

QUICK TIPS SERIES, Session 2, Foundations

Grow Your Flow: Loyalty & Revenue

In this session, we'll look at few questions to help you uncover your difference, and build a springboard for amping up relationships with your ideal customers.

Your business is a series of conversations: the touch points discussed in Session 1, from visits to your website or social media, to service calls, surveys and thank you notes.

Each reinforces, blurs or jars with clients' perceptions. Together, these either create or disrupt your momentum.

Understanding the foundations that underpin your business situation leads to **Clarity**, which will help you create **Consistency**, which will help every aspect of your business and marketing actions be more successful

- You'll be responsive vs. reactive (less likely to get tugged; distracted)
- And attract more ideal clients (listening helps you grow & serve)

Here are 4 sets of questions to get you started (there's a handy chart at the end), informed by Bernadette Jiwa's wonderful book **difference** that I use with clients...

1. Understand your Principles: your core, foundation (why others should care):

- What's your big motivator? What both drives you and steers you? How does this translate to your team?
 - *Christine Walorz, WalorzInsurance.com: knowing her life insurance solutions help protect someone from being without a safety net*
 - *Jenny Midgley, JennyMidgley.com brand photographer and content strategist, feels full-on joy from seeing someone's business thrive*
 - *Cyndi Aragon, owner of NCPlumbingServices.com: had been taken advantage of by other service providers, and decided it was time to stand up to be an honest choice in her industry*
 - *Kristin Frade, kristinfrade.com coach*, speaker and trainer, has seen what transformation can create in people's lives and is driven by that vision*
 - What are your strengths—and how do they act as a lever that helps drive your clients' success?
 - StrengthsFinder is a good personal baseline. Ex., for me:
 - *Achiever (every day starts at zero!)*
 - *Strategic (conceptual clutter cutter, prioritizing making a difference)*
 - *Ideation (love ideas, connecting them...get bored easily!).*
- *Note: Kristin Frade can also help with looking at this or similar assessments
- And/or do a SWOT analysis: what are your business' strengths, weaknesses, opportunities & threats? (I can help if you need it.)

2. Consider the People you serve: what do your clients have in common? Where do they differ?

- This is the start of segmentation...how do THEY describe their goals and challenges...
- There's a gap between what they want or where they are now, and where they want to be... how do or can you fill it?
- How can you help them live better lives?

Some examples:

- *Christine's clients want a deeper level of security, and she presents them right off the bat by creating a safe space for hard talks*
- *Cyndi serves up reliable, blue-ribbon service to clients who put the highest value on efficiency and integrity*

3. Perception: the under story, the hidden truths

- What do they believe about your industry, service/product, brand, you?
 - What's taken for granted? (*e.g. original cell phone vs. Apple's iphone vision*)
 - Is there a stigma in your industry that you can erase? (*Carmax; Airbnb*)
 - Are there beliefs that you want to burst? Reinforce? (*Farmer's Insurance*)
- What do they believe about themselves? (*Levi's vs. custom-made jeans*)
- What do you want them to believe?

4. Packaging: You sell specific services, but the BENEFITS are what resonate.

- How do you create value for your clients?
- How can you address people's needs and wants, and reflect their beliefs as you talk about your services and products? (*e.g. the smart entrepreneur... vs. the busy, or creative, or 1st time entrepreneur*)
- Once they understand the benefit: how do they "get" how to buy it?
- Can you bundle solutions so clients know where they fit into their business?
- **When possible, lead w/benefits, then solutions, then features** (e.g., my clients want to grow revenue for less \$... our email programs promote sales & biz-enhancing conversations... we handle content topics, writing, set up, sending & analytics review), starting at \$250/wk.

Coming up in Session 3: *Creating One-to-One Conversations*. Meanwhile, if you have questions or want to chat, visit our site and, [schedule a free consultation call](#).

See you next week—Love you all!

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Action: Build your springboard.

| Building Block | What I Know/Do Today | What I Need to Know/Do to Serve Tomorrow |
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| <p>PRINCIPLES: <i>Your biggest motivator; what drives & steers you; the reason you're building THIS business; StrengthsFinder; SWOT highlights</i></p> | | |
| <p>PEOPLE: <i>Client goals & challenges; what they have in common & where they differ; the gap you fill in their needs/wants; how you help them live better lives</i></p> | | |
| <p>PERCEPTION: <i>The hidden truths; positive or negative beliefs about your industry, service, product, your brand/you; what they believe about themselves; what you want them to believe</i></p> | | |
| <p>PACKAGING: <i>How you create value; how you address their needs/wants and reflect their beliefs; how you present your offerings (so it's clear how they fit into their business)</i></p> | | |