

How to Help Your Clients

Ok, you probably are seeing how doing some simple things can improve how someone is organizing their lives to their business.



Time management or said differently, how can we be creative but give ourselves some constraints to actually get things done is the critical step to improving someone's life or business. The simple reason is we all procrastinate. But if we give ourselves some soft boundaries, we can excel in our creative pursuits.

Every person or company needs to do this. From the video I shared Marie Kondo's book and how she has a multi-million-dollar business keeping people organized. And this started in a country known for being organized. If they are interested in Japan, they will be interested anywhere someone is trying to learn something new and apply what they learned from you.

In the video I shared the importance of taking notes when working with clients. Diving deeper into their problems is part therapy and part being a hostage negotiator. You are listening with intention and verifying how they are feeling and what their challenges are.

The key element to the questions you should be asking start with beginning your questions with What and How.

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Examples would be:

- ▶ What is the biggest challenge your facing at your company/role/home?
- ▶ How does this impact your day?
- ▶ What is this doing to your company's growth plans?
- ▶ What is this doing to your home life?
- ▶ How would a new employee at the company be able to do these things for you?
- ▶ What do you need at the company/home/your role now?



Start to consider asking these questions for other reasons. Mainly, it fosters them to think about their issues and they generally won't be able to give a Yes or No answer, but need to elaborate.

Most small businesses struggle with this simple idea of framing their own challenges as often they aren't aware of many of them. Their heads are down and they are deep in their own worlds.

As simple and provocative question to ask would be to ask them if their business could run and operate while they were absent for a month?

Here is an example of the time blocking that you can use to outline your clients' biggest challenges.

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Challenge one: Getting more clients

Every company on the planet wants more clients. They want more repeat business as well. Can you walk them through a process of how to reduce their client acquisition costs and increase the lifetime value of the client? Could you show them how to market their business better with stories about people using their products?



Challenge two: Hiring

Whether the economy is hot or not, companies are always looking for top talent. This is for many reasons, but if we look at professional sports as an example, they know people and their abilities will change over time. All of us are the same. Meaning, we perform better at different points in our lives for lots of reasons. It could be the team we work with. It could be the actual work we are doing. It could inspire us or demotivate us. This leads to us doing work that is not in alignment with who we are.

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And this is why people look for jobs while they work somewhere. Employers know this and at any day, someone can walk in and quit.

Building a highly engaged workforce requires time, commitment and knowing a candidates motivation and goals. Keeping top people requires even more than just economic compensation, but other things that are intrinsic.

You can help companies not just hire people to “fill” a role, but find people that are extremely passionate about their work and make themselves part of the company and indispensable.

These are extremely important to show someone visually not just for their role in the company but how their work influences and impacts others. The other people might not even be in the company, but outside of the company. Could be a vendor or a company that supports this aspect of your clients’ business.

When you have process maps of their biggest challenges, they can see where there are gaps and hire you to help them with this work. There will always be a champion in a company to help you assist them as doing this work is often less enjoyable for them, but easy for you. It allows you to blend your creativity with your knowledge to provide a clear solution for them. A good example of this in the marketplace today is lucidchart.com

Some of the largest companies in the world believe in the power of having clarity in their workflow. You can take this concept for them to the next level in their company by using a tool like this to get them optimized much faster. No more misunderstandings or a lack of sharing knowledge, as its all visually displayed for all parties to understand.

