows.

This training starts with strengthening your vision, so that you know exactly what you want to achieve. From there you will go step-by-step through implementing the essential actions to reach your vision.

I have been working with a wide range of home based business owners and have realised that each one is unique and special. That really excites me, because it gives the world the variety it needs.

At the same time, the issues that keep most home entrepreneurs struggling are very similar. They are all addressed in this training.

All the best



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Introduction

Congratulations on your commitment to improving your home based business. Starting this training is a great step forward. You now have solid information of how to turn your operations into a thriving business.

Information!

Right now it is only information. It is up to you to turn this highly condensed information into knowledge and your own experience. Purchasing the training shows that you take active steps towards your success.

Structure

This training is set up in 5 weeks of daily exercises. There are 5 exercises each week so that you can relax and rejuvenate on the weekend. All exercises are practical and directly bring you more clients. You just have to DO them.

Week 1: **Strengthening your Vision** goes back to your passions to raise your strength and determination to succeed.

Week 2: **Connecting with Current Clients** starts you on the path of active marketing with the people that your relationship is strongest with.

Week 3: **Reactivating Past Clients** strengthens relationships that were strong in the past, but have been neglected. You will taste success this week.

Week 4: **Attracting New Clients** is using all the skills that you learnt and trained in the past weeks to make new connections.

Week 5: **Leverage through Allied Marketing** is the ultimate form of active marketing: letting other people build relationships for you.

Each day, you will need about 1-2 hours to work through the exercises. It is best to set a specific time. Sometimes, there are things that need to be done over a few consecutive days, but two hours per day should always be enough.

Naturally you can also select a faster or slower pace, but I found that a 5 week commitment is short enough to go all the way, and long enough to get the first results.

You will have to call some people, so you might work through this training in the morning and then have another time for calls (either in the early evening for private people or during business hours for businesses).

Empowering You

The training is set up to empower you to live the life you want. You have all it takes to become a successful home based business entrepreneur. This training is designed to awaken these qualities further.

By the end of the 5 weeks, you will have built the habit of working on your marketing, rather than just your clients. The exercises you learn are set up in such a way that you can continue using them after you finish this training. 30 minutes a day should be enough to keep the momentum building.

Remember that every journey starts with the first step. Just concentrate on that now and let the rest come as it is time.

Getting started

There is one page per day. Read the whole page and do the exercises on it. Once you have worked through it and internalised the content, use the Action List (top right) to tick off the exercises you have completed.

If you have not printed this training manual out, please do so now.

Today's Action

In this box you find a summary of all actions you need to take each specific day.

They usually relate to the lesson for the day or might pick up on some things that still need to be done from before.

Tick them off as you complete them. Start with the one below

- o Training manual printed

Notes:

The notes are for you to put down any immediate thoughts as you go through the lessons.

The more active you are - using different forms of learning - the better you will progress.

Read the lessons, write down your own notes and share your thoughts and experiences with your support team.

Most importantly - put into action what you learn!

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Resources:

On the bottom right you will find links to useful resources.

The resources include suggested books that deepen a lesson. The books are not necessary for this training, just an option if you want to learn more about a certain topic.

You will also find links to websites that are useful to research something or give you further information.

If you are working in the pdf document on your computer, you can just click on the links.

Realistic Expectations!

Have you got your journal? Please go back to what you wrote about your expectations and see whether it has changed. If there are any new things, add them, otherwise just copy your expectations onto the first page of your journal.

Realistic Expectations?

Please get a piece of fruit for this exercise and put it in front of you. (It is just a short silly exercise, but it is essential that you actually do it, so go and get the fruit now. And if you do not have any fruit close by, a muesli bar or something similar will also do.)

Part 1: Expect that a piece of the fruit will be in your mouth. Sit there for a minute and watch what happens.

Do not cheat, do this now before reading on.

What did you experience? Your mouth might have watered, but the fruit did not move and did not end up in your mouth.

Part 2: Expect that a piece of fruit will be in your mouth. Sit there, pick up the fruit, put it in your mouth and eat it.

How was that different? You expected something and you acted to make it happen.

It is the same thing with your expectations regarding this training and your business. Your expectations alone will not bring any results, you also need to act. So the question really is: Are you willing to act to make your expectations come true?

Take a moment now to note in your journal what this exercise has shown you.

What is now?

The second important starting point is to know where you are at now. Use a new page in your journal and describe what things are like now:

- How many clients do you have?
- How are they finding out about you?
- Are they paying you or are you exchanging with them?
- How much time do you spend on unproductive work?
- What successes have you recently had?
- What challenges are you facing?
- Are you doing a day job as well?
- Can you do the things you would like to do?
- Do you feel secure in your work?
- Do you have clarity about what you are offering?

Describe as completely as you can what your circumstances are now and how you feel about them.

As you think of other important things throughout the day, just add them to your journal.

Sometimes change is occurring so slowly that we do not really notice. Dramatic change is rare. But when we look back and remember how things were, the difference becomes apparent. So this is the base line to the positive changes that are occurring in your life. You can use it later to prove to yourself that you are succeeding.

Today's Action

- Expectations copied
- Fruit exercise completed
- Current situation written down
- Support team committed
- Learning captured

Notes:

[illegible]

Creating Your Vision

Yesterday, you concentrated on what is now. Today you will create your future.

Create an environment that inspires you. Put on some music. Make a tea. Or even go into nature. Do whatever makes you feel great. Take your journal and a pen.

Forget Your Expectations

To start things off, forget about your expectations. Often creative flow is hindered by thinking too much in one direction. This blocks the view towards better possibilities.

Delve into Your Passions

Write down everything that excites you and that you are passionate about. Think about your hobbies. Remember what you loved to do when you were younger. Check your dreams for things you always wanted to do but never did.

It is enough to jot down words, concepts and short reminders. Use one line for each passion.

Categorize

When you feel that the important things are on your list, look through the entries again and group them into areas that belong together.

Give each category a keyword or key phrase (i.e. two or three words that explain what it is about). This is so you can refer to them easily.

Check Your Excitement

Rate each group on how much it excites you. Try not to think about it, just feel and let that guide you. This is not about how successful it might be, but how closely it aligns with you personally.

Write the level of excitement behind each line (5 for most exciting, 0 for not exciting at all).

Building Your Vision

Now you know what excites you. Does it include what you are currently offering in your business? Is it one of the things that really excite you? I am sure it is, otherwise you would not have made it to this point.

Have a look at the other categories that you have found. Is there anything outstanding? Anything that really excites you and could possibly be linked with your business? If it is teaching, then you might work towards teaching about your business. If it is children, then you might want to focus your business on children. Or a particular sport could become your focus.

Out of these thoughts, write down your vision of how your life is going to be in 5 years. If you are not quite sure, just write things down that come to mind. It does not have to be the be-all-end-all vision statement. It is just clarifying the direction you are going into.

It might change over time, become clearer, or get a new focus. That is fine. Just capture what your vision is now. And make sure that you include your business in there. If there is no room for it, then you might reconsider whether it is not time now to make the shift to what you really want to do.

‘What Matters Most’ is a great book that goes through this process in much more detail. It also includes your various roles and your values. I have not read the Passion Test, only heard Janet speak and that was very inspiring.

