

# How to Get

# KICK

# ASS

# clients

*"...the best list of actionable advice for freelancers I have ever read..."* -Sylvie Fortin, CEO/Founder, Workaholics4Hire.com Inc.

ART OF  
CLIENTS

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**-Jason Leister**

Editor, [The Client Letter](#)

# Introduction

I'm not an arrogant person...

But I'm about to make a statement that might make it sound like I am. Understand I'm making it with zero exaggeration and with zero intent to impress you.

I have no need. I know who I am (finally) and I'm secure that that's who I'm going to be. I've come to a point in my journey where I realize that WHO I AM is not up for negotiation by others.

Here's my promise to you:

**I GUARANTEE You Will Not Be the Same Person By the Time You Are Done Reading This Guide**

Again, I don't say this out of arrogance. The reason I can say it with such confidence is simple.

I know that chances are better than not that you are currently running parts of your business as your "small" self.

The small self is the one who says "Yes" to a client when the real answer is "No."

The small self is the one who accepts lower fees when higher fees are warranted.

The small self is the one who is "forced" by clients to meet deadlines or terms that are really not acceptable.

The small self is the one who sticks around and allows poor treatment by clients.

The small self is the one who is responsible for the times when you become angry at your clients for "taking advantage of you."

You probably don't have to think too hard to come up with a few situations where your small self has made an appearance in your business life.

Rest assured, this guide is not written for your “small self.” Nor is it meant to help you get rid of that part of you.

In fact, by the end of our short time together, you may very well come to the realization that your small self, the part of you responsible for so many frustrations in your work with clients, is actually one of the greatest teachers you will ever have.

The small self shows you almost every day the very areas most needing your attention— it highlights the very places keeping you from what you are trying to achieve.

The small self will soon become irrelevant. You don’t need to get rid of it, you will simply move beyond it.

You will become WHO you are meant to be. The best version of YOU.

There is no place this is more important than when you’re working with clients. In that environment, WHO you are and WHO you believe yourself to be is **everything**.

So let me tell you a little bit about the journey we’re about to embark on. I’ve broken it down into 4 parts.

**PART 1: Mindset**  
**PART 2: Client Attraction**  
**PART 3: Acquiring Clients**  
**PART 4: Getting Paid**

If this guide is called “How to Get Kick-Ass Clients,” then why are we going to discuss the entire process of working with clients... all the way through actually getting paid?

Here’s why:

The right mindset affects the quality of client you are able to attract, which directly affects your ability to get paid.

The client business is a PROCESS where each part informs the others.

You can’t simply pop in the “client getting” block without thinking about how that block is going to affect the rest of the process.

We’re not dealing with machines here, we’re dealing with people. And that can get downright complicated and wonky sometimes.

If you want simple, you’re in the **wrong** business. Get out now.

Before we go further, understand this:

## **Kick-Ass Clients Are Made Not Born**

And guess whose responsibility it is for making them? It's yours.

The good news is that there are things you can do to take control of the relationship and make that happen. That way, you can make sure you're getting what you're there to get and you don't end up getting taken for a ride.

Here's the "bad" news:

## **The Most Effective (and Really the Only Permanent) Way to Change the Quality of the Clients You Attract is to Change the Quality Of You**

If you were expecting something warm and fuzzy, I'm afraid you got the wrong book.

If you have clients right now that are driving you nuts, I hate to break it to you, but it's **your** fault.

You brought 'em in, you taught 'em how to act, and you accepted the treatment you received.

It took me far too long to realize that one very important principle. And every time I've attracted clients where I end up feeling frustrated, under-valued and just plain angry — well, it's all my fault.

If you work with clients, then my hope is that what I have to share with you will help you make more businesses more profitable and make the business owner far happier in the process.

I've never found the perfect client, but the important thing to remember is that the goal here isn't to be perfect, it's to keep getting better. Attract better clients tomorrow than you do today. That's the goal.

The information you find in the following pages are wisdom based in part on the mistakes I've made over the years. Others are based on pure common sense... which is often not so common when you're in the middle of dealing with a client.

Looking back, had I known what I know now, I could have saved myself from a lot of suffering. I could have saved my clients too.

That's what I wish for you.

Your clients are a reflection of you. You attract clients that reflect back to you exactly what you give off. The information in the following pages is some of what I've learned to make sure you're "giving off" the right stuff.

Before we jump in, please understand that these "rules" are far more like principles. Getting the big idea of each one is far more important than the exact way you apply it to your business.

So let's go.

# PART 1: Mindset

Freedom is a wonderful thing.

To the man or woman who enjoys it, there's really little that compares.

To the one who thinks he is free (but is not) there is no more dangerous prison. Dangerous because the walls are invisible, yet real.

I know this because I've experienced it.

Understand that the primary purpose of the next few pages is actually NOT to teach you anything.

Rather than teach, the purpose here is to help you remember. To remember something that most of us were taught to forget long ago.

While this might sound like the beginning of a fluffy self-help book full of things that make you feel good but leave you hungry, this is nothing of the sort.

The following pages contain nothing but practical "use-it-now" suggestions to help you navigate your life and, as an extension of that life, your work with clients.

Even 5 years ago, "practical" would have been the word to describe a list of things you could "do" to improve your life or business. In other words, it would have been stuff for you to **do**.

But now we're moving into a new time. We're moving into a time where who you are being in the marketplace means way more than what you are doing.

Technology, in part, allows this to happen. It allows us to be human on a larger scale than ever before. It allows us to scale one on one relationships.

10 years ago, talking about "who you are" would probably be described as fluffy...

These days, when you're a professional working with clients, **who you are is what your clients buy.**

So all of a sudden, “being who you are” became extremely practical, not to mention profitable.

## **“So Who the Hell Are You Jason?”**

You wouldn’t think that figuring out “who you are” would be that difficult.

For me, it took like 35 years.

Well, actually it took a few years less. I knew at one point, but then I forgot, then I worked really hard to remember.

You see, I had these two conflicting personas.

The first, as it turns out, was the real me. I lost track of this one somewhere around the age of 4 I believe. That’s when the “training” started to work.

The second persona was the me I was taught to believe in. That’s the one I was trained to be.

These two beings couldn’t be more different. But somehow they existed together for many years. Finally, I evicted the “fake” me from this planet.

Good riddance...

The purpose of this section is to help you negate the training you’ve received. It’s probably not going to happen instantly, but it might.

It’s kind of like waking up from a dream. There’s that moment when it hits you that you’ve been dreaming. That everything you just thought was true was actually happening in your dream.

It is my intention that this document serves as that moment for you.

## **The Source of Freedom**

At this point, it might seem that the idea of freedom has little or nothing to do with working with clients.

Instead, it has everything to do with client work.



39.6% of the people who take the quick one question survey at [Art of Clients](#) cite “getting more clients” as the type of information they are looking for.

I’m about to show you the single most effective way to get more clients. And it all has to do with “freedom.”

Freedom to be who you are and to understand the value of that.

The source of freedom is the realization of a simple truth.

Notice I didn’t say a belief.

Beliefs **can** be powerful, but they can also be **extremely dangerous**. Often times, beliefs represent little more than an abdication of responsibility. Not always. But often.

When you believe things, you stop analyzing them. When you hold a belief, you become more interested in supporting that belief than pursuing truth.

It’s convenient, but not particularly helpful if you want to grow.

So what’s the “truth” you have to realize that is this source of freedom?

The truth is that you actually are all of the things you don’t think you are.

In other words, you’re not broken, you’re not lacking, and you most certainly don’t suck.

You’re simply brainwashed. And those responsible for that brainwashing did a really, really good job.

## **Emergency Exits are Located in the Front and Rear of This Cabin**

I imagine that at this point I’m going to lose some people. Not because what I’m saying is rubbish (it’s not, experience is not really up for criticism), it’s because some people just aren’t ready.

That’s fine. In fact, I’ll give you a moment to jump ship. If you’re getting uncomfortable, know there are emergency exits at the front and rear of the cabin. Emergency lighting will show you the way.

Simply proceed to the nearest exit and resume your life. No harm, no foul, come back to this when the time is right for you. There will be a right time, no doubt about that.

If you're still here, then let's go...

## Freedom Powers Your Source of Attraction

Here's a question for you: Do you know what happens when you stop needing anything from anyone?

Do you know what happens when you go through your life and your business dealings looking to give rather than receive?

I'm not talking about giving backed by intent that reeks of need for validation or recognition, I'm talking about giving without want of any kind.

It's pretty magical what happens when you do that. It's totally counter intuitive, but when you stop pursuing your wants and start helping others satisfy their own, something funny happens.

Everything **you've** been wanting shows up.

People show up.

Clients show up.

MONEY shows up.

Hot diggity dog.

Living without want is the path to freedom. Living without want communicates the understanding that you are whole. You need nothing because you lack nothing.

The world finds that incredibly attractive because, at this point in time, this "lack of need" is in very short supply.

While this might sound like something you'd find on the bookshelves of a metaphysical bookstore, it's actually very practical knowledge.

In other words, you can use this to grow your business, to attract clients and more.

This is the secret to developing an attractive force all around you.

## Getting Everything

## You Want

We're trained to think that in order to get what we want, we have to become someone we are not. Actually, it's more about **un**becoming. In order to get what we want, we have to peel away everything that isn't us... what's left, in its unaltered form, will take care of the attraction for you.

I'm technically the same person I was 10 years ago. 10 years ago, however, the real me was covered by layer upon layer of fear. The real me was there, but the layers of "fake me" on top (the "me" that was trained to do what I was told) hid my real value.

My "I'm not good enough" energy repelled all the good stuff.

Practically speaking, there's no way people will respect you long term if, deep down, you think you suck.

So it's important to clear this junk out.

At this point, I don't think it's that important to revisit history and talk at length about how we got into this mess.

