

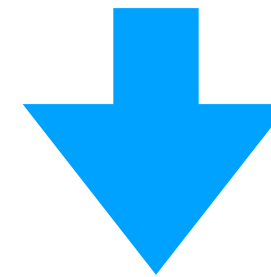
**The Expert Way To
Acquire New Clients That
Is Win-Win For All**

Typical Ways People Try To Get Clients

Make A Website

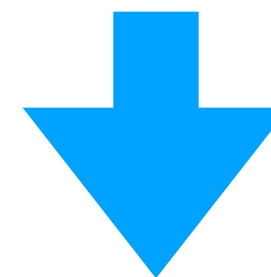
Make A Leaflet/Brochure

Make A Business Card



Distribute Leaflets & Business Cards

Shops, Clinics, Surgeries, Talks, Gatherings, Etc



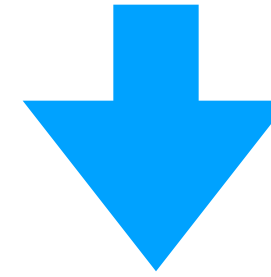
Wait For Clients To Call And Book

Typical Ways People Try To Get Clients

Make A Website

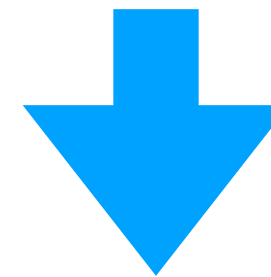
Make A Leaflet/Brochure

Make A Business Card



Distribute Leaflets & Business Cards

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Wait For Clients To Call And Book

This CAN work ... if you can make a good offer ...

Or if you are happy to let things build up slowly ...

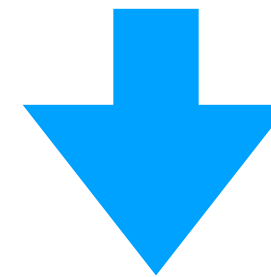
But if you want to accelerate your practice or consistently get new clients then you probably need to inject some paid advertising into your business ...

Especially in the early days before you have built up a referral network.

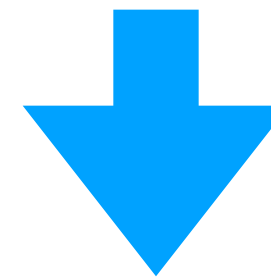
But ...

Typical Ways People Try To Advertise

Magazine/Publications Social Media Posters Events Leaflet Drops



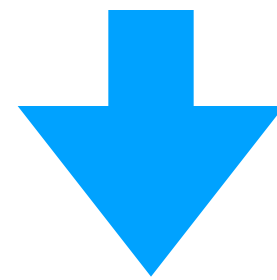
Website



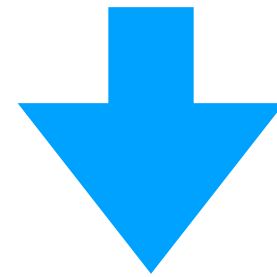
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Wait For Clients To Call And Book

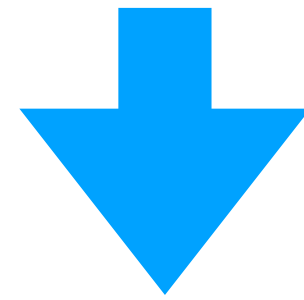
Again this CAN work ... if you can make a good offer ...

With little or no competition ... that solves a “want” ...

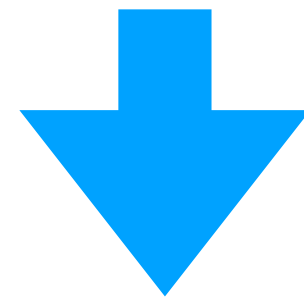
**But most people do not consider
the customer journey ...**

**So they just run an ad ... and hope it
works ...**

Advert



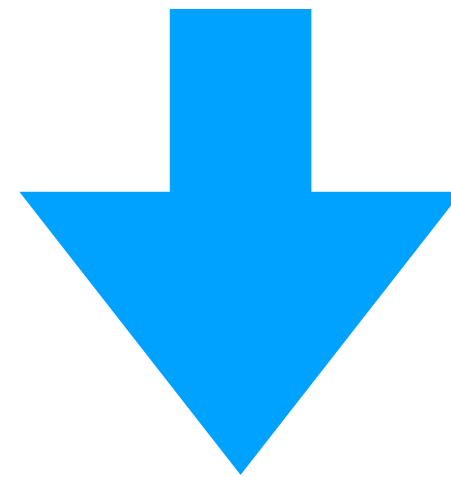
Customer: “I don’t know you”