Capture your realisations in your journal.

Today's Action

- Passions defined
- Passions categorized
- Excitement checked
- Vision built
- Learning captured

Notes:

[illegible]

Resources:

Nightingale Conant offers a free Mission Builder. It is a little clumsy to use, but still great to get you thinking:

<http://www.home-based-business-hub.com/Mission>

Raising Awareness

The Law of Attraction

You have probably heard of the Law of Attraction. I recommend the movie: "The Secret" if you want to find out more about it.

The Law of Attraction states that you will get whatever you put your attention, focus and energy on. You might have experienced it when you bought a new car and suddenly saw that car in exactly the same colour everywhere in the streets.

That happens because our mind filters out the unimportant things so that we are not overloaded. They are left in the unconscious. If you give your attention and focus to a new thing, it becomes important and you will find proof of it, because you become conscious of it.

The other part of the Law of Attraction is the energy. On a worldly level, it is the energy you put into your actions. Remember the exercise with the piece of fruit? Your expectation alone did not get it into your mouth. Your action did very easily. So you need to put your physical energy into achieving what you want.

On a more subtle level the energy you vibrate also has an impact. If you genuinely feel positive and excited about something, you will get there much quicker. If you doubt, it will take longer.

No, Not, Don't

I am a very positive person. But when I learnt this concept and started applying it, I was astounded at the impact.

Your goal today is to eliminate No, Not and Don't from your vocabulary. The trick in doing that is to catch yourself whenever you use them and then to ask aloud: "So what DO I want?"

If you cannot ask yourself aloud because there are people around you, you can do it silently in your head. But if you are alone, it is great to actually speak aloud so you can hear yourself.

The answer to that question is just as essential as asking the question. You need to answer with something positive that you actually want AND you need to be certain that it is possible to achieve.

Let's assume that you are overweight and you catch yourself saying: "I don't want to carry this weight any more." You ask: "So what DO I want?" and might answer: "I want to be thin." But in your head you add to that: "But that will not happen anyway."

If you change your answer to: "I want to resist this chocolate bar." you have found a positive answer and you can certainly achieve that.

Your Vision revisited

Now go back to the vision you have written yesterday and check it with your new understanding of what you have learnt today.

- Can you make it more positive?
- Can you be certain of being worthy of it?

If you cannot believe yourself worthy of it, just remember how many people there are in this world, who are achieving this exact vision right now. There are hundreds of thousands really successful home based business entrepreneurs. They did not have that from the start, they walked the path to success, and so can you.

Continue your day by catching yourself and asking: "So what DO I want?"

Tonight take a few minutes to write in your journal what you have learnt about yourself in this exercise today.

Today's Action

- o "So what Do I want?" implemented
- o Vision revisited
- o Learning captured

Notes:

[illegible]

Resources:

'The Secret' website
www.thesecret.tv

Getting an Overview of Your Clients

Any successful business is based on trusting relationships with individuals.

You might have tried ads in the past with little response. This is not uncommon. Ads can work, but there are cheaper and more effective ways for building your client base when you are just starting out. Use them first.

Active Marketing

Most ads are passive in that you yell out: here I am and then you sit back and wait what happens. You have little control over who gets your message and even less on the action they take.

Active marketing is where you take control and give to build a trusting relationship. Ads can achieve that as well; it just takes more investment.

Today's exercise will continue all week and give you a positive experience of connecting with people. But first let us prepare how you handle your data.

Client Database

Your clients bring your income. As any relationship works two ways, you have as much reason to contact them as they have to contact you (and it does not have to be about sales). Therefore your most valuable tool is a client database. In it you capture contact details and some additional data on all your clients.

What to Include?

First name, last name, phone numbers and date of last contact are absolutely essential.

Email address, date of birth and how they heard about you are great to have. They allow for some additional relationship building.

A postal address is necessary if you need to post things.

Additionally you might need to capture information about what they have purchased in the past.

How to Keep the Data?

Any system has to simplify your life. If you do not have a computer or are struggling with it, use a paper filing system.

I use Excel a lot, but there are also numerous software programs that do more sophisticated things. You can use the Excel worksheet that we provided. It includes a formula for quickly categorising your clients.

For the following exercises, you need to know the date of the last contact you had with your clients. This is essential, but only for these exercises. On day 11, you will learn about a far more effective and simple system to achieve better results on an ongoing basis. For now you can use the worksheet provided.

Categorising Your Clients

Find all clients that you had contact with in the past 4 weeks. They are your current clients. If it is less than 10, expand the time frame to 8 weeks, so that you have at least 10 clients in your list of current clients.

If you are just starting out and have no clients at yet, do the following exercises with friends that have experienced your services. And if no one has experienced it yet, take this opportunity to hand out free samples to your friends to get good feedback.

Now fill your database with the information you have. Continue collecting missing information as you get in touch with clients. Tomorrow you will start deepening the relationship with your current clients.

Today's Action

- Client database set up
- Clients categorized
- "So what Do I want?" implemented
- Learning captured

Notes:

[illegible]

Resources:

Date of Last Visit (page 31)

Making the First Active Contact

Learning about Your Strengths

Last week you built your vision of what you want to achieve. This week you are connecting with your current clients to achieve that. They are the people that trust you and benefit from your services already.

Today you will start finding out what it is that they value about you. It will show you your strengths and point to your uniqueness. It might also show you something about the steps you need to take to get closer to your vision.

Testimonials

An important marketing element is testimonials: Letting other people speak about you to your future clients. It inspires trust (which is what all good relationships are built on) and excitement.

The best way to get testimonials is to speak to clients about their experience and then ask them whether you can use something they have said as a testimonial. That way they do not have to write (which is hard for most people), it is something they say spontaneously (which makes it more believable) and you have control over what it is.

Two Birds with one Stone

Success is about using your time efficiently, so getting two outcomes through the same process is great. A single phone call can give you both: a better understanding of your strengths and a testimonial.

What to ask?

What was the main reason you used my services? (If it is obvious, try to find out what triggered them into action.)

What changed after you used my services? (Keep rephrasing & asking until you get a specific story).

An example of a great story would be: "Within two weeks of using Pet Lovers Dog Training Service, my dog would sit. And that after months of unsuccessfully trying to train him myself."

What stood out in my service experienced anywhere else before?

What made you choose me?

Rephrasing

As you ask and your clients talk to you, take notes. From these notes paraphrase what story they told you and ask whether they are happy to have you use that as a testimonial.

The more of their personal information is included the better (name, suburb at the very least), but obviously you want to keep their privacy in mind.

Take Action Now

From the database that you prepared yesterday, choose 10-12 current clients. Start with someone you are really familiar with and work your way to the ones that you know less well.

Today and in the next two days, continue phoning them (remember that you might have to leave messages) until you have at least six testimonials. If you have more that is even better. They might even ask you for a new appointment while you are speaking.

And if they are unhappy with something, welcome that feedback to improve.

Note in your journal how this process was for you, what did you feel before, during and after calling. What did you learn about your strengths?