If you look back through your life, I think it's probably a safe bet that you can spot some of your "training."

If you went to any type of traditional school, then you can put that one on your list.

School is the place where we're all taught to submit to authority and betray our own.

That's the place where an unwillingness to conform brings ridicule and punishment.

That's the place where we're trained that a "good education" is the key to success. (That's a bit self-serving don't you think?)

School is the place where right answers are far more important than truth.

And that's just **one** of the sources of the "training."

And people wonder why they have trouble getting clients...

## Taking Out the Trash

I had to get some garbage ideas out of my head before I found freedom. On the days I forget, I have to take the trash out all over again. It's not a once and done thing. It's a consistent commitment to remember.

Understand that freedom has nothing to do with money or with success or anything else that the world is so keen on measuring you by.

Freedom has to do with the absence of need on a very deep level.

Depending on your age, you might have decades of training affecting not only your decisions, but what you tell yourself **about** yourself every day of your life.

This is not about self-esteem, this is about something deeper.

This is about the software you're running in your brain. At this point, most of us are running someone else's program.

And if you're in the client business, a faulty program can ensure the clients never come to you. And it can ensure that their money is never at risk of making it into your pocket.

You were trained to need others. You were trained to need their approval. You were trained to need their validation.

This does not help you in the client business.

## **A Long List of Crappy Experiences**

I figured out some of this neediness "secret" simply by a stroke of dumb luck. Dumb **bad** luck that is.

It pretty much came to a head with a client (who will remain nameless) who said one thing and did another.

One day I was "on the team," the next day I was "off the team."

That was pretty much the cherry that topped a long list of crappy experiences with clients.

It doesn't take a lot of analysis to trace each of these "crappy" experiences to the same source: **me**.

The problem wasn't to be found with my clients. It was to be found with my inability to be whole by myself.

The problem was that I needed to be liked and validated more than I needed to be successful based on my own definition of success.

Because I was more interested in filling that need, I took my eye off the really important part:

### **My well-being.**

And that's when things started to hit me.

I **can't** "need" anyone or anything. I can't rely on someone else or I end up getting screwed. To "rely" on someone else to give you anything you can't give yourself simply goes against human nature. Your best interest is the focus of no one except you.

To pretend otherwise is simply foolish.

And boy, was I foolish for a very long time.

In the end, it became clear to me that it wasn't my clients who sucked...

## **It Was Me!**

I was not taking responsibility for my life and I was allowing my need for recognition, attention, and validation to cloud my vision.

All of this worked together to repel the very success I was trying to attract.

As I look back over the past few years and relive how I went from the fearful, timid, "small-me" version of myself to what I am becoming today, I feel extremely grateful.

And really, I'm only just getting started.

It takes a little bit of courage at the beginning. It takes courage to willfully resist your training and to act in direct opposition to it. Over and over again.

But when you experience what is beyond that training, when you see that what you've been taught about yourself simply isn't true, well... you'll never fit back in your box again. I can tell you that.

We in the client business have an added benefit in that we have our teachers pay us to learn... if we are ready. It's actually a pretty sweet gift and something that you can use to grow.

## Client Work is Not Just a Journey... It is a Reflection

In my experience, I've attracted clients that push the buttons of mine that need pushing in order for me to grow.

I didn't realize that for a long time. I thought everyone was simply out to get me and I responded accordingly to that thought.

I didn't learn from the experiences, instead I pushed back. I got angry, I got resentful. I refused to "get it" and so the same lessons kept showing up, again and again.

Clients aren't out to get you, they are a **reflection** of you.

**Your** issues will be magnified by them. So whatever it is about them that drives you nuts, that's a message. Go in the mirror and look at the cause and then do something about it.

Whenever a client paid me late, I always got really steamed. I thought it was annoying how it always happened.

But I wasn't getting the lesson. I thought late payments were a sign that my clients were jerks. I thought late payments were proof that they didn't "care" about me.

In response, the clients gave me a reflection of my thoughts. I thought they "didn't care" and they gave me experiences that validated that.

I felt under appreciated by them. Little did I know that **I** was the one that was under appreciating myself... they were just reflecting it back to me.

Talk about an emotionally immature individual. That was me.

In the end, those instances were my greatest lessons.

You see, during those times, I never spoke up. I never felt confident enough in my own value to see the message for what it was—an opportunity to grow.

I had those payment issues because I was afraid to confront money directly. That would have meant standing up for my own value directly. And my "neediness" didn't want to create conflict. I didn't want to make anyone mad and run the risk that I would lose the client.

That's why I could never be upfront about it. My "neediness" brainwashed me into believing I had something to lose. And that's why I allowed it to control my actions.

I wanted my clients to give me something I couldn't give myself. I wanted them to show me the appreciation for me I didn't feel on my own.

I was brainwashed by my training into believing I wasn't "whole" and I spent all my time trying to find someone/something to fill in those holes.

## **You Don't Need Anyone or Anything to Be Whole, So Don't Live and Work Like You Do**

My hunch is that you will be surprised by the results in your life and business that come when you LIVE this idea that you need nothing. When you truly feel it at your core that you need no one.

This is the "gold." And once you possess it, people will search **you** out.

I'd like to be able to say that I figured all of this out on my own in a single flash of brilliance.

Sadly, that's not how the story happened.

Instead, I eventually stumbled onto this truth (actually, it probably found me) simply because I kept stepping forward. Or at least I didn't lay down and quit.

It seems that truth doesn't make itself known to you when you want it, it makes itself known to you when you are ready for it.

Today, this truth found you. So hold on to your hat, we're just getting started...

## **Validation is an Inside Job**

If you're looking for praise and validation from your client engagements... stop doing that. Most of us might say we **don't** do that on a conscious level.

But really think about your client interactions, the frustrating times, and see if you can't spot a few times where your actions or words were influenced by your wish for your client to say, "Good job!"

Stop doing that, because you're setting yourself up for a never ending round of disappointments. You're not going to get what you're looking for from someone else.

That's because there's only ONE person in the world that can validate what you're doing... that can say, "that's OK" and have it **mean** something.

And that person is you.

If you're working to please your clients, stop. Because you're setting yourself up for a world where you're constantly trying to hit a moving target.

If you don't think you have value, you're never going to find another person that will think it for you.

## **“Nice Guy” Syndrome**

How do you get clients to come to you?

The specifics are a topic for a bit later on... but the specifics aren't the most important part of this. The mindset, which is the foundation on which those specifics are based, is really what's key.

**First, you need to know who you are, what you and your business stand for, and how you want to operate.**

People aren't attracted to something they don't understand. To something that is fuzzy around the edges and hard to relate to.

If you are not full of clarity, you will not attract clarity.

And customers and clients don't pay if they are confused.

So figure out who you are and what it means for you to stand tall in this world of business (this can take a while).

**Second, remember that "neediness" is not attractive, confidence is.**

Are you attracted to someone who is needy? Well, your customers and clients aren't either. So never... EVER appear that way.

**Don't bother with Nice.**

I'm the poster child for the affliction called "nice guy syndrome." Listen, you can choose to be nice if you want, but please don't use it as an excuse for being weak and afraid of conflict. Or as a shield for being afraid to ask for what you want.



The way to fix this is to ask yourself a question, "What's the real reason I'm being nice?"

If you're doing it from a position of power, that's your choice. But most people aren't. They're doing it from a position of weakness. From a position of neediness. What do they need?

### **APPROVAL.**

The best advice I can give you here is to work on yourself enough to **get over it**. Don't search for approval from anyone. PERIOD.

You'll never get it anyway if you do.

Approve of YOURSELF. That's the key.

### **Finally, be valuable.**

People are attracted to value. You have to know why you're valuable and you have to be able to communicate that value in order for it to be meaningful. One very effective way is to simply stop talking about your value and start proving your value.

Your words will go farther and be more effective when you have proof.

If attracting clients is currently a challenge for you, read this every day until you start to live it.

Your life is created with you as the center.

It is created out of your emotions, your thoughts and your actions. So that's really the area to work on first.

**Here's job #1...**

## **Stop Trying to Get Rid of Fear and Start Using It to Prosper**

Fear is YOU.

It is your energy, misdirected onto a focus in order to keep your power hidden from you.

You and millions of other people have perfected this skill with years and years of consistent practice.

Here's how to change that:

Stare your fear in the face and it will shrink down to the size of an ant.

Picture your fear. And picture you towering over it.

You don't need to kill it or "get rid of it." After all, it's part of you.

**Instead, you need to OWN it. Accept it. And then take control of it.**

Picture you fixing your gaze square at its center and letting it know that it will no longer have any power over you, your thoughts or your actions.

For when you fear, your energy is split. Fear needs **energy** to live and to grow. And if you aren't conscious about it, you will feed this beast until it beats you down.

It is both a burden and your biggest opportunity, because you are ultimately in control.

It's just that sometimes it doesn't feel like it.

Own your fear and move forward towards the great things you are meant to do in this life.

## **But What If They Find Out About Your Secret?**

So what happens when your prospects or clients **finally** find out about your *secret*?

You know, that thing that you don't really want anyone to know about?

What are you going to say when they ask you about it?

In the coaching that I do, I've been asked a question like that. Basically, *"What do I do when my clients find out there's stuff I don't know?"*

My answer is simple:

It doesn't matter that you have secrets. Everyone has "secrets." Everyone has things they don't know. Everyone has things they aren't good at doing.

The goal is not to hide from them. Instead, you have to OWN them. That is how you turn what you might think are weaknesses into real power.

The real trick to making this business work for you is to discover how to turn **who you are** into a big competitive advantage. Done right, it's really the best U.S.P. (unique selling proposition) around.

That means you are 100% confident about who you are. You are 100% confident about your strengths. And you are 100% confident about your shortcomings.