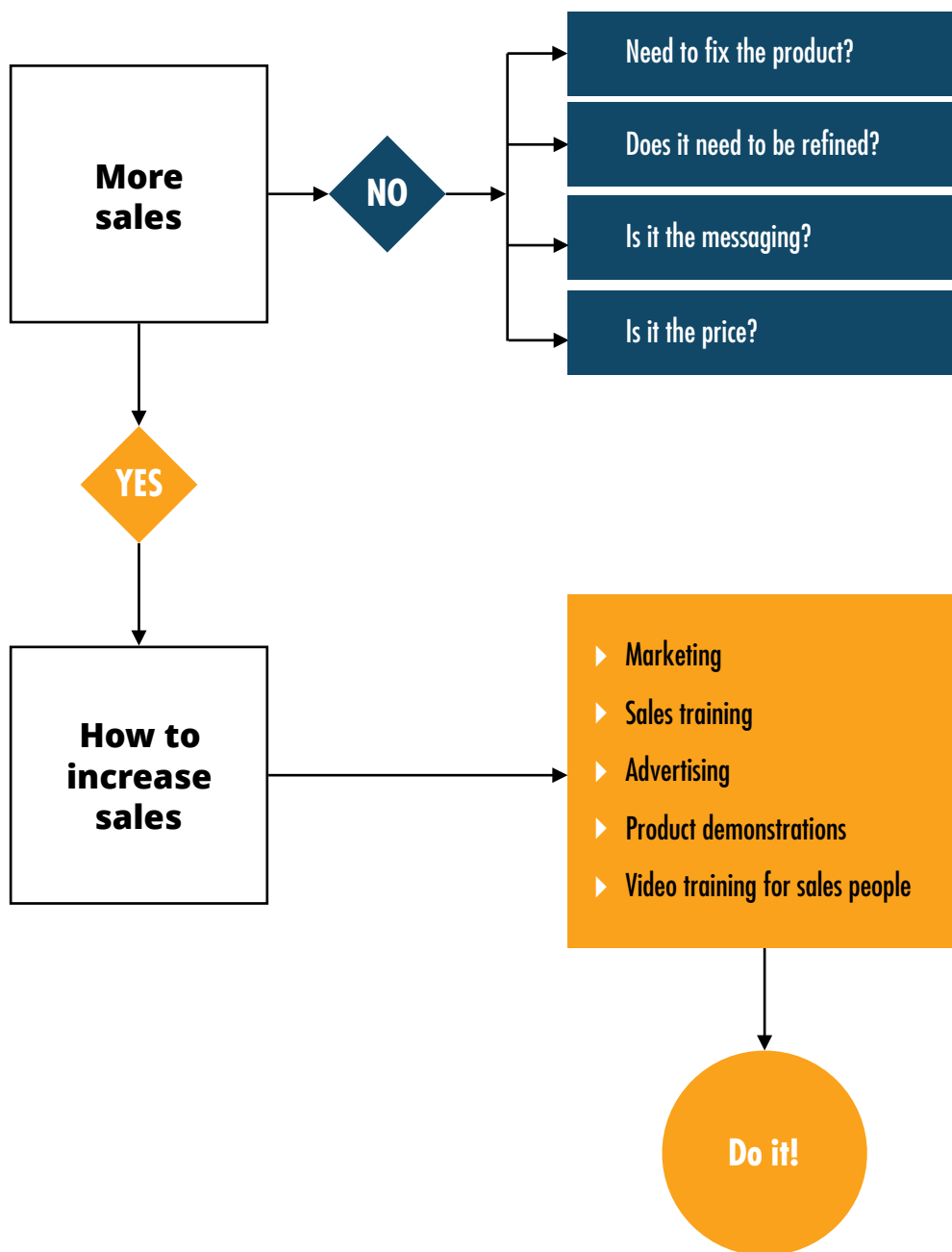
You will become the trusted advisor that got them organized in any area they needed perspective in.

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Clients biggest challenges - Time Management

	MON	TUE	WED	THU	FRI
6AM	Wake Up	Wake Up	Wake Up	Wake Up	Wake Up
7AM					
8AM	Check Alpha Project		Client Call		
9AM	Get Feedback from the Team - Last weeks project	Check on clients progress		Office meeting	Workshop
10AM			Get Project commitment- Client		
11AM					
12PM	Lunch (Walking)	Lunch	Lunch	Lunch	Lunch (with Maria)
1PM					
2PM	Review marketing campaign	Review sales numbers	Work on Q2 strategy		Review Pricing of products- check gross margin- estimated to actual
3PM					
4PM					
5PM				Head home- Soccer game	
6PM		Charity event			
7PM					

Clients biggest challenges - Sales



Clients biggest challenges - Hiring