Today's Action

- o 4 current clients called (or more)
- o "So what Do I want?" implemented (last reminder, just continue)
- o Learning captured

Notes:

[illegible]

Your Map to Success

Planning to Reach Your Ultimate Goals

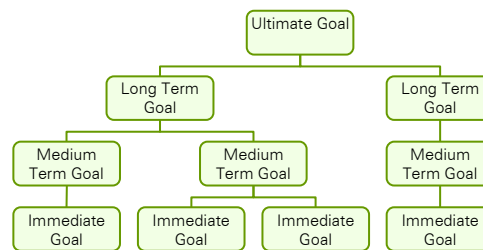
Today you will need a large paper, at least A3, ideally bigger. Start by putting a summary of your vision on top of the page.

If your vision has multiple parts to it, pick a single element and focus on that today. Remember the importance of attention, focus and energy for the law of attraction to work.

Just use one or two keywords to remind yourself of what your ultimate goal is that will fulfil a large part of your vision.

Now put yourself in the position of your goal having come true already. Feel how great it feels and think back on what happened immediately before you reached your goal.

If it is more than one thing that had to have happened at the same time, put them next to each other below your ultimate goal. If they are in a sequence, put them down, showing the ones close to the present day lower on the page.



Then do the same process for each of the lower goals that you have identified.

You can use keywords for each goal, draw them or cut pictures out of magazines. Really turn this into your Map to Success, representing who you are and want to be.

Check Your Control

Now check whether you have complete control over your most immediate goals (the ones at the bottom of the page). If they rely on others acting, you do not have complete control. You need to break them down further. Answer: What do you have to do for others to act in a way you want them to? Make that your more immediate goal.

Example: If your goal is to get 10 new clients, you could break that down into: "call 20 people" and "convince 50% to be my clients". Then you have complete control and can take responsibility for reaching these goals.

Check for Overwhelm

If the goals at the bottom frighten you or are overwhelming, simply break them down further. The “Call 20 new people” could have as an immediate goal before: “Call one new person today”.

The Single Most Important Next Step

You have mapped your path towards your vision. Now you just need to take one step at a time and you will reach it. Select the single most important next step to act on today and do it.

Tick your goals off as you achieve them.

Write in your journal what you learnt in this process.

Today's Action

- o 4 current clients called (or more)
- o Map to Success created
- o Control checked
- o Overwhelm checked
- o Single Most Important Next Step acted on
- o Learning captured

Notes:

[illegible]

Time to Focus

The Jumping Frog Disease

Many home based business entrepreneurs keep jumping from opportunity to opportunity. The most common reasons are

- that something did not work as quickly as imagined;
- that something new just sounded much more exciting and easy

In reality it is often a lack of focus coupled with little confidence in their ability to be successful with what they have.

Your Target Market

One of the greatest costs in business is marketing. This is especially true for setting up a new business. By jumping into different opportunities, the most important part of marketing can never come to play: word-of-mouth referrals.

Your clients are confused and don't know what to tell others. They might love what you do, but the next week, you do something different.

Unfortunately that way you get lost among the outstanding individuals that have captured a niche for a specific target market.

Have a look at the really successful entrepreneurs in your field. Is it clear at first glance what they do? Is their name attached to one solution or service?

I am sure you will find that they are. They are the specialists and everyone turns to them and talks about them.

Be a Specialist

You might feel that you do not know enough yet to be a specialist. Do not worry; just by putting your attention, focus and energy on a particular thing, you are way ahead of anyone else, because you will draw information and experiences about it to you.

The other argument is that you might lose clients that do not fit the one specialty. By actively referring people to other specialists, they will start doing the same for you and you both gain.

To gain a well known profile, consider three things:

- Your target market
- Their problem and
- Your solution.

Look back at your vision (in your journal) and at the testimonials and feedback from your current clients. Can you see a common thread of the type of people and the type of problem you are most successful with?

Your Specialist Statement

Write what you found into your journal as a 10-15 sec speech that goes something like this:

I am YOUR NAME and I support TARGET MARKET with PROBLEM by SOLUTION.

Be as narrow and specific as you can with the target market and the problem. The solution could just be the name of your service or it could describe the benefit of the solution (e.g. ... I support Internet marketers to build responsive lists through offline advertising).

Aim to use this statement at least once a day. Find situations where you can. It will get more and more comfortable to use. You might also want to change it over time until it fits you like a glove.

Today's Action

- Single Most Important Next Step acted on
- More current clients called
- Specialist statement completed
- Learning captured

Notes:

[illegible]

Example:

"My name is Alexander from home-based-business-hub.com & I support home entrepreneurs to attract clients that keep coming back by sharing winning strategies."

Your Second Support Team Meeting

Take your journal and the Map to Success to your second meeting. Use the Meeting Overview and include the following two Exercises:

Exercise One

Introduce yourself to the group using your specialist statement.

Note how it feels to say it in front of your support team. Does it feel like you? Do you feel self-conscious saying it? How does the group react? Do they believe you?

After you all introduced yourselves, go through the circle one more time. Start by sharing the specialist statement again and then share your experience of saying it in front of the group.

After 2 minutes, let the group share their experience of receiving the statement. Give feedback whether the statement is precise and exciting.

Move onto the next person and aim to complete this exercise in about 30 minutes.

Challenges and Successes

When you are sharing your challenges and successes, put special attention on the process of calling your current clients. Was it difficult to do? Was it fun? How was the feedback? Were you surprised?

Exercise Two

Find a partner (if you are an odd number, one group of three is fine, too). Put yourself in the frame of mind of having achieved your ultimate goal and share with your partner the journey you have had to get to this point.

Tell the story in the past tense, starting with the first goals you achieved and then how it grew from there until you reached your ultimate goal. Share how you felt along the journey and how you feel now, having achieved your ultimate goal. Use your Map to Success as a reminder of the whole story.

For the partner listening, use active listening skills. Really get into the mind and the feelings of the presenter. Ask questions to clarify, rephrase things to make sure you understand correctly.

After 10 minutes (7 minutes for the group of three) the listener repeats the story you have just heard. The person originally sharing, now hears their own story from somebody else. See how that feels to hear your own story. Do you believe that it is possible even more, or do you doubt it? Just notice your reactions without judging them.

After 5 minutes, swap roles and go through the process again.

Your Learning

At the end of the meeting, take a few moments to note what you have learnt. Think about whether there are any gaps in your Map to Success that can be filled by adding some goals.

Remember that the top of that Map is broad only. The next most important next step will become clear as you reach it, so allow some uncertainty about how things will be achieved at the top.

Today's Action

- o Single Most Important Next Step acted on
- o Last current clients called
- o 6 testimonials available
- o Support team met
- o Gaps in Map to Success filled
- o Learning captured

Notes:

[illegible]

Resources:

Meeting Overview (page 30)

Systemizing Your Follow-Ups

Reactivating Past Clients

Reactivating past clients is one of the cheapest and most effective ways to increase your income. They have had a positive experience with you already, they trust you and they know what to expect.

It is 6 times more expensive to get a new client than re-activating a past client.

What is the difference between a past and a current client? That depends on how often you would normally have contact with someone. But if they have not been in touch for three months, they are definitely not a current client any more. Without hearing from you, they might even follow a different suggestion and use a different business.

Use your database (the sheet with their last contact, your Excel sheet or any other program you use). Highlight all clients that you have not been in touch with for more than 3 months.

What is the Contact About?