You don't have to be proud of them, you just have to OWN them. And you have to make sure that when someone highlights one of them, that you don't crumble and fall down.

There's no reason to. It's just who you are and where you're at. And try as you might, you're **never** going to be anyplace except exactly where you are :)

Be proud of who you are. Be honest about who you are.

You don't have to hide, you have to shine.

## **You Can't Sell What You Don't Have**

If I had to point to a **SINGLE** cause for every challenge I've had dealing with clients, it would be this:

**I did not value myself enough.**

How valuable are you?

Do you value yourself enough to truly believe that YOU are the best solution out there for your clients?

If you do not believe this, you cannot sell it.

At least you won't be able to sell it for its true value. And that'll bug you... **boy** will it bug you.

You've gotta work on your business... but in the end, the more important work is the work you do on YOU.

The value that you will exchange for money starts inside you. This is not a ra-ra, make you feel good, statement. We don't have time for those. It's the truth.

The extent to which you truly believe in the value you provide to the world plays a huge role in determining the success you will have in life.

## The Most Powerful Client and Money Magnet on the Planet

It's turning out that the absolute **worst** way to get something in life and business is to actually **want** it.

To me, this pretty much flies in the face of everything you hear from the business gurus about setting goals and going after what you want.

They **really** leave out a big part of the puzzle.

And that part is this:

### You Need to Make Sure You Don't Actually Care About Getting What You Want

On first hearing, this just sounds absolutely nuts to the average business mind of today.

If you want to make \$200,000 in your business, aren't you supposed to **want** it? And want it so much that you go after it and take the action required to **GET** it?

A lot of people would say, "Yes." I say, "No." And here's the reason:

Wanting something, in my experience, is not an emotion that the universe finds attractive. We've talk about why already. But this is **darn** easy to forget when you're running your business.

In other words, the universe doesn't respond to the feelings of want and need in a way that satiates them.

Instead, it responds by sending more want and need.

The force of want attracts more of itself. That's just natural law.

Wanting to make \$200,000 is only replaced by **wanting** to make \$400,000 and so on.

You never stop wanting. And that can make you miserable.

So what are you supposed to do?

Something different, of course :)

Here's something that I've found is better:

Replacing **want** with **intention**.

Intention is a totally different vibe.

Here's the recipe:

1. Set your intention about what you are trying to achieve in your life or business.
2. Picture yourself with that achievement. Feel what that feels like for a while.
3. The let go (completely) of any emotional attachment to achieving your goal and go about your business.

There's just one more ingredient to throw into the recipe:

## **How to Build Up a Powerful and Magnetic Force of Attraction in Your Life and Business**

Here's the secret ingredient:

### **GRATITUDE.**

In the past 2 weeks or so, I've booked about \$17,000 in project work alone. That's not counting my other product sales and other project work that hasn't been finalized yet.

Now there are a lot of reasons that happened, but I do know for a fact, that during some of that time I was practicing something that I don't always remember to practice.

And that thing is simply to be grateful for everything I have... even when my mind is saying "it's not enough."

Instead of entertaining thoughts of want or need, I simply stopped and felt the feeling of gratitude and said, "*Thank you.*"

It's that easy and it's super important.

Of course I can't **PROVE** this to you in a scientific way, so I'm not going to try.

I just know, in my core, that my gratitude (or lack of it) affects how things play out in my life.

I am certain of it.

Why would the universe send you more of anything if you aren't grateful for what it's already sent your way?

Gratitude is one of the most powerful and underutilized forces on the planet.

It can truly change your life in an instant.

Gratitude is probably the most powerful attractor of good (this includes money folks) that I've discovered so far in my life.

It's up to me to use it or lose it.

## **The Greatest Evil (Don't Fall For This)**

One of the greatest evils ever perpetrated on the human race is the systematic teaching throughout society that you should care about what others think of you.

Virtually everyone has this belief embedded deep inside them.

Think back to your years in school...

School is ALL about what others think of you. In fact, that's the primary training ground for embedding this belief in your psyche.

In school, you're taught that it matters what the teachers think... (that's why you're GRADED).

You're taught it matters what the students think... ("Joey doesn't get along so well with the other kids. He's always going off by himself. Is there something wrong with him?")

In fact, there really aren't too many areas of your life where things AREN'T setup to influence you by the thoughts and opinions of others.

## **This Is By Design and It Is Toxic and Evil**

So who benefits from everyone walking around scared to death about what others think of them?

The powers that be benefit. Big time. That is, any force that is looking to exert control over your life.

When you care what others think, you are easy to control. PERIOD.

The single biggest change you can make in your business (and in your life) is to absolutely demolish the belief that others' opinions of you matter. Demolish it anywhere and everywhere it is hiding inside yourself.

Just be ready for a fight. This is easy to SAY, but not so easy to DO.

Because this crap is so deep that it creates emotional reactions in our minds and bodies without conscious thought.

Think about this:

We're taught that people with good credit are "better" than those with bad credit.

We're taught that people who own a home are somehow farther ahead than those that rent one.

We're taught that people who have "benefits" at their jobs are in a better position than those that don't.

Hell, we're even taught what "normal" is supposed to look like. And we're told that anyone outside of those boundaries is WEIRD.

It doesn't really matter what side of each of these above items your personal beliefs fall on. The point is that there is a stigma associated with each one. And it's pretty well ingrained in all of us.

So here's the question for you now:

**What would happen if, starting today, you stopped caring what ANYONE thought of you?**

That includes your spouse...

That includes your clients...

That includes your government...

That includes your friends...

That even includes your parents...

Take a moment to really grasp how your life and business might change. **FEEL** what that would feel like to simply NOT CARE what anyone thought of you.

You would no longer be controlled by anything or anyone but only by yourself.

Think what would happen if you stopped taking action based on what you thought OTHERS would think?

You would be unstoppable.

More importantly, you would be free.

This could be a HUGE day for you. I know it is for me.

OK, now that you've started the process of taking out the trash in your own head, let's move on to helping you attract some clients...



# PART 2: Attracting Clients

I'm not much for hype and quick fixes... but for the next few moments, I'm going to show you that I am capable of calling a spade a spade when I see one.

Because mastering the secret of attracting clients is as close to a silver bullet as I've ever found for building a business as a freelancer or a professional service provider. I **truly** believe that. Get these **simple** secrets under your belt and working for you and your business will never be the same.

Before we get to the secrets, let's spend just a minute and get a clear picture of the average professional service provider (that includes freelancers) business.

The fact is:

## **MOST FREELANCERS AND PROFESSIONAL SERVICE PROVIDERS ARE SET UP TO FAIL FROM THE START**

That's because they spend their time in the chasing business. And in that line of work, the pay sucks.

It's totally understandable, of course. We all need money to eat right? And to get money, we need clients. So that means when the "fit hits the shan" and the money is running low, the average freelancer goes into client hunting mode.

And that's where the big mistake is made.

Just look outside into your nearest wildlife landscape for the reason why.

## **When You Chase Things They Tend to Run Away**

Sounds simple and obvious doesn't it?

When you chase something, its instinct will be to flee. If you've ever tried to catch a fleeing client, trust me, it's not easy.

Those critters are **fast**.

And yet, time and time again, we all step in this hole and end up suffering.

So today, right now, is the time to change it. The good news is that it's under your control. Everything is ultimately under your control. It's just that most people either don't realize it, or else they choose not to take on that responsibility. (It's a big responsibility.)

But the fact is, you are not at the mercy of your client, or the competition, or the economy, or anything else.

This is about **you** choosing how **you** are going to conduct your business and your life. Make that choice a deliberate one or your lack of focus and attention will end up being a choice in itself.

And that's when things will really start to suck.

So make a different choice:

## **Choose RIGHT NOW to Stop Viewing Clients as Things You Hunt, Kill and Drag Home**

Repeat after me:

You do not "go after" clients...

You do not "get" clients...

You **attract** clients...

They come to you or else...

Believe it. Live it.

Now, that's easy to say that when the mortgage is paid and you've got a nice amount of dinero in your bank account.

It's a little bit more challenging when your electric is about to get turned off and you're not sure where the next meal is coming from.

But those are the times when it is most important that you simply do NOT allow yourself to compromise.

You can always turn the electric back on. And a gentle fast might do your body some good. It's much harder to be successful when you can't control yourself and your emotions.

Let me tell you a story that illustrates the difference between *getting* clients and **attracting** them.

## Client Number 1:

As well as I can remember, I answered an ad this client posted for a copywriter.

I submitted a proposal, chatted with the client on the phone, and I ended up being told I was too expensive. End of story.

I was not perceived as enough of an expert to move past objections (or even prevent them in the first place).

**I went to him. End of story.**

## Client Number 2:

Client Number 2 came to me.

After an initial conversation, we pretty much skipped the proposal process. Just a short Letter of Agreement to get all the important stuff in writing.

He had already looked at my website to get my fee range. I spit out the number I wanted to charge, he said OK. Money showed up in advance.

Sure, a lot of different factors played into these two different situations, but my point is the same:

## **In the Client Business, If You Do NOT Get Them to Come to You, You Are DEAD**

The good news is that you can work to engineer the entire thing.

But that means you are no longer asking yourself questions like, "*Where am I going to get my next client?*"

Instead, you are becoming the center of your universe and you are going to create your own gravitational force to **PULL** clients to you.

You must stop “wanting” and “needing” clients in order to get them.

Crazy but true.

## **Read This If You’re Interested in Being “Authentic” In Your Business**

Some of you reading this are going to go through the next part and say something like, “I’m not going to fake it... I just want to be real and honest. If I need clients, I’m not going to act like I don’t.”