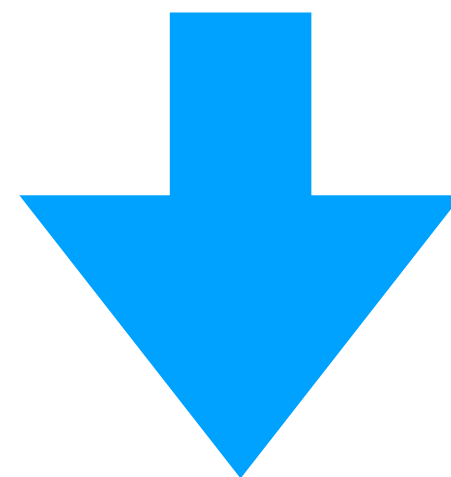
Business Owner: “Will you give me some money?”

**This is often compared to dating or
relationships ...**

“I don’t know you”



“I know ... but do you want to get married??”



“Er ... like I said, I don’t know you”

In practice people often run a generic advert to a
generic web page ...

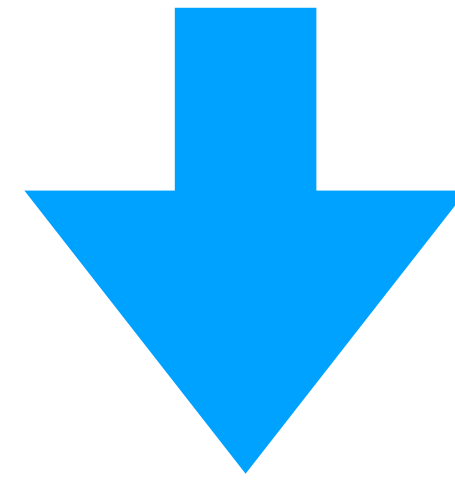
That doesn't build a good enough
relationship ...

And then say

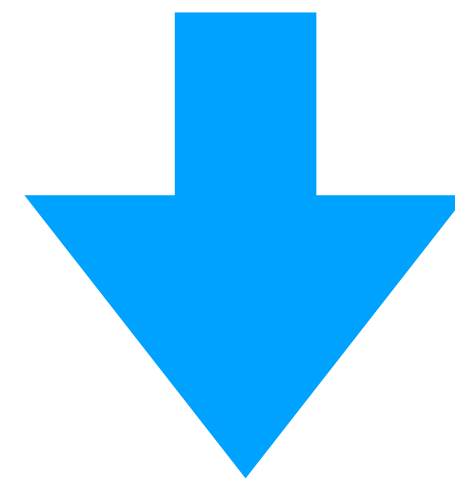
“Advertising doesn't work!”

Effective Advertising Needs To Help Build A Relationship ...

“I don’t know you”



**“I know. But I may be able to help you with that problem
you were talking about. Fancy a coffee and a chat?”**



“Sure, that would be nice”

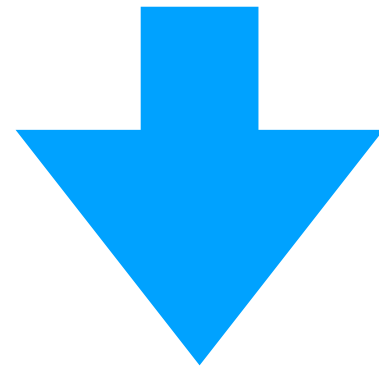
Obviously we can't take every prospective client out for a friendly chat and a coffee (or whichever arbitrary beverage you would choose!).

... but we have to create the effect of that in our advertising.

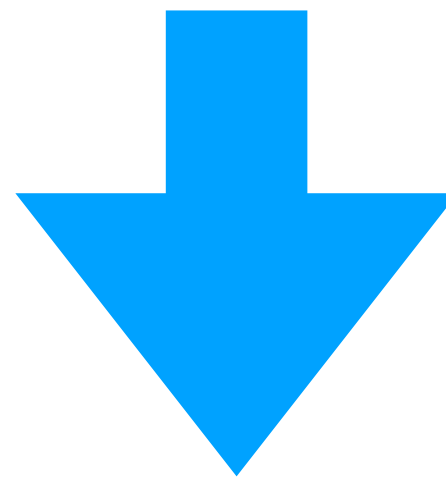
There are many ways to do this ...

