

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



Alexander Kohl
alexander@home-based-business-hub.com

Passionate Management Pty Ltd
www.home-based-business-hub.com
22 Ray Street
Sunshine Beach, QLD 4567
Australia

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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.

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.

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