In my opinion, if you feel this way, then my very direct recommendation to you is this: **IT IS TIME TO GROW UP.**

In the past, I’ve gotten annoyed about this game of business. And I used to have an attitude something like “I am too good to play this silly game...” So, I’d basically scoop up my marbles, sit on the sidelines and complain about what everyone else was doing.

Now things are a little different.

Cause I know the truth:

Business **IS** a game...

This **is** acting...

And the better you get at “acting,” the less you’ll need to act. Odd but true.

If you don’t want to play this game, fine. It’s your choice. Play another game. But PLEASE don’t come into this game if you’re not going to SHOW UP and PLAY it.

You’re just going to annoy yourself in the end. And you will really really hurt your chances of ever being successful.

I now see business for what it is. The choice I have is whether or not I want to actually **show up** and play.

I’ve sat out way too long for me to recommend that as a choice.

In my book, you can either play this game to win or you can play it not to lose.

You don’t have to think too hard to realize which is the smart way to go.

## So How Do You Get Clients to Come to You?

From the beginning of this guide, I've been drilling the importance of mindset into your head. I've been doing that because **that** piece of the puzzle should be in place before you start taking action.

Taking action to attract clients when you feel needy is a recipe for frustration.

So get your head and your heart in gear first. This can take a while and sometimes requires a lot of work.

Mainly because we've all been trained to believe that we are weak, and that someone outside of us has the answers we are searching for.

**That, dear Reader, is simply a lie. It's a lie that has been told for centuries in order to control people.**

**It's a lie that needs to die.**

So please promise yourself that you will work on this. You know if your self-worth and need for validation are issues for you. If they aren't, count yourself lucky.

If they are, then do something about it. You'll quickly realize that you are your only obstacle.

It's both liberating and downright scary to come to that realization.

OK, enough philosophizing. I'm a business guy after all. Let's jump into some nuts and bolts.

Namely... let's answer a question you'd probably like to ask me:

**“I KNOW I Have to Get the Clients to Come to Me ‘Mr. Client Wizard...’ So How in the World Do I Do THAT?”**

Good question.

The short answer is: *very carefully.*

The longer answer is this:

**You attract clients by developing two very important and valuable skills:**

- The ability to deliver real value to your prospective clients in a way that is not perceived as a thinly veiled sales pitch.
- The ability to create strong relationships quickly with your prospective clients by learning how to control a conversation and make sure it is 100% focused on your prospective client's favorite subject: **THEMSELVES!**

Let's tackle the first item.

Clients are attracted to value. Real value.

What does that mean?

Real value means information, insight, expertise or some other thing that they can use to move forward towards their goals.

In my business, one of the most effective ways I deliver value to prospective clients is via direct mail.

Yes, in this day and age of instant internet gratification, I choose to use the good old USPS to deliver value to my prospective clients.

Why?

Because it's different. Because few people do it. And because it's got a far better chance of getting **read**, in my opinion, than sending an email.

You have to give up the idea that efficiency is your goal. It's not.

Email is efficient, blogging is efficient, a tweet is efficient. Ever try to close a \$10,000 project with a tweet? Doesn't happen.

Efficient isn't what pays your bills. **EFFECTIVE** is what pays the bills.

You need impact. And you need to do it differently than everyone else in your industry.

That's why I send mail.

So what do I send?

Well, first let me tell you what I **don't** send.

## **I Don't Send Anything That Simply**

## Blabs on About How Great I Think I Am

In other words, I don't send anything that is salesly. My primary goal isn't to "sell my prospect" or "close the sale."

Those **are** goals at some level, but I know that the quickest and most effective way to get to **those** is to simply focus on delivering value.

The focus isn't on **selling**, it's on being valuable.

On the following page is an example of a recent "newsletter" that I sent out to my list of prospects.

This is about as simple as you can get. It's on normal paper, with black and white ink. It almost looks like it came off a 1950s style typewriter.

It's nothing fancy, I'll be the first to admit.

But my goal isn't fancy. The goal is to be **valuable**.

In this newsletter is an article, a book review and an interview... all of which might be of interest to my prospective clients.

What you won't find in this letter, is much of anything to do with me hard selling my services.

There are a few lines at the end that talk about what I do, but that's it.

Of course, no one said you have to be serious all the time. So there's another example of something I sent out. This second letter is actually "from" my daughter, Talula. At the time, I think she was 2 or 3 years old.

Take a look at that and a few examples of other things I've sent out...

# When's the Last Time You ASKED?



*What Could YOU Possibly  
Learn from a 6 Year Old?*

*Hi,*

*This is just gonna take a minute...*

*My name is Amelia Leister. My daddy's name is Jason. He writes  
you letters and sends you emails all the time about marketing and  
copywriting...*

*But TODAY It's My Turn...*



And if my picture gives you any clue, hold on to your hat...  
because I'm a real trip.

So we're gonna talk about something that could really help your  
business get better.

It's one of my favorite things...

## It's ASKING for Stuff

Here's how this works. Everybody wants something. For me, it's  
makeup, jewelry and anything with a princess on it. Those are the toys  
I like.

I asked my daddy the other day if adults play with toys. He said  
they do... but that their toys look a little different... like houses, boats  
and cars.

When there's something I want, I make sure that pretty much  
everyone knows about it. After all, if I'm gonna get it, then I need to  
tell people that I want it.

To me, it sounds a lot like the marketing stuff my dad does, but  
he never calls it that when I do it.

## Here's My POINT

So the deal is, I have to ASK for what I want. Usually, I have  
to ask again and again and again...

Sometimes I get what I want after two or three times. But sometimes, it really takes a lot more times than that.

I can always tell when I'm getting close. My daddy gets that look on his face that makes it pretty clear. (Let's face it, I KNOW how to push his buttons :)

But in your business, especially if you're sending out letters or emails, I'm not sure you can tell when you're "getting close." You either get what you want... or you don't. There isn't much in between.

So how many times are YOU asking for the sale? And how many different ways are you asking? Considering most people probably never hear you the first time (I know my dad pretends he doesn't hear me)... how many more times do you try before you give up?

Anyway, I try to keep things simple. Hope this letter helps. I know that ASKING over and over has gotten me a lot of great stuff.

Now I don't charge for my advice... but if you really want to thank me, I like pink lip gloss... the kind with sparkles in it. Just send it to my daddy.

Thank you,

Amelia Leister

P.S. I think my daddy actually listened to my advice. If you really pay attention, he keeps asking YOU a question. He keeps asking you to let him help you grow your business.

He didn't do it himself today, because he's up in his office writing. He writes a lot... Actually that's why I'm sending this to you today. He's a little busy right now trying to make one of his clients a bunch of money.

But he keeps asking YOU, because that's what works. Now if he only had my good looks... he could really do big things.

To talk to my daddy about how he can help your business, just call 928-255-5328. Here's the number one more time:

**928-255-5328**

# Chronicles of a Renegade Internet Entrepreneur

Volume 3, Issue #8: Notes from the Field Desert

## In This Issue:

- Why I Don't Blog Anymore
- Thick Face Black Heart a.k.a. How to Become a Warrior FAST
- I interview my client? An interview with the new Editor of Early to Rise, Craig Ballantyne

Monday October 3,  
The High Desert of Arizona  
From: Jason Leister—Copywriter, Marketing Consultant,  
Renegade Internet Entrepreneur

**Dear Business Builder,**

For a while there, I wrote a new blog post just about every day.

It wasn't hard. I'm a direct response copywriter, remember. Ideas and words flow just about as freely and surely as the sun shines around here. And I live in Arizona so that's every single day.

I liked doing it for a while. And frankly, the attention it gets you is pretty nice.

Traffic increases. Eyeballs get focused on what you're doing.

But then those eyeballs move on to the next piece of eye candy. In just those few brief moments, you're a star. And then you're nothing.

At some point, I realized that blogging was, for me, a copywriter and marketing consultant, relatively worthless as a tool for generating business.

(The clients I work with don't really have the time or interest to sit around reading blog posts all day.)

Blogging quickly became what I might call, a complete waste of my time.

So...

With about 200 blog posts up there offering a bunch of value about copywriting and internet business building, I hung up my blogging shoes and moved on.

I couldn't be happier.

Yes, I still write every day. I write a lot actually. From my daily e-letter at <http://ClientsSuck.net> to all of the writing I do for clients... It keeps my chops up so that I can do things like churn out a sales promotion in a couple of hours.

Which leads me to you...

Are you fishing in the places where the fishing is easy? That's what I was doing when I was blogging.

Or are you fishing in the places where the fish you want to catch actually LIVE?

There's a big difference.

There's really no difference in the investment of time and effort that is required to fish. The difference is in what you catch.

In one pond, you go hungry. In another pond, you eat like royalty.

Let me tell you, if you don't get this simple concept, it is NOT pretty.

But if you DO get this. It's a beautiful thing.

Don't be afraid or too proud to stop fishing and move to a new pond.

OK... enough for now. Time to go catch something.

Next up, a quick book recommendation:

## **Thick Face, Black Heart: The Warrior Philosophy for Conquering the Challenges of Business and Life**

Dan Kennedy mentioned this book a while back and a few weeks ago, I managed to get it on my Kindle and devour it.

The book is by Chin-Ning Chu, an author whose name I'm happy I don't have to figure out how to pronounce here in print. I wouldn't want to do her any injustice by butchering her name, because her book is awesome.

If you've ever wanted a crash course in how life works (whether you like it or not), this is the book to read.

If you've ever been screwed in business, beaten down or left hanging because you suffer from "nice guy syndrome," this book is the antidote.

In the book, Chu brings the eastern philosophy of thick face, black heart to the west and puts it in a way that makes the core philosophy very accessible.

If you are looking to become a warrior in life and in business, this book is a good place to start.

And finally...