Reactivating past clients means to reactivate their trust and rebuild the relationship.

Call the first person, tell them who you are and that you were thinking about them and wanted to know how they were. If you know the exact service you performed, be specific in your questions.

If all is well, share how happy you are about that. You have just reminded them of their great experience of getting help from you. If they still have the problem or have a new problem, ask them whether they want your support for that

You probably have no idea how many people walk around with a problem, and are just too lazy to do anything about it or simply do not know what to do. You have just helped them out of that problem in an instant.

Your Commitment

Make a commitment to call a certain number of past clients each day. It does not have to be many people at all. It is better to consistently call one person per day than starting out with a grand plan and never getting through the first two days.

Your Follow-Up System

What you also want to do is build a system for the future. All current clients become past clients if the relationship is not nurtured. So from now on, finish all treatments by assessing what the best course of action is for your client.

If it is coming back in a certain time, tell them and make an appointment. If it is a matter of wait and see, tell them how long to wait and see (e.g. 2 days, one week); and tell them that you will call to find out how they are. Write this in your appointment book and call them on the specified day.

If they are healed and do not need to come back, tell them and write it into your appointment book for a phone follow up in a time-frame that is useful for your modality (maximum 3 months) and call.

Take the time each day to make the calls that are due and you will continue to build your practice.

Make a note about your experience in your journal.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients highlighted
- o Commitment to ___ calls
- o Follow-up system used
- o Specialist statement used
- o Learning captured

Notes:

[illegible]

What are You Willing to Give?

Give to Get

So far, you have concentrated on developing current and past relationships. As I said yesterday, it is by far the cheapest and most effective way to raise your income. However, it is limited and without new clients, you cannot fill your practice.

You have heard it many times: clients are built on relationships of trust. That is the way to new clients as well. This is especially important for services. They differ from products in that potential clients cannot touch them or look at them before buying.

The best way to earn trust is to give them a taste of what they can gain from your service. This means you need to give something without the security that you will get anything back.

I have heard many entrepreneurs balking at idea of giving something away for free. After all you invested a lot of time and money to be able to deliver, and now is the time to earn it back.

The fact is, if you are not having enough paying clients, you are wasting your valuable time. Each hour that you are not producing income, you are losing money. Let's assume that you can make \$30 per hour. If you spend 20 unproductive hours a week that is \$600, which is around \$30,000 a year. Talk about giving something away!

So now you need to be focussed on filling these spots. Using any spare non-productive time is the cheapest thing you can give away, because it only costs your time, not time and money.

What to Give?

How to decide what to give away? For that you need to go back to your Specialist Statement. Look at who your target market is and what problems they have in common. Whatever you give away should show them a way to the solution.

If you are a massage therapist specialising in relaxation massages, you might want to give away 10-minute chair massages at busy offices. In those 10 minutes, you can get to know the person and build a relationship. If you are a naturopath, invite potential clients to a free assessment. You can then introduce them to the benefits of natural remedies.

Make sure you give generously and genuinely. It is no use to give something without value just to sell your treatment. At the same time, it is essential that you ask at the end whether they would like to make an appointment to see you again!

It might also be appropriate to give your treatment for a reduced price to new clients. (If you are busy already and do not need many more clients.) But if you are not busy, the more you give, the more you will get.

How to Present It

It is far more successful to give people a voucher that shows an actual Dollar value, than giving something for free. First of all they have that value in their hand and want to make sure not to lose it. Secondly it reinforces the real worth of what you are giving.

And you always need to specify how long the offer is valid, so that people are compelled to make a decision (and take you up on the offer if they want).

Write in your journal what your offer is, you will need that soon to produce the first printed marketing materials.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients called
- o Offer decided on
- o Follow-up system used
- o Specialist statement used
- o Learning captured

Notes:

[illegible]

A New Business Card

Review Your Map to Success

It has been a week since you started working with your Map to Success. That means you have achieved some goals already and ticked them off. It is now time to review your remaining most immediate goals and check whether you still have full control and you feel confident that you can achieve them.

If not, sticky-tape blank A4 sheets over the fulfilled goals and break the remaining goals down again (go back to Day 8 for details). Write the new goals on the blank A4 sheets. That way you can always go back and look at how you started out and what you have achieved already.

From Your Map to Success select the single most important next step and do it today.

Active Marketing

Now that you know your specialty and your offer, it is time to produce business cards that complement your active marketing.

You will be able to use these cards for networking and for referrals from your current clients. Next week, you will learn how to do that. For now, focus on the words of how you describe your specialty and how to describe the offer. Be short and concise, yet interesting and exciting. Ask for feedback from your support team.

Business Cards

On the front, have your full name, address, contact phone (ideally a landline), your business name and website (if you have one) and a short statement defining your specialty.

You can reword the specialty from your original statement in this format: SOLUTION for TARGET MARKET with PROBLEM (e.g. Ecological paint for people with allergies). Make it really short and concise.

The other element is a photo. Research has shown that a picture of a person on a business card makes the receiver remember you much more than just the writing. Get a professional picture taken if you do not have a recent one.

At the top of the back of the card, write 'For' and leave a space where you can fill in a name, then specify your offer (be short and concise) and finish with 'Valid Until' (leave another space where you can fill in a date). Also leave a space where you can sign the card.

Using the Card

Traditional business cards are passive. They give contact details and leave it up to the receiver to contact you (or not). Your card is personal (you write someone's name on it), active (it calls for immediate action to take up your offer) and immediate (within the specified time limit).

Apart from that it has all the benefits of the 'normal' card with the added advantage of your photo.

Note: If you have just produced business cards and are reluctant to spend the money again, you could also use the vouchers we are discussing tomorrow.

Just prepare all the elements necessary, and you can decide how and when to produce a new business card with them. However, remember from the lesson yesterday what you are giving away by not filling your empty spots.

Today's Action

- o Map to Success reviewed
- o Single Most Important Next Step acted on
- o Past clients called
- o Business card drafted
- o Professional photo taken
- o Follow-up system used
- o Specialist statement used
- o Learning captured

Notes:

[illegible]

Resources

Get FREE business cards - a \$149 FREE gift. Top quality! Full colour!

From Vista Print

Preparing Your Offer

The Vouchers

Your vouchers will be used for allied marketing, which is using other businesses to recommend you. In week 5, you will learn how to organise that.

The elements used are similar to the business card: Your full name, photo, address, contact phone (ideally a landline), business name and website (if you have one), a short statement defining your specialty and a deadline (just pick any date for now, you will finalise this just before production).

The Offer

Use your offer from Day 12 and write it into a short sentence or a few bullet points. If you have a Dollar value for what you are giving away, specify that.

Testimonials

In addition, select two of your testimonials that relate directly to your specialty and target market.

Your Guarantee

The other element to add is a guarantee. Again this is about building trust, so if you are confident that you provide a quality service (and I am sure you are), the guarantee should read something like: "Complete satisfaction guaranteed or your full money refunded within 30 days."

Most people are honest and will not take advantage of such a guarantee. If there is something seriously wrong with your service, you will at least find out about it and can possibly learn from it. (One of the best ways to make clients trust you is handling complaints well.)

The Headline

The headline has the biggest impact on your success, (marketers say it is 80%) so it pays to spend a lot of time on it. Write at least 50 headlines. At the end, select the ones you like best.