**But one way that works well with
1-1 clients is the offer of some kind
of a free initial consultation.**

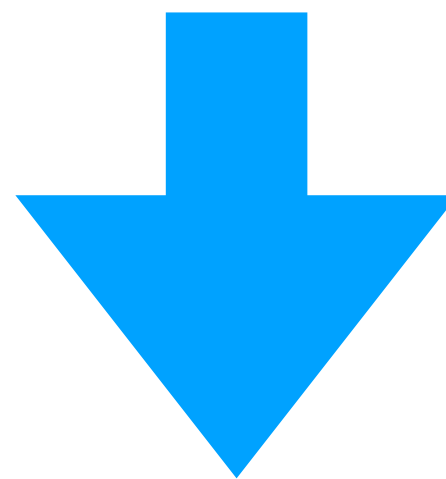
Advert



“Hello. I don’t know you ... but I wonder if you can help me”



“Of course. Would you like a quick chat to see if I can?”



“Sure, that would be nice”

But the free consultation can be elevated ...

**... and structured in a way so that you
actually help someone ...**

... but without actually solving their problem!

**If you solve their problem, they will not
need to come and see you.**

**But if you help them by e.g. identifying
some issues and guiding them in the
right direction to resolve them ...**

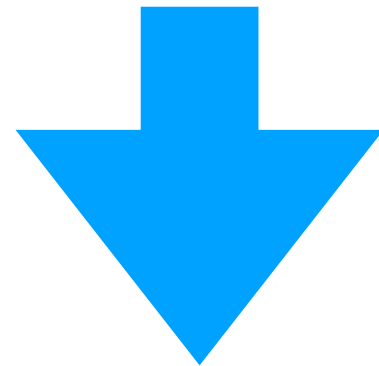
**Then they will be much more likely
to then ask you actually implement
the solution ...**

**Because you have already shown
you can help them and built trust ...**

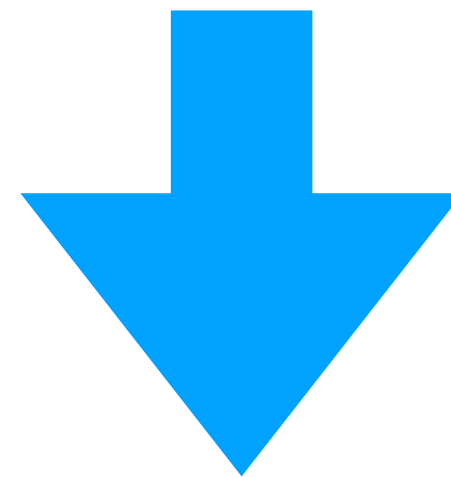
**And if they don't ... then at least
you have helped them identify
something that they can work on
or work with in another way.**

It is Win-Win.

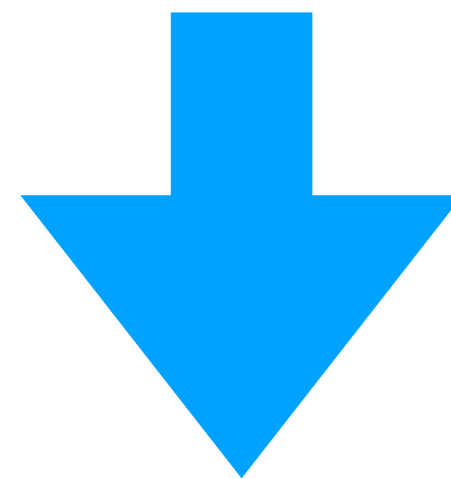
Advert



“Hello. I don’t know you ... but I wonder if you can help me”



“Would you like a free chat to see if I can?”

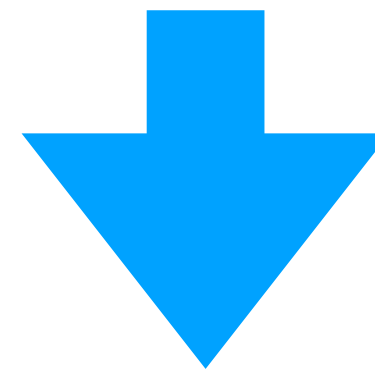


“Sure, that would be nice”

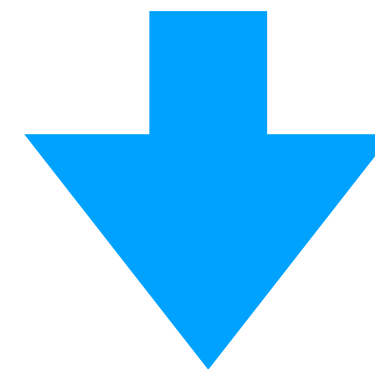
**Before running any kind of
advert ...**

Map out the customer journey

NOT Advert

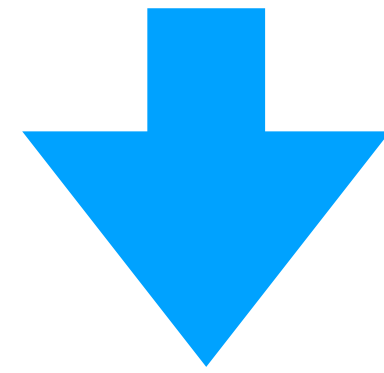


Customer: “I wonder if you can help me”