## **An Interview With Craig Ballantyne, Editor of Early to Rise**

Craig and his business partner, Matt Smith are clients of mine. Their list of accomplishments is quite long and I respect them both highly. You can read my interview with Craig below. It's a great one:

**Name:** Craig Ballantyne

**Name of Your Business:** Early To Rise and  
TurbulenceTrainingCertification.com

**What Your Business Does:** Helps people grow and move closer to  
their life of their dreams (in fitness.  
business building & personal development)

**URL:** [www.EarlyToRise.com](http://www.EarlyToRise.com) and  
[www.TurbulenceTrainingCertification.com](http://www.TurbulenceTrainingCertification.com)

**1. What's your biggest business accomplishment and what did you learn from it?**

At first I was going to say my Turbulence Training Certification, because it's something that I've truly been working on since I first started working out in high school. I remember telling a friend in my first year of college that I wanted to take my style of workouts and fitness to the world via books and seminars and all that...and finally it's a reality as there are Certified TT Trainers around the world in over 7 countries.

But really, I wouldn't be able to do this without my team...and so building a team of incredible people, most of whom get to work daily on their Unique Ability (a great concept from Dan Sullivan), so they are engaged in work that they see as changing lives - which it is. As many of the books I've read (like Good to Great, Rockefeller Habits, etc.) will tell you, people don't just work for money, they work to be a part of something bigger than themselves.

And I like to think that we are building that environment with the help of my team here.

Now to be honest, I'm an introverted, sometimes-curmudgeonly leader. So that makes it all the more of an accomplishment to me...haha.

The biggest lessons I've stumbled across putting my Certification and team together are:

a) Nothing helps you get work done faster than a a deadline. I was struggling with creating the final content for the Certification, so I reserved a hotel seminar room, paid the fee, and was therefore given a final date and a punishment if I missed the deadline. Of course, I found a way to get the work done. It's a simple solution anyone can use if they are struggling to finish a project.

b) Have a MISSION in your business. My fitness message went from good to great as soon as I told the world that our Mission was to help 1 Million men and women transform their bodies and their lives by 2020. Now all of the sudden, people, readers, and total strangers want to be a part of it - all because we are naturally attracted to being part of something bigger.

c) Put it out there to the Universe. Trust me, I know it sounds hokey, but it's also practical. There comes a point where you have to tell at least a few people about your big, hairy, audacious goals...because they will know someone who knows someone who knows someone who can help you. So if you really want to achieve a dream, tell someone. Put it out there.

Sorry for cheating and listing 2 accomplishments and 3 lessons. My apologies.

## **2. Favorite Book EVER and Why:**

Man's Search for Meaning - Viktor Frankl

Frankly, most people today in Western Society have grown soft. We complain about everything. It's too hot, it's too cold, I'm tired, my feet hurt, I'm hungry, I missed Jersey Shore and my TIVO is broken.

(And don't get me wrong, I do my fair share of complaining...but I immediately realize how ridiculous it is.)

We have no true perspective on what it is like to deal with true suffering.

Most people don't realize what humans are capable of achieving, overcoming, and dealing with.

Frankl's book has affected me on many levels. First, physically. I know that everything I do, from working outside in bone-numbing cold or setting a personal best in a difficult workout in the gym, pales in comparison to what men and women have had to suffer in generations past. Even people making minimum wage today have a better life than royalty did 300 years ago.

Second, his book gave me one of my mantras, "it will all be over soon". While we all suffer, we must remember that all suffering ends. Better days lie ahead for everyone.



So instead of complaining, we should look for the lessons we can learn in all suffering, look for the positives to focus on that will help us endure any suffering, and then share this so that we can help anyone going through the same suffering.

But, the "it will all be over soon" mantra has a second meaning and reminder that life will be over all too soon, and if I want to achieve something, then I better get working on it now.

I truly believe Frankl's book should be mandatory reading in high school. Sure, the messages would be lost on 90% of the kids, but it could make a real difference for the rest of the kids, and we need to start somewhere.

### **3. What's one thing people online don't know about you that you'd like to share?**

I take a lot of inspiration in my business from rockstars rather than Internet Marketers.

I watch how the good ones treat their fans, how they go the extra mile in their productions, how they continue to be creative even when they are on the road touring, and how they invest money back into their businesses.

My #1 inspiration is this musician from Toronto named Deadmau5. He plays electronic music, and wears a giant mousehead on stage at his shows. And dozens of fans build their own and bring to his shows - where he autographs them. It's really an incredible phenomenon.

Deadmau5 (named for a deadmouse he once found in one of his computers) has millions of Facebook fans, and he still takes time to do live Ustream chats, visits to high schools, upload tons of personal photos and info to his pages (allowing a greater connection with his fans), and many, many other things that "social media gurus" are out there teaching people to do for big money...but this guy just does it because it's "right" for his fans.

He doesn't live a flashy life, but he pours a ton of his money back into making the coolest stage show in the electronic music scene, and therefore creating the ultimate customer experience. Plus, his act has spawned an incredible merchandising spin-off of the regular t-shirts and stuff, but also figurines, mouse

ears, and so much other stuff that stimulates participation in his "herd" as Dan Kennedy would say.

Essentially, he's doing all the right stuff...but not because he went to some slick Internet Marketing guru's seminar, but just because he wants his fans to get the greatest quality product (his music) and have an incredible emotional experience at his shows.

Folks in all industries could learn a lot from him...just as most of us could from generally looking outside of the IM industry to the real world. There's a lot of good people out there doing great stuff without a "mind control" IM agenda.

#### **4. What's one mistake that you see business builders making online and what should they do instead?**

Too many people think that they "deserve" a million dollar product launch.

First, most people don't have a BIG IDEA that will support a product launch. Their product and marketing is the same as everyone else's, and they think that if they can just get enough of the "big affiliates" to promote their launch, then they will be able to retire to the Caribbean.

It doesn't work that way. I've watched plenty of launches, some with gimmicks, some with massive affiliate support, and the only ones that work like gangbusters are the ones where there is a big idea with a unique hook as part of the product.

If you don't have this, you won't have a great launch.

Second, even if they have a big idea, they don't appreciate the work that it takes to run a product launch, and I don't just mean from a marketing and affiliate recruitment perspective.

There are so many things to consider: You need copy that converts and makes your affiliates more money than they could get somewhere else, you need adequate hosting for all the traffic, you need to make sure you have the right upsell flow to maximize revenue, and so on and so on. It's not just as simple as creating an ebook and asking affiliates to mail.

Third, they think that one product launch is going to make them rich and end all of their worries. But in reality, after you pay

affiliates (bonuses and commissions), a launch consultant, web hosting/design, and the dozens of other little things that add up to real money, you only come out with a fraction of that "big launch money".

The real money comes from the work you continue to do in the relationship building - and back end sales - following the product launch.

People are naturally enamored by the gurus who claim \$4 million dollar product launches, but don't know the real truth about the numbers - mostly because the gurus don't want Dorothy to see what really goes on behind the curtain.

**5. If you started over building your business today, what's the ONE thing you'd do differently?**

I wouldn't have been so cheap. But hey, that's what happens when you grow up poor on a farm and have a Scottish father and an efficient German mother. Now I'm not really blaming my circumstances, just making a joke. I take full responsibility for my poor decisions of not investing earlier in coaches, mentors, professional SEO help, courses, etc.

As a result of my cheapness, I had an email newsletter for 2 years before I started selling anything (1999-2001). And then 2 more years of a couple bucks here and a couple bucks there. It wasn't until I bought Bob Serling's "Info Millions" in 2003 that my business really started growing.

Although it still wasn't until 2006 when I hired my first business coach, Tom Venuto, that things exploded and set me on the fast track to success.

So I wasted many years just "doing okay" when I could have made a bigger impact and helped more people. And that's another thing...I didn't fully understand that by not having a bigger business, that meant that I was not helping as many people as I could. When you switch to that mindset, and realize that you have a solution that people need, then you'll start taking action faster to get your solution into their hands.

Trust me, the list of things I'd do differently could go on and on...but that should serve as encouragement to people, because if I can succeed with all of the mistakes I've made, you can too.

See you next time,

A handwritten signature in black ink that reads "Jason Leister". The signature is written in a cursive, flowing style with a large initial 'J' and 'L'.

Jason Leister

**P.S.** If you have no idea who I am, here's my life story in about 6 lines of text:

My name is Jason Leister. I spend my days writing direct response copy, consulting with clients to help grow their businesses and building my own internet empire from a small corner of the world in Sedona Arizona. If you want more information about my work, there's a lot of good stuff at [www.jasonleister.com](http://www.jasonleister.com). The best way to reach me is by phone at (928) 255-5328.

**P.P.S.** I'm including in this newsletter, a complimentary issue of my Monday Hotsheet--something I publish each and every Monday with some of my findings in the internet business trenches. This week, a review of a new (free) webinar service: **MeetingBurner**. Subscriptions are available at <http://www.jasonleister.com/hotsheet>.

# THE MONDAY

# HOTSHEET

9-26-2011

RECENT FINDINGS OF AN INTERNET BUSINESS JUNKIE

## MeetingBurner Up Close

In today's Hotsheet we're going to take a close look at [MeetingBurner](#), the new webinar service I mentioned in last week's Hotsheet. I had a chance to run my first webinar on it last week so I want to give you the full scoop from my experience using it.

### Meeting Setup

Not much to report here out of the ordinary. Darn easy. Really everything in this system is quite easy. Moving on...

### Registration Process

MeetingBurner gives you the option to create several different meeting profiles (different names, photos, logos etc.) so that you can run webinars for multiple companies under one account. The registration process is super simple. And I really like the option that registrants have to be reminded about the meeting **via text message**. I **did** have a slight hiccup where one of the attendees wasn't getting the registration email with the link to attend the webinar. After the webinar, I called support who explained that the only thing to do there is really keep registering until you get the email :( One thing you want to make sure to look at: By default, MeetingBurner is set to show your attendees the list of everyone who is on the meeting. Clearly, this won't work for some people, so make sure you turn that option off (in your Meeting Settings) to make sure that your attendee list remains private.