The headline should clearly identify your target market (best done by highlighting your clients' problem, e.g. Still Limping after Your Stroke?).

Graphic Designer

With computers now it is easy to produce a card or voucher yourself. However, it will never look as professional as from a specialist. If you have a professional logo, use that, otherwise get one designed, but do not spend more than about \$200 on the logo.

If you do not know a graphic designer, ask your support team and consult the Yellow Pages. Ask for a quote for the design of 500 double sided business cards (you can save some money if you limit the colours, but it does not make a big difference to the price) and 3 x 500 one-sided DL flyers (on 170 gsm paper). Note: DL stands for Din Long and is the size of a third A4 page.

A good graphic designer should be able to give you a rough quote over the phone. Make sure the quote includes the printing and that the graphic designer will organise the production with the printer.

Ask for samples of previous work and how long it will take to produce a) the layouts and b) the printed cards after you order them. Select someone who you trust and enjoy talking to, but do not order yet. It might not pay to get the cheapest.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients called
- o Vouchers drafted
- o Quotes invited from designers
- o Follow-up system used
- o Specialist statement used (last reminder, keep going)
- o Learning captured

Notes:

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Your Third Support Team Meeting

Take your journal and the text draft of your business cards and vouchers. Use the Meeting Overview to start your third meeting. Include the following two Exercises:

Exercise One

Go into groups of two (use a different partner to last week). Share the drafts of your business cards and vouchers.

Give each other feedback on the materials using all the skills you have learnt in the past week. Check:

- Is it really active?
- Would the offer entice you to act?
- Is the specialty clear?
- Are all important elements on the card and voucher?
- Do you have additional suggestions for headlines?

Be firm in your critique. There is no use to sweet-talk things now. At the same time, you are part of the support team, so be friendly.

After 10 minutes swap partners and go through the process again. Use the input to make up your own mind what to do. Your marketing materials have to reflect you and your uniqueness. No one else can decide for you, but you can use input to make the best choice.

After another 10 minutes, find a third partner to share the drafts with and exchange views.

Come back in the group and go around the circle once. Everyone selects one card and voucher that they have seen (it can be your own as well). Tell the others why you like it; point out the features that make it great. Give everyone two minutes for this exercise.

You might wonder why this exercise is done without the actual layouts from the graphic designer. It is hard to look beyond great looks, but the stronger impact comes from the content. Therefore, it is ideal to critique the content without the layouts. They will then add to it.

Challenges and Successes

When you are sharing your challenges and successes, put special attention to the process of calling your past clients.

- Was it difficult to do it?
- How was the feedback?
- How many clients made a new purchase?
- Why do you think that happened?

Exercise Two

Go around the circle and share how your follow-up system works. Have you been putting it into practice?

Share the best way to implement the system. Then move onto the next person and aim to complete this exercise in about 15 minutes.

Your Learning

At the end of the meeting, take a few moments to note in your journal what you have learnt.

Make any changes to your drafts, select your graphic designer and order the layouts. Confirm when you will see them (ideally before the next support team meeting).

As the headline for your offer is so essential, write another 20 headlines. If something better comes up than what you have already, it is still easy for the Graphic Designer to include.

Today's Action

- o Single Most Important Next Step acted on
- o Support team met
- o Past clients called
- o Draft changed
- o Layouts ordered
- o Follow-up system used
- o Learning captured

Notes:

[illegible]

Resources:

Meeting Overview (page 30)

How do You Connect Best?

Networking

To some people networking functions are heaven, to others hell. What's the difference? It is how 'at home' someone feels. So if you do not like networking right now, here is your chance to get into it and to start feeling at home.

The most important thing is to choose wisely where you network. More on that tomorrow.

The second most important thing is that you need to have a purpose when networking. “Selling my service” is not such a good purpose. “Getting to know my clients” is better. Ideal is a very specific purpose (e.g. “I want to find out what magazines my clients read”). Over time, you will grow into the circle and suddenly feel at home.

The best advice I ever got on networking was to pretend to be the host. Greet people like you are hosting the function. (More on which functions to select tomorrow.) Introduce yourself with your specialist statement and if they show interest, you can tell them more.

Otherwise find their interest and connect them with someone with a similar interest. This cannot happen at one function, but you will grow into it over time. Especially if you stay in the same circles of your target market.

Using Business Cards

Here is your chance to use your business cards actively. Write their name, (add the expiry date and your signature on a few cards before the event) on the card while you tell them about the offer.

And if they are not the ones that need your services, ask them whether they know someone else and give them the card to pass on. Even though they have not bought from you, they have met you personally.

Your Preferred Communication Method

Building relationships is the key to success. Communication is the tool to build them. You have already started by calling current and past clients on the phone.

To multiply the results you can achieve from networking, there are 2 options:

1. You can be the speaker at functions and make a presentation.
2. You can write editorials in publications your target market reads or produce your own newsletters.

Doing a little bit of something **consistently** achieves far more than doing a lot only once, so choose the method that you feel more comfortable with. Tomorrow you will learn how to put it to use.

What to Talk or Write About?

Everybody is interested in solutions to their problems. As you get to know your target market better, you will understand their problems and be able to give useful information on how to solve your target market's problems.

Never try to sell anything while you are educating. Educating builds trust, selling something at the same time could destroy it. This is true both for public speaking and writing. However, think of ways to get their contact details, so that you can follow up (either by phone or letter). Then you can build the relationship further until they ask you for the solution to their problem.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients called
- o Communication method decided on
- o Follow-up system used
- o Learning captured

Notes:

[illegible]

Getting Deeper into Your Target Market

Finding Your Target Market

You have already defined who your target market is. The reason for having a target market is so that you can become known as a specialist. You want your target market talking about you in clear terms, referring you to one another.

The other reason for a clearly defined target market is so that you can communicate with your target market more easily. You have your Specialist Statement. Yesterday you decided on one form of communication that you are most comfortable with. Now is the time to plan how to get the message to a larger audience of your target market.

Basically you need to write a list of where your target market can be found.
That can be

- physical locations
- groups or clubs that they might be members of
- meetings they attend
- magazines they read
- specific things they do

Breaking Your Target Market Down into Sub Target Markets

After you have brainstormed this list, select the entries that can be used by your form of public communication (i.e. if you picked public speaking, then select all the functions and meetings of your target market that have speakers).

Describe the people that you would find at each of the selected places in even more detail.

- How old are they?
- Where do they come from?
- What is their interest?
- What are their problems?
- What are they struggling with?
- What would they like to achieve?

Really try to put yourself into their shoes and feel what they are feeling. This is a continuing task. Keep listening to your clients to understand them better.

Formulating Your Approach

Conclude each description of the Sub Target Market with a few topics that you could contribute.

Then find out the contact details for the people you need to talk to, to get a spot as a speaker or writer or just to sign up as a participant in the function.

Your Action

Register as a participant in one of the functions that really interest you. Maybe you want to take someone of your support team (but make sure, you do not cluck together, but really network with new people). See how other speakers present themselves on stage. Get to know the organisers and start building a relationship.

If you decided to write, start getting the publications that you want to write for. Read them with your themes in mind and check how they would fit.