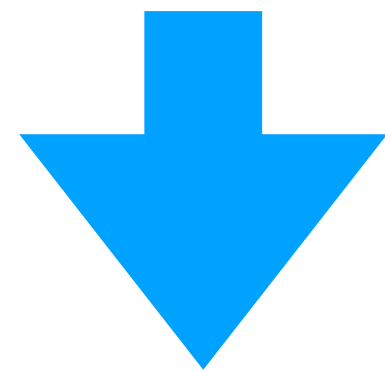


**Business Owner: Website page all about me and
how amazing I am, please a book a session**

Who is the customer & what do they need?



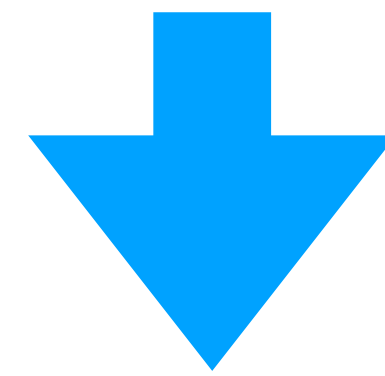
What do they need to know or believe in order to take the first step to fulfilling that need?



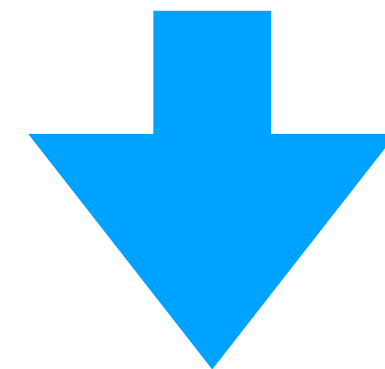
How can I encourage that customer take the first step, risk free, so that they can get to know me?

Simple Customer Journey

ADVERT - Targeted at specific customers with specific problems



Some kind of (free/low cost) offer that will take the customer one step closer to the solution ... but without them having to make too much of a commitment (like a first date)



Invitation to work together to bring about the complete solution

Some kind of (free/low cost) offer that will take the customer one step closer to the solution ... but without them having to make too much of a commitment (like a first date)

E.g.

30 minute relaxation “session” in person, via Skype, or mp3 download

Group Talk/Chat/Relaxation

Put a session recording on your website

Mini Goal Achievement plan

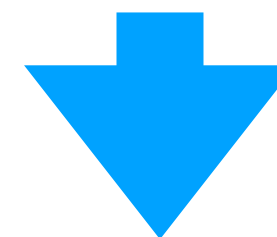
Dont Want Do Want

Mind Model

Chat/Friend/Rapport

Identify Limiting Belief

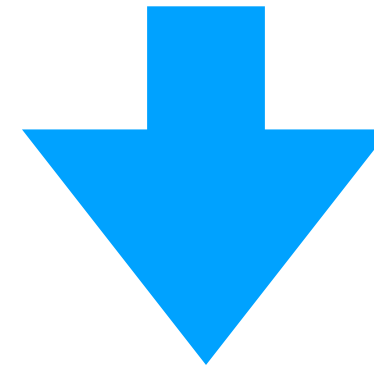
Offer A Solution



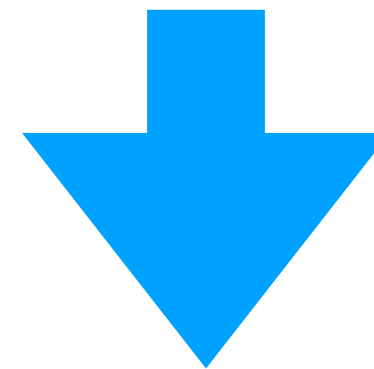
Invitation to work together to bring about the complete solution

Simple Customer Journey

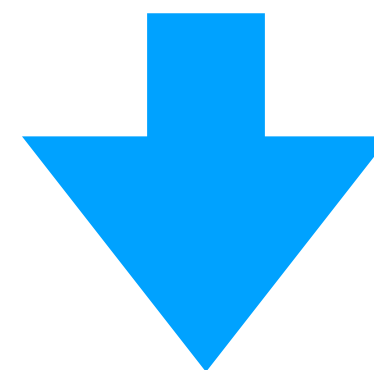
ADVERT - Targeted at specific customers with specific problems



Some kind of offer to bridge the gap between where they are and where you want them to be ...



In that offer, provide some kind of benefit that makes it easier for the customer to want to take the next step ...



Invitation to work together to bring about the complete solution