### Audio and Video Quality and Ease of Use

I have absolutely no complaints about the audio/video quality of the system. I used the MeetingBurner conference line to call in and was "listening" to myself on another computer via the VOIP option in MeetingBurner. This was a powerpoint style presentation, so there was no live video. But everything seemed to work just fine. They **do** have a

webcam option as well where you can turn that on while you're presenting.

### Recording and Sharing

To me, this is where MeetingBurner shines and completely obliterates GotoWebinar... **especially if you are using a Mac**. MeetingBurner provides simple one touch recording that spits out an MP4 recording of your presentation. The best part is, the compression rocks. I'm used to recording these things on Screenflow and then spitting out a huge file to upload to my server. With MeetingBurner, my entire 1 hour and 13 minute presentation was turned into a 47 **megabyte file**. MeetingBurner also provides easy ways to publish that video to Youtube or Facebook, to share it by email or download it.

### Analytics

One of the cool tools provided by MeetingBurner is the analytics function. They call it the **Meeting Temperature** function. For my webinar, I was able to specify two ends of what you might call a "feedback spectrum." On one end of the spectrum the label was something like, "Talk more about this." On the other end was, "This is not so applicable to me." Throughout the meeting, attendees can register their "temperature" by moving a slider around based on their interest level. You can use this to judge your audience's hot buttons as you go through the webinar.

### 100 Max Limit

The default meeting room size limit is currently 50 people. You can get that moved to 100 if you contact support. Along **with** that upgrade, you are given a telephone number to contact a real live human being with questions. They don't always pickup (unlike GotoWebinar), but it is comforting to know that you can call someone. The guy I eventually spoke with on the phone was very knowledgeable and helpful. It's clear they're trying.

JASON LEISTER

# MARKET MELTDOWN

**How to Transform  
Tough Times of  
“Doom and Gloom”  
Into Huge Profits  
for Your Business**

## SMALL BUSINESS BIG RESULTS

The Marketing & Business Strategy  
Letter For Maximum Profits

Volume 2 Number 3

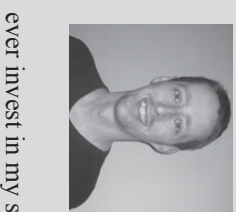


- Transforming “Doom and  
Gloom” into Profit

IN THIS ISSUE:

# Why Am I Getting This Newsletter?

You are receiving this complimentary subscription to SMALL BUSINESS: BIG RESULTS for one reason: I want to help you grow the profits of your business.



One of the most effective marketing strategies I use in my business is to deliver real value to the businesses I come in contact with--regardless of whether or not they ever invest in my services.

By offering the type of proven information you will find in each issue, I can help make an immediate impact on the profits of your business.

Please accept this subscription with my best wishes for future success. And don't hesitate to contact me with any additional questions about how you can double and even triple the bottom line of **your** business.

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PRINTED IN THE UNITED STATES OF AMERICA

P.S. I have an opening for one new client right now for marketing and copywriting projects. If you're interested in hearing how I can help you, then call (not email) me at (928) 255-5328. The clock is ticking...

P.P.S. I just launched a promotion of my own. If you're curious, you can take a look at it:

<http://businessofcopy.com/sixfigures>



Here's what legendary marketer Jim Straw had to say about it:

"I just read it. It is fan-dam-tastic. — On a scale of 1 to 10, I give it a 15."

Jim Straw  
Mail Order Legend (Over \$400,000,000.00 Sold)

And that's why the "contact your customers 10-20 times a year" idea is going to force you to leave a lot of money on the table. Money that should be going right to your bottom line.

Consider this...

If you have something valuable to tell your prospects and customers, exactly how often do you think you should be contacting them?

Once a month? Once a week?

If someone had a product or service that could transform your life, just how often would you want to hear about it?

### **HOW ABOUT EVERY SINGLE DAY?**

Increasing the number of times you contact your customers is one of the smartest things you can do for your business. And staying that closely involved in the conversation that's going on in your target market will mean bigger profits for you.

The internet makes it possible and profitable.

Plus... you won't be guessing anymore about what your market's thinking. You'll know. And you'll have the information you need to position your products and services the smart way.

Tough times are a huge opportunity to profit. The only question is whether or not you'll act fast enough...

As always, if you have any comments or questions, please don't hesitate to contact me at [info@leistermg.com](mailto:info@leistermg.com).

Now go get started...



### **Dear Business Builder,**

It's almost unfair...

But when the "invisible hand" of the markets moves to create the financial "catastrophe" like we're all experiencing right now...

The huge opportunity that is plopped in your lap as a business owner really tilts the playing field in your favor.

It's an opportunity for higher sales and bigger profits.

And despite what every media talking head is spouting, times like these are great for business. Especially if you're smart and know how to leverage what's going on for your benefit.

Here's what I'm talking about:

What's the biggest challenge you face in creating a successful marketing promotion?

Is it getting the right list of prospects for your offer? Probably not.

Is it creating a product that someone actually wants? Perhaps, but that's really not so hard.

More often than not, the biggest challenge is simply to get your promotion noticed. To build enough empathy with your reader that he actually sticks around to hear everything you've got to offer.

### **You Can't Sell Squat With Promotions That No One Reads**

That's why the most successful marketing promotions start off by meeting the reader exactly where he is... at the moment he opens your promotion.



If you start out by spouting off the virtues of investing in a particular stock or investment, and your prospect just got downsized by his Fortune 500 employer, you're going to lose him.

But if you meet him where he's at (he's in a pickle) and help him realize you understand just how tough times are, then you'll have a chance of getting him to stick around long enough to hear what you're saying.

The trick is really to know what your market is thinking...

And that's why turbulent times like these (where everyone's talking about impending doom) are such a huge opportunity for you as a business owner.

The secret is that times like these give you a huge leg-up in overcoming the big marketing challenge I just mentioned. "Tough times" let you peer inside the minds of your target market. And that means...

### **You Have the Inside Scoop on What Your Prospects and Customers are Already Thinking About**

You know what they're thinking about...

You know what they're worried about...

You know what's "keeping them up at night..."

That's gold for a marketer or business owner.

But don't get me wrong...

This isn't about manipulating your customers simply by scaring them to death. That's an extremely shortsighted view of business and, in the end, a really dumb thing to do. Push them over the edge and you'll lose them for good.

What I'm suggesting is Business 101: using everything available to you to maximize your profits.

The fact is, if you're running a reputable business—marketing products and services that truly benefit your customers—it's even more important in times like these that they hear from you. That they hear about how you can help them.

But before you jump in... there's one very important ingredient you need to leverage what's going on and maximize the results for your business. That ingredient is:

### **S-P-E-E-D**

Think back to the "old days." Before the internet.

Any direct mail promotion would take a few weeks to go from idea to hitting mailboxes. A LOT could happen in that amount of time.

Stock markets could crash... entire industries could disappear.

A promotion had to take a snapshot of what your target customer was probably thinking and feeling at one particular moment in time. When that promotion hit mailboxes, the chance was slim that your target market was still thinking those exact things.

Of course, if you know what you're doing, a slim chance is all you need to make millions. (Plenty of folks do.)

But why stop at one million when you can make tens of millions today? With far less effort, risk or expense?

But you need to be fast. Fast enough to take an event like the collapse of investment bank Bear Stearns and turn it into sales for your business.

Or fast enough to take the latest housing numbers and use them to your advantage.

# CHRONICLES OF A DIRECT RESPONSE COPYWRITER

Volume 4, Issue #12: Notes from the Desert

## In This Issue:

- Stepping in Dan Kennedy's footsteps...
- JPDK and its secrets to selling *people* at top dollar.
- Balance and where to buy some.

Monday September 24, 2012

64 degrees

Sedona, AZ

From: **Jason Leister**

Direct Response Copywriter, Marketing Consultant,  
Renegade Internet Entrepreneur

**Dear Pete,**

What **does** it take to become great exactly? Simple answer: a willingness to take your chances by pulling up alongside greatness and giving it your best shot.

I'm doing that right now with a client...

I'm working with a client (who will remain nameless) in an industry (which will remain shadowed in mystery) creating a promotion to sell the pants off their product.

The thing is, Dan Kennedy is one of the people who's worked with this client in the past.

Now I've been studying Dan's work for what seems like forever. In fact, I still remember the first time I chanced upon

his uglier than ugly website back in like 2005 and started devouring his material.

I haven't been the same since.

There are obviously as many styles of writing copy as there are kinds of people. The good copywriters might all *sound* good. But they sure don't sell the same.

If you're reading this, then I'm assuming you know about Dan and probably follow his stuff.

As I get more experience in this business and have more opportunity to see what works and what doesn't, I'm realizing that there is one quality that pretty much trumps all others when it comes to selling in print.

You can write the world's best lead or come up with a hook strong enough to catch the Pope's attention, but if you're lacking this **one** thing, you're gonna have a rough time.

What is this magical ingredient?

## CLARITY

I'm talking about clarity that is so focused, you're basically taking the equivalent of a 2X4 and going, "BAAAAMMM" and whacking someone upside the head with it. They're knocked free of their stupor and into a focused lock on YOU.

I got reamed like that the other week in martial arts.

Trust me, it gets your attention.

In the world of words, this type of clarity is generated by knowing what you're selling and who you're selling it to.

This sounds easy. But if you're .5 inches off the mark you lose. You've got to NAIL it.

Knowing what you're selling doesn't mean you understand your product, of course, it means you understand **what is being bought**. Two totally different things. Goes way beyond features and benefits stuff.