Make it one of your goals to attend one function a week as participant and to speak or have one article published once a month. Start with the smaller functions and publications until your confidence builds.

Today's Action

- Single Most Important Next Step acted on
- Past clients called
- Target market locations defined
- Sub target markets defined
- Contact details defined
- Registered as participant in function
- Follow-up system used
- Learning captured

Notes:

[illegible]

Resources:

Sometimes it is useful to get an outside perspective on what you are doing. Check the

Spotlight Coaching:

<http://www.home-based-business-hub.com/Spotlight>

New Contacts

Your Shop Front

Do you know about first impressions? Watch yourself when you walk into a new shop for the first time. You form an opinion about that shop in the first 5 seconds.

This is certainly true for the clients that come to your home. Walk into your place with the mindset of a new customer and see what they see. Is there anything you want to improve?

Your Audio Shop Front

Your physical premises are important, but today's topic is your phone.

Any potential client that hears about you will pick up the phone and call before anything else. Therefore your phone makes the first impression.

Answering the Phone

Before you pick up the phone, put yourself into a happy and confident mood. A great way to achieve that is to have a mirror above your phone. Stick a message on it that helps you to be calm, centred and confident. If you feel like it, smile at yourself.

Then pick up the phone.

Answer the phone with: "Thanks for calling NAME OF YOUR BUSINESS, this is YOUR NAME."

If they give their name, write it down immediately and use it throughout the conversation. Calling people by their names inspires trust and care.

Starting a Dialogue

They will probably start with some question about your service. That makes them the leader of the conversation. You really want to lead them, so ask back with something like: "To answer that, could I ask you a few questions?"

If they are happy with that, start asking them open ended questions (opposed to questions that can be answered with yes or no) and let them talk. Ask questions that help you to get to know them and strengthen the relationship. Check the Phone Notes (see page 32) and add possible questions you could ask that relate to your modality. Keep a copy of the Phone Notes next to your phone.

Note: If they ask for an appointment straight up, it might be ok to just make a date. However, if you find that people do not keep their appointment with you, you might want to build a stronger relationship on the phone.

Confirming your Understanding

After you heard the important information about their problem, summarise it to make sure that you have understood correctly.

Making the Appointment

If they agree with what you said, briefly outline the next step (e.g. come in or I'll come to your place) and offer two times for appointments they can choose from.

Get their phone number, full name and write down a summary of the information you got.

Your Answering Machine

Keep your message short and concise. Always ring back on the same day and use the phone script as above. If you can afford a personalized answering service, it might be worthwhile. Many people do not leave messages when they are first calling someone.

Today's Action

- Map to Success Reviewed
- Single Most Important Next Step acted on
- Past clients called
- Mirror & note put above phone
- Phone Notes developed
- Follow-up system used
- Learning captured

Notes:

Resources:

Phone Notes (page 32)

The Best Marketing: Referrals

Asking for Referrals

So far, you have concentrated on making contact with new clients directly. You have identified where to find your target market and how to communicate to build trust. This was important to start, as it will take a week or two to actually implement.

A much more immediate and quicker way is for you to ask your current clients for help.

If they are thrilled by your services, they will refer you whenever the opportunity presents itself. However, they have lots of other things on their mind, so you will get a lot more referrals if you actually support them talking about you.

It is really basic: Just ask them if they know anyone else who might benefit from your services. You can even tell them that you have a few spots available that you want to fill.

The Best Time to Ask

Never ask for referrals during the first contact with a client. The relationship is still building, the trust developing, so do not rush in. Otherwise they might see you as just wanting to sell, rather than genuinely helping.

The best time to plant a seed for a referral is at the start of the second or third meeting when they already realised the value of your offering. After enquiring how they are, they might tell you that you have really helped them. Use this to ask whether any of their friends might benefit from your services as well.

That gets them actively thinking about it, rather than just stumbling across someone. It puts their attention and focus on people they know who have the same problem. And as you know, that helps to attract those people (or to become conscious of them).

Rounding it Off

If they tell you a name and maybe even the story of that person, use the end of a meeting to remind them of it. And here is where your new business cards come into play (when they are ready).

You can say something like: "I was thinking about NAME, and am sure that I can help. If you think they might like to try my services, you could give them my card. This gives them (describe your special offer briefly), so they can get to know how I work."

Write the name of the person that is being referred and an expiry date (two to four weeks from the current date is a good time) on the card, sign it and hand it on. Your clients will feel great because they can actually help someone and are able to give them a special deal.

Thanking Your Referrer

Your database included the question: “How did you hear about me?” This is one area where asking this is really useful. As soon as you have someone coming in that was referred by a current client, thank the client who referred the new person.

This can be as simple as saying thank you during the next meeting. It could also be a quick phone call that evening or you could send them a card or a little present. Remember the more you give, the more you will get back.

'Raving Fans' is a brilliant little book that any person delivering service should read. It is very inspiring.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients called
- o Referral system practiced
- o Phone script used
- o Follow-up system used
- o Learning captured

Notes:

[illegible]

Resources:

'Raving Fans!': A Revolutionary Approach to Customer Service' by Ken Blanchard & Sheldon Bowles.

Your Fourth Support Team Meeting

Take your journal and the layouts of your business cards and vouchers. Use the Meeting Overview to start your fourth meeting. Include the following two exercises:

Exercise One

Pick a partner and start to role play 'asking for referrals'. One of you is the client at the second or third meeting. Ask them how they are and after a positive answer, move on to asking for a referral. Then jump to the end of the imagined session and round it off as you learnt yesterday.

It should only take 1 minute per person. Swap roles, then choose a new partner and repeat the exercise. Aim to do the exercise 10 times (just keep swapping partners after you have done it once with everyone.)

Really be aware of how it feels to ask for referrals. What thoughts are going through your head while you do it? Do your feelings change over time? Does it get easier? Do you feel more yourself as you do it a few times?

Challenges and Successes

When you are sharing your challenges and successes, put special attention to referrals. Do you think it is difficult to do? What are your reservations about it? Do you think it will work? What changed during the last exercise?

Exercise Two

Share your business card and voucher layout with the same three people that you worked with last week. Spend 5 minutes on each set of layouts, give useful comments. Check the lesson on Day 13 to tick off all important elements. Swap couples after both partners have received feedback.

Your Learning

At the end of the meeting, take a few moments to note in your journal what you have learnt.

Make any necessary changes to your layouts. Check for spelling and other mistakes (especially the phone numbers) and give the go-ahead to print the business cards. Get about 2 vouchers printed with each headline. (Printing them on a good colour laser printer is fine. Often they are called mock-ups. You will use them to attract allied marketing partners next week.)

Your business cards might take a week to print, but on Monday it is time to start asking for referrals.

Then let everything go and enjoy your weekend.

Today's Action

- Single Most Important Next Step acted on
- Support team met
- Layouts proofed
- Business cards ordered
- Past clients called
- Phone script used
- Follow-up system used (last reminder, keep it up)
- Learning captured

Notes:

[illegible]

Resources:

Meeting Overview (page 30)

Time to Ask

This week you are going to concentrate on leveraging your marketing. This is exciting, because suddenly other people are helping you to get your message out there. And they also give your message strength, because of the trust that already exists with their relationships.