A lot of folks out there, (even the successful ones) have a good idea about what **they're** selling... but they start to fumble around when they have to zero in on what their customers are really **buying**.

This is, of course, all I care about. What I obsess about. And the better I get at it, the deeper I realize it can go. So that's the reason we do the long phone calls (sometimes several) with the endless questions. We're digging for the only thing the reader cares about. And once we find it, we're going to put it right in front of their face... so they sit up and say, "That's for me!"

You can stop digging early, before you find the gold. But if you do, then you'd better send out your copy along with a prayer, because you'll need it.

### **It Hurts When You Dive Into a Shallow Pool**

These days, we seem to favor volume over depth. People are churning out a ton of content and copy, but the depth of thinking behind that stuff is pretty shallow.

What this means is that you end up with 4 million touches of your subscriber or your prospect, but ZERO impact.

And it doesn't get better over time.

More volume, less impact. And we wonder why "attention" is so fragmented.

It's because very few people are putting out things worthy of attention. There's bite-sized candy all over the place, but hardly a full meal to be found. That requires real thinking.

And there's too much work to be done to allow much time for real thinking. But it's in the thinking where all of the magic happens.

### **The Celebrity Expert Formula**

OK... switching gears, fast and sharp.

If you're in the business of selling **someone (a celebrity in your niche or a "wanna-be" celebrity)**, there's something Perry Marshall put out a while ago that you'll want to get your hands on.

I don't know where he sells it currently. I had to contact his office to get my copy. The extra legwork was worth it though. Perry's office number is (312)386-7459.

The booklet is a detailed deconstruction of the JPDK model that's been duplicated countless times throughout our info industry.

That's where you go into a niche, perfect the marketing and then sell the system. You become the guru... yada, yada, yada.

It's about engineering THAT. It's about the dynamics of "guru-dom" and the fascination our culture has with it.

I'm always enamored with this kind of thing and found the report spot on.

Perry mentions that Dan Kennedy asked him for permission to distribute the report to one of his high fee workshop attendees.

It's pretty valuable and only 50 or so pages.

If you're selling stuff where you have a personality out in front, get it and read it.

And finally...

### **Entrepreneurial Balance and the Search for Big Foot**

The idea of finding "balance" in my life is something I've thought about for quite some time.

In my former life as a musician, I was around a lot of people who spent hours a day practicing their instruments. Other parts of their life were minimized or even ignored.

In the business world, you find the same. Intense focus on certain things to the near exclusion of others.

Is this balance?

Just this morning I read an article that argued balance is a myth. I think that's pretty right, but I would add that I think an **objective definition** of balance is really where the myth is.

There is no objective definition.

Balance means you don't fall down. It doesn't mean everything is equal.

I **do** have and want balance in my life and work. I have six kids, I have a wife, I have 5 dogs (I'm working on getting this number down, but the queen won't have it.)... I've got things going on and real people depending on me to actually be around and present.

This requires some sort of balance doesn't it? Yes, but it's not balance that anyone else would recognize. It's unique to ME. And yours is unique to you.

I'm almost done reading Walter Isaacson's biography of Steve Jobs. A lot of people would call that man extremely unbalanced. But that's only because they project **their** definition of what balance *should* look like onto him.

Yes, he screwed up a lot of things. Pretty sure we all have that trait in common. But he was balanced, in his own way. You **have** to be balanced, or you fall over.

OK... back to building the empire.

See you next time,

A handwritten signature in black ink that reads "Jason Leister". The signature is written in a cursive, flowing style.

Jason Leister  
[www.jasonleister.com](http://www.jasonleister.com)  
(928) 255-5328

# **Do YOU Want to Be Featured on "5 Questions for Wicked Smaht Business Builders?"**

The 5 Questions Series I publish on my website shines the spotlight on "wicked smaht" business builders who are doing great stuff.

Previous guests include:

Tim Schmidt, Terry Dean, Ryan Healy, Ricky Breslin, Ray Edwards, Michel Fortin, Matt Smith, Leo Babauta, Kyle Tully, John Barker aka X, James Schramko, Dean Hunt, Dan Gallapoo aka Doberman Dan, Chris Haddad, Ben Settle, Allison Nazarian

You can look at examples here:

**<http://www.jasonleister.com/5questions>**

To be featured, send an email to:

**[5questions@jasonleister.com](mailto:5questions@jasonleister.com)**

You Know Those  
People Who Won't  
Take "No" For  
An Answer?



*Well I'm one of those people...*

*Dear Mr. or Ms. Adult,*

*My name is Talula Leister. My daddy's name is Jason. He sends you letters and emails all the time about marketing and copywriting.*



My sister, Amelia, wrote you a nice letter a while back, but according to my list, I haven't heard from you.

Now my sister's nice and everything, but sometimes she's just a little bit shy. And being "shy" just doesn't cut it in this business.

So I'm standing up and taking over.

I'm a better writer and a WHOLE lot cuter... My mommy calls me a "force of nature."

At this point, you might think that this letter is gonna be all about me. Well it's NOT.

Today's letter is about YOUR business and how you can make it better. (That's right, I'm making YOUR business, MY business.)

The thing is...

## I Found Something On My Daddy's Desk That You Probably Want to Know About

So let's keep this between you and me, but every now and again, I go into my daddy's office and look at the stuff on his desk.

And I found something that you're definitely going to like. It's a piece of paper my daddy calls his "Victory Sheet." He lists all of the good things he does for other people. Stuff like...

- Helping one of his clients create a web offer that's converting at a whopping 10%. And what's even better is it's converting customers at half the cost!
- Creating a lead generation web page for a client that's converting at 53%!
- Helping a client generate 1,500 qualified leads in 48 hours... at a cost of \$19.
- Creating a marketing funnel and sequence of online and offline promotions for a client selling a high ticket investment product (price point anywhere from \$5,000-\$100,000+). Lead flow increased from 2 per week to 7 per DAY.

My daddy's "Victory List" is a lot longer, but hopefully this gives you the basic idea.

## So Here's The POINT

If you are looking to boost the results of YOUR business, then call my daddy. His name is Jason and his phone number is:

**928-255-5328**

When you talk to him, he's going to ask you a bunch of questions about your business.

The bottom line is, he's looking for 2 new clients. And I sent this letter to A LOT of people. So if you're interested, you need to act now.

As my mommy always says, "When I say now, I mean NOW..."

*Thank you,*

*Talula Leister*

*P.S. Feel free to mention my letter when you call my daddy. He'll be impressed to hear I wrote it. Just leave out the part about me sneaking into his office. That'll be our little secret. :)*

*Here's the number to call again:*

**928-255-5328**

Some of those are about as far as you can get from “serious business.” But I put it in here to show you that value can come in many, many shapes and sizes.

Sometimes value is information, sometimes it’s entertainment. Sometimes it’s a mixture of the two.

So the routine is to simply start delivering real value (stuff that can help them) to prospective clients. You do it well and you do it consistently. Those two things are important.

## **If All of This is Starting to Sound Like Real Work, Then You’re Getting the Point**

This **is** real work. And it’s not really that sexy or exciting.

But it works... and in my experience, it works very, very well.

But it **doesn’t** always work right away.

In fact, I’ve sent stuff like this to prospects for **months** before anything came of it.

Letter after letter after letter... until one day, the prospect picks up the phone and decides to work with me.

Over time, I work with that client to the tune of \$20,000+ in fees.

Was that worth a few letters and “special reports?” You bet.

But don’t go thinking that you have to be sending letters all over the world. Your “value” can be delivered in a ton of different ways.

I’d suggest you be creative with it. If you’re not creative and do something like everyone else, you’re just going to blend in. And **that** is not a way to attract clients.

## **As a Very Successful Man Once Said, “Attraction is Not a Choice”**

Attracting clients is not a mystery. It is an art and it is a science.

And you, my friend, can do it.

Like any art, it takes practice and it takes some dedication to push through the difficult parts.

But it's worth it. Trust me that it is.

If you've never had the opportunity of **attracting** a new client who was pre-sold on the quality of your expertise and was ready to send you large sums of money... well, it's a beautiful thing.

It's worth the effort to get there. I promise.

Just never forget this:

## **You Don't "Get" Clients, You Grow Them**

Not long ago, I presented a webinar about attracting clients. In the webinar, I talked about how to create a "solar system" of things that slowly and gently **PULL** clients into your world. (The emphasis is on the words slowly and gently.)

That's key.

Why?

To answer that question, let me tell you a short story.

Right now, my wife is pregnant with our sixth child. She's a midwife, so I know a lot more about the birth process than probably 99.9% of men on this planet.

It is truly amazing when you understand the thousands and thousands of things that are going on as a little one grows from a tiny little spec into a full grown baby.

Perhaps the **MOST** amazing thing, however, is that the instructions and blueprint for that entire being are included right from the getgo.

Just like a plant growing in the garden, the course of its entire development (environmental influences aside) is programmed into that tiny seed.

## **The Same Thing Can Be Said About Your Clients**

When your clients show up, they too contain just about everything for their development as a client of yours.

Where do **they** get their programming?

From your marketing of course. They get it from the system you use to attract clients.

If you have clients that balk at your fees, are annoying to work with and just make your life crazy, then take a look at your client attraction process.

Something in there led them to believe that their current behavior is acceptable to you.

Something in there attracted those folks to you.

You have to find out what that is and change it.

And it all begins with...

## **The Care and Feeding of Leads**

It's easy to get frustrated when you're trying to generate leads.

I'm sure you can think back to a time when you were talking to a prospect on the phone, everything seemed great, and you were 110% sure you'd get the business.

And then the business just up and disappeared.

That sucks.

Understand this: leads are just like plants. They require time to grow.

You don't just **generate** leads, you **grow** them.

You don't "get" clients, you **grow** them.