But, as with all active marketing, you have to take the first step. There is no one who can build your business more quickly and successfully than you with the help of your current clients.

Ask for Referrals

Today is the day that you actually start asking for referrals. You might feel that you cannot do that yet, because your business cards are not ready. I am sure you have some existing business cards you can use (even without an offer). Or you could just hand-write a special voucher on good paper.

Do not let yourself be distracted by details. Focus on your ultimate goals and the steps you need to take to reach them.

Before you meet your first client, connect yourself with your vision, think of the good things you want to give this world and your clients. Put yourself in the frame of mind that you had in the last meeting with your support team. Feel the excitement and joy of it. And remember how you are helping both your current client and the new client by supporting them to refer.

Then greet your client from that frame of mind.

Persistence

You might have heard of the book 'Chicken Soup for the Soul' by Jack Canfield. It is a collection of uplifting stories and had sold 8.5 Million times when I heard Jack tell this story.

After he had written the book, he tried to find a publisher. Everyone he asked whether they wanted to publish his book, turned him down. He talked to 143 publishers and all of them said: "No". Then he went to a huge book fair and for 3 days talked to every publisher on that book fair. All of them said: "No" until finally on the last day, a tiny publisher said: "Alright, I'll give it a go."

Now, Jack could have stopped after the first ten publishers and thought: "This book is no good, it is a failure." He could have done that after a hundred publishers as well, he could have done it on the first day of the book fair, or the second day, but he kept asking!

Success

I am certain that you will not have to ask that many clients of yours before someone says: "Yes, I have a friend; he could really use your help."

I am also certain that some will say: "No, I cannot think of anyone right now." And you know what: Both answers make you a success! Why? Because you have asked!

Make it your goal to ask every client and celebrate each time you ask. The outcome is not important at all. If they say 'no', your life has not changed, if they say 'yes', it has changed for the better. So you can only win.

Report to Support Team

Call at least one of your support team members and share the experience of asking for referrals.

Today's Action

- o Single Most Important Next Step acted on
- o Past clients called (last reminder, but keep going if necessary)
- o Registered as participant in function
- o Referrals requested
- o Support team called
- o Phone script used
- o Learning captured

Notes:

[illegible]

Resources:

'Chicken Soup for the Soul'
by Jack Canfield

Letting Others Speak for You

Finding your Allies

Allied marketing is using the next gear and asking other businesses for referrals.

Make a list of all businesses that serve your target market. I am not talking about your competitors, but businesses serving the same market with a different solution.

If you are working with children that are hyperactive, schools would be possible allied marketing partners. Or if you sell pool cleaning, garden maintenance businesses would be great allies.

Go back to your list of sub-target markets from Day 17 and brainstorm a list of businesses for each of the categories. Think about where the members of the categories shop? What do they do for entertainment? What other common needs do they have?

Checking for a Fit

If your vouchers offer a valuable service for free, you have just given your potential partners a huge gift. By giving that away, their value will increase in their clients' eyes. That is probably the easiest offer to do an allied marketing deal with.

If your offer is for part of the service and the rest needs to be purchased (e.g. buy one get one free), make sure that the value of your offer matches what clients are spending with your potential partner. If they are purchasing cars for several ten thousand Dollars, then a voucher for \$10 is not appropriate.

You could also offer them a commission on the sales they generate.

How to Attract an Ally

As always, you need to call them. Before you do, think about how your offer benefits them.

Then call and introduce yourself with your Specialist Statement. Ask for the owner or manager (depending on the size of the business, they might also have a marketing manager who is worth talking to).

Tell them about the opportunity you are offering them (highlighting the benefits they get) and if they show interest make a meeting to see them personally.

Building Trust

At the personal meeting, show them the vouchers and talk about how they might be customised for them (that could be their name or even logo).

Also offer the person you are dealing with to experience your services and make a date for that.

Always follow up the initial meeting with a letter or email. Thank them for their interest, summarise what has been said and what the next step is.

Making it Happen

From tomorrow call one business a day, until you have at least 3 committed allied partners. When you have them, get your graphic designer to customise the vouchers in a way discussed with your partners and get them produced. Decide on the correct quantities to fit their and your needs.

Once you are more certain about this process, you might even get your partners to pay for some or even all of the production costs. After all, you are putting your time in.

After the first 3, you should aim to have one active allied marketing promotion each month.

Today's Action

- o Single Most Important Next Step acted on
- o Allies defined
- o Referrals requested
- o Phone script used (last reminder, continue)
- o Learning captured

Notes:

[illegible]

Checking Your Basics

Business Basics

Today's topics are not legal or tax advice. They are provided to remind you of the things you should have done already. Check whether anything needs tightening up and get specialist help.

Accountant

Find a good accountant. Ask around your friends. It is best to meet with the accountant to check that your setup suits your personal circumstances. They also provide help in finding the right business structure and registering with all necessary departments to comply with the appropriate tax laws.

Plan what the accountant will do and how you can best provide the input (e.g. the bookkeeping). A business bank account might be useful to speed up your bookkeeping by separating private and business expenses.

Business Premises & Licences

Rules vary in every locality. Check with your local council whether your business premises need to be registered.

There might be other licenses that are necessary for you to carry out your business. Check with a lawyer. One often overlooked licence gives you the right to play music for your clients.

Associations

There is usually an association for every business type. Apart from keeping you up to date with what is happening, they often provide access to great value insurance for their members.

Some service providers need to be registered with the appropriate board. Speak to your training institution whether that applies to you if you are unsure.

Insurance

Professional indemnity insurance covers the costs of any mistakes you make in your professional life. Public liability covers any accidents that you cause.

There are other insurances (such as income protection) that might be useful in your circumstances. It is best to speak to a professional about that, but make sure that you check with your Association for best prices.

Other Marketing Materials

It is absolutely essential to have a website. It adds a lot of credibility to your business, especially when you are working from a home your clients do not visit.

To really harness the power of the Internet, your website should also generate leads for you. See the Bonus Report "Service Sellers Master Course" you received with this training to learn step by step how to build a successful website easily and cost-effective.

Brochures are often used marketing tool. I do not recommend them. They are expensive to produce and hard to make active for a target market.

Advertising can be successful if it is integrated into a whole marketing strategy and not just a one-off ad. I would not start it, until you have implemented all of the active marketing suggestions from this training.

Today's Action

- o Map to Success Reviewed
- o Single Most Important Next Step acted on
- o Potential ally called
- o Business basics checked
- o Referrals requested
- o Learning captured

Notes:

[illegible]

Resources:

Download your Bonus Report:
Service Sellers Master Course
here:

<http://www.home-based-business-hub.com/SSMC>

Your Fifth Support Team Meeting

Take your journal and something special to celebrate. Use the Meeting Overview to start your last meeting. Include the following two exercises:

Exercise One

Go around the circle and introduce yourself with your Specialist Statement. (Yes, again. You cannot really use this enough to completely fill it with certainty and confidence.)

Tell the others about the changes that have occurred since you started this training. Tell them about the highlights of your journey and how your support team has helped you to reach your goals.

The others just listen and share in the joy. Really appreciate the speaker at the end for what they have shared. Give everyone a maximum of 10 minutes.

Challenges and Successes

When you are sharing your challenges and successes, put special attention on how it was to ask for referrals this week.

Exercise Two

Decide as a group how you want to continue this journey together. Decide how often to meet. It is probably good to reduce it from weekly so you keep enjoying them. Fortnightly might be good while you are still integrating what you learnt. Monthly is best on an ongoing basis.

It works really well to dedicate each meeting to a specific topic and to decide what the next topic is going to be at the current meeting. For example you might decide to share your experiences about allied marketing the next time you meet. Decide on your topic now.

Then just celebrate your achievement together.

Your Learning

At the end of the meeting, take a few moments to note in your journal what you have learnt.

This is a really good practice to continue building your awareness. At the end of each day, capture what you have learnt about your skills as a practice marketer. When going back over these entries, you will be astounded at the wisdom that you have collected.

The other great way to deepen your learning is to support others in their journey. You can do that by sharing your experiences one-on-one or even by setting up new support teams where you help a group to get through this training. You will see that your understanding grows greatly by their questions.

Your Last Test

The training is complete and the real test starts: will you keep doing what you learnt?

I am sure you will and wish you the very best outcomes. I would also love to hear about your successes on the road to becoming a well-balanced and content specialist whose business is thriving by providing valuable solutions to pressing problems.

Alexander Kohl

PS: The best tool I have found to stay on track is Simpleology. I use it every morning to start my day. You can get access for free on the next page.

Today's Action

- o Single Most Important Next Step acted on
- o Potential ally called
- o Support team met
- o Future meetings decided on
- o Referrals requested
- o Learning captured

Notes:

[illegible]

Resources:

Meeting Overview (page 30)

How the World's Richest 1% Get More Done by *Working Less* - And *Less Hard*, Too

Here's What You'll Learn in the **FREE** Simpleology 101:

- The one **simple "brain hack"** known by the world's richest 1% that allows you to **get 300% more done** in the same amount of time. (This one is so obvious that you'll be amazed the whole planet doesn't know it. And yes, **this is why** it seems the more these jet-setters lounge around the pool, the more money they make. It's disgusting.)
- **How to eliminate almost any destructive habit** without therapy or self-help snake oil tricks that don't work. This is **real** behavioral modification based on over 200 years of scientific research.
- How to have **the energy of a strapping teenager** and wake up every morning brimming with "vim and vigor." By simply removing the common **"energy leeches"** that are silently sapping your stamina, you will begin to change almost immediately.
- **And much more ...**

You'll get **instant access** to Simpleology 101 for **FREE** right now with **no strings attached** and **no obligation**. Just go to

<http://www.home-based-business-hub.com/Simpleology>

I have been using Simpleology since the end of 2006 and it has greatly helped me to move forward. The only warning I have is: do not get caught up in all the technical gadgets they offer.

I only use the Web Cockpit (you will see what that is) and that works perfectly for me. They offer 3 or 4 other ways to access Simpleology and want you to download and install them.

They might be useful for some, but I found them distracting and un-installed these tools pretty soon after I got them. So just take what is useful for you and ignore the rest.

That way you will really benefit from the simple concepts and the great clarity that Simpleology helps you to have, every day.

Alexander Kohl

Did you already get your other Bonuse?

The **Service Sellers Master Course**:

<http://www.home-based-business-hub.com/SSMC>

Meeting Overview (for each support team meeting)

Choose one person to lead the circle today (this will rotate every week). Your responsibility is to keep the time and introduce the exercises.

Building Commitment

Read aloud:

"The purpose of our meeting is for us to support each other in the growth towards success:

- 1) I am willing to keep everything confidential.
- 2) I am willing to listen to others and support them.
- 3) I am willing to share your own stories and be supported.
- 4) I am willing to take responsibility for yourself and your own outcomes.
- 5) I am willing to have fun."

Exercise One

See the daily worksheet for details (these exercises change each week)

Listening to the Challenges

Share with each other what your challenges in your practice are (2-3 minutes each). The purpose is to reach awareness of where you are stuck. Sometimes some other things might come up that influence your business' success. It is great to share them, too. You can be certain that you are not the only one facing these challenges.

In this process, listening is most important.

If you are listening and have a brilliant solution to someone else's challenge, you can of course share that. But make sure this does not turn into an advice session. While you listen, see how this might apply to your own challenges and what actions you could take to overcome them.

Thank each person that shares themselves.

Celebrating Wins and Successes

Go around the circle again and share your wins and successes (2-3 minutes each). As you have learnt, positive energy has a great impact on attracting the things you want. By sharing your successes and wins, you are putting focus and attention on them, not just your own, but the whole group's.

Really celebrate the person sharing for their success. It is a reflection of what is possible for you, too. So give your full attention to the success and enjoy the celebrations.

Exercise Two

See the daily worksheet for details.

Share Your Awareness

15 minutes before you close, come together as a group again and go through the circle one last time. In 2-3 minutes, each person shares:

- 1) What have you become aware of today?
- 2) What actions do you need to take?
- 3) What are you excited about?

Capturing the Learning

Before you go, take a few moments to write in your journal what you have learnt today.

Date of Last Visit (Day 6)

Fill in the details for **all** of your clients, current and past. Mark the box CC for current client and PC for past client. Depending on how many clients you have, you can choose the appropriate time-frame for current clients. Anyone that you have seen in the last four weeks is definitely current; anyone that you have not seen for 3 months is a past client. Aim to have at least 10 current clients for the exercise.

You will use the last row with the tick later when you start renewing the relationships with the people.

[illegible]

Note that this is only a temporary worksheet and not your permanent database.

Phone Notes (Day 18)

"Thanks for calling , this is"

Write down their name! and use it.

"To answer that, could I ask you a few questions?"

Note some question pointers

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.....

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.....

Confirm Your Understanding

Outline next step and give two options to choose from. Make appointment

[illegible]

Ongoing Checklist (use after successfully completing this training)

Print out one checklist for each four-week period. (We'll just pretend that a month has four weeks. That way, you will reach your vision even more quickly).

Tick off the daily exercises you have fulfilled each day. Set a day of the week when to review your Map to Success. On that day, make sure you have fulfilled all your weekly exercises, too.

Do the monthly exercises as they fit in, just make sure that by the end of the four week period, all are done. Print out a new checklist for the next four-week period and keep going.

Daily

M	T	W	T	F	S	S	M	T	W	T	F	S	S	
														Single Most Important Next Step acted on
														Specialist statement used
														Referrals requested
														Follow-up system used (captured follow-up dates)
														Follow-up system used (made today's calls)
														"So what Do I want?" implemented
														Learning captured

M	T	W	T	F	S	S	M	T	W	T	F	S	S	
														Single Most Important Next Step acted on
														Specialist statement used
														Referrals requested
														Follow-up system used (captured follow-up dates)
														Follow-up system used (made today's calls)
														"So what Do I want?" implemented
														Learning captured

Weekly

1	2	3	4	
				Map to Success Reviewed
				Registered as participant in function
				All Daily exercises completed for this week

Monthly

	Speaker in function or editorial planned
	Allied marketing promotion in action
	Support team met
	Learning in journal reviewed
	Someone new supported
	All Weekly exercises completed for this month

Wishing you a powerful and fulfilling business success.

Alexander Kohl