Think of yourself planting a garden. (This is hard for me because everything green I touch seems to die a very quick death. Hopefully you fare better with the plant kingdom.) When you plant your seeds, you don't expect to wake up the next day and find a beautiful garden.

In that case, you know that you have to provide the food and care required for the seeds to grow. If you rush things, you run the risk of killing the plants before they even have a chance.

It's no different with leads.

The process of generating a lead and having that lead become a client can take a long time.

It can require phone calls, and many, many touches where you deliver value to your prospect.

There is nothing wrong with this.

In fact, a long process is often preferable. If you force things, you become an obvious salesman in the eyes of your prospect.

If you don't force things, it is easier to cement yourself as a professional in the mind of your prospect.

As the leads come in, don't put pressure on yourself to "sell them." Simply take them as far as they will go and then put them on your follow-up system (you do have a follow-up system right?).

Some of the leads will close right away and others won't. This is how you fill your pipeline with business at various stages of development.

Then, you allow your systems (email, direct mail, public speaking, etc.) to provide the food and care required to grow them into a client.

## **But What If You Need Clients Fast?**

I repeat: the best clients are the ones that slowly and gently end up at your doorstep, **NOT** the ones you beat over the head and drag back home. (As if that's a smart way to get a client anyway.)

My recommendation is to give up on the idea of getting clients fast. It **can** happen, it does happen and it will happen, but to make that your goal is **not** going to allow you to attract the quality clients you really want to be working with.

You have to have a **SYSTEM**. (Don't freak thinking this sounds complicated. A system can be one simple thing you do consistently.)

Do you have a system?

Or do you just go through life hoping someone shows up?

What tools do you have out there (newsletters, videos, interviews, blog posts, strategic referral relationships, etc.) slowly creating relationships and communicating value?

If you have nothing working for you, then there's something for your TODO list for right now.

Don't wait. I don't care if the media says you're supposed to be out shopping. Screw that. Your well-being is a bit more important don't you think?

Ideally, you need a system like this in place **months** before it can generate a client. In a pinch, starting **NOW** will also do.

Remember, you don't go **GET** clients. That's the wrong energy completely. And it's a terrible way to go into things... as pursuer.

You attract clients, pure and simple.

How are you doing that for your business?

Think about it and take action today.

## **Attraction Is Law**

Right now, I'm writing this to you from Sedona Arizona... the vortex capital of the world.

In this town, there are a lot of people who are intensely interested in their spiritual path.

This "seeker" community, as you might call them, can be pretty easily split into two groups.

The first group I tend to shy away from.

Those are the "spiritual ones" who make it a priority that everyone KNOW just how spiritual they are.

Whether it's through speech or action, it's ME, ME, ME around the clock.

Then there is the other group.

Those are the people who have no need to talk about their spirituality.

Those are the people who have little reason to share what is their own personal journey.



And those are the people who have no need for outside validation of their values, goals, ideas or ideals.

I tend to shy away from the first group because, frankly, they're tiring as hell to be around.

Kinda turns your stomach, actually. And you get a good feeling that the person's really just trying to hide something.

What they're hiding, is of course a topic for another day.

The second group however, is oddly attractive.

In their silence and their confidence is power. Did you get that? Their silence is power. And with that power comes mystery.

Mystery, dear reader, is universally attractive.

When you are dealing with prospects and clients, there are three simple rules that you can follow to develop your own version of this tool.

- Talk less.
- Listen more.
- Take measured and deliberate action.

Am I suggesting you simply put on a show? Well, I'll leave you to make your own decisions about that. I would argue, however, that we're all putting on one kind of a show or another all the time.

The question really is whether or not you're aware of just what kind of "show" you're putting on.

To the extent that you can develop an authentic air of mystery and power around you, things will flow. And this will help increase your attraction of prospects and clients.

You can make this authentic for you with just a little bit of trial and error. Find what works for you.

This takes discipline, but it's well worth the effort. Those three "rules" above are where you start.

OK, so now that you've started the attraction process, what do you do when clients actually start raising their hands and contacting you?

Here's where it really gets interesting...

# PART 3: Acquiring Clients

Everybody talks about how to get clients.

Not too many people talk about what to do once they show up.

It pays to work on this part of your business a bit, because the best "client getting" system in the world will be worthless if you screw things up once they call you.

So what IS the right thing to do when the client calls?

In a nutshell, the right thing to do is to get them talking and keep them talking.

**They** are talking.

**You** are listening.

You are not selling, you are listening.

Why?

Because you don't have the information you need yet to sell anything, let alone a high value professional service.

To get that information, you must listen and they must talk. *"Wery, wery simple wascally wabit.." :)*

But most professional service providers don't do that. Instead, they barf all over the telephone trying to "close" the sale.

It's not a pretty picture.

So what's an easy way to get started when the phone rings and it's a prospective client on the other end?

Simple... start with this question:

**Tell me about what you are trying to achieve here.**

Ask that question then sit back and listen. And don't stop with their first answer. Keep probing for more.

Why is it so important?

Because your understanding of your client's true goal is key to both selling it and delivering it.

Never forget that.

Once you ask that first question, your only job is to follow the trail of breadcrumbs and collect all the clues you need to sell AND help your client.

Just understand that the last thing you want to try to do on the phone is "sell yourself."

In my opinion, it's just not that necessary. Not unless you truly have no idea what you're doing or how best to help your client.

The next time the phone rings and it's a prospective client, remember that your goal is to get them to paint a picture in great detail of what they are trying to achieve.

If they can't answer that question, work with them until they can.

Getting clear on the goal, dear Reader, is Job #1.

## **The Smell of Want Stinks**

There is nothing that will kill a sale quicker than you actually **wanting** it.

The intricacies of why this works get pretty deep, but here's the gist of it:

On an energetic level, we attract more of what we already have.

That's why so many of the metaphysical books will tell you to imagine what you want as though you already have it.

It's not so that you walk around thinking you're a millionaire when you aren't. It's so you can basically "trick" your subconscious mind into giving off the energy that attracts **more** of what it thinks it already has.

There are plenty of examples of this in the real world.

Ever wonder why you always get more opportunity when you're already busy?

Or why banks won't lend you money when you actually need it?

The best thing you can do for the sales end of your business is to go into every single transaction totally 100% convinced that you don't need the business.

It really **does** make a huge difference... try it and you'll see.

## **Order Taking is Not a (Smart) Business Model**

Part of developing expert status is to bring more value to the table than that of an order taker.

Which do you think is a more profitable transaction?

One where a car owner brings their car in for an oil change...

Or one where a car owner brings in their car because it's pulling to the right and no one (else) can figure out why?

Duh.

The first example is clear order taking.

The customer (read client) knows what they want, and they wanna know the details about what you can do about it.

Unless the client is dumb, the conversation will immediately focus on price, time to delivery and other stuff that tends to eat into your profit.

But in the second example, the dynamic is completely different. The client needs help identifying an unknown that is causing "pain."

And that's where all of the potential value is hidden.

Sure, there's value delivered when the solution shows up. But you can't create the solution if you don't know what it is. And identifying the best solution is why you need an expert.

If you're a business consultant, this is an easy switch to make... it just requires that you push back whenever an order is being placed.

If you're an accountant who is used to people coming to you to "do their taxes," you need to get creative.

But it's worth the work to ask yourself, "How can I immediately stop taking orders and start delivering more value to my client by being their expert?"

If you skip over this, you could be stuck as an order taker forever.

## Go in as the Expert, PERIOD

In any new client engagement, you want to go in as the expert.

I'm sure you've heard this enough times that I don't have to explain why (ok, it's cause you tend to get more money, more acceptance of your advice and happier clients for doing the same work), but it's a gentle reminder that over time this should become a **MUST HAVE** for engaging a new client.

That means a situation like, "Hey, we're going to design a new website and we're getting bids for the project..." is NOT an ideal way to start a client relationship.

What's a better way?

[Phone Rings...]

*"Hi, this is Mr. Big Shot Client. We're in the process of designing a new e-commerce website and I heard that you might be able to help us turn this into a real profit generator. Money is not really the issue, so when can we meet?"*

Sounds better eh? Exactly.

So why don't we ONLY accept this kind of entrance into working with a new client?

Part of it is that it's easy to forget how valuable you are. The other part is that it takes work to build up to expert status. Not to *become* an expert. That's fairly easy.

But to be **perceived** as the clear expert... that is more challenging I think. Again, it's not really about *being* the expert as much as it is about receiving expert **status in the minds of your prospects**.

It takes consistent planting of that seed (and of course some proof) in the minds of your target market.

And it takes a change in your behavior to consistently **act** like the expert you truly are.

## The Quickest Way Ever Devised to Raise Your Fees

We are in the business of relationships. The stronger the relationship you have with your prospect, the higher your fees will tend to be.

Why?

Because a strong relationship makes it **very** difficult for a client to compare you to someone else with whom he does **not** have a relationship.

Business is about the exchange of value between **people**. No matter how many layers of “technogadgetry” we invent to help speed things up, at the end of the day, it’s still just one person helping out another person.

The skill you want to develop is the ability to create a strong relationship with your prospects and clients.

A strong relationship will make **non-issues** out of many of the things that most frustrate professional service providers.

A **strong relationship** will...

- Ensure that you receive payment in a timely fashion.
- Help you to get the information you need from your client (even sensitive information) to best help them.
- Make choosing **you** a fairly simple choice for your prospective client.
- Help cement your client’s perception of you as an expert and professional.
- And a long, long list of other good things.

If you’re wondering what the world’s quickest way is to get a relationship started off on the right foot, this is it:

It’s in two steps:

- **Stop talking about you.**
- **Start asking questions about your prospect.**

The quickest way I know to create strong relationships is to **master the art of asking questions**. That might sound odd, at first, but it’s totally true.

There are **many** reasons this technique works so well, but the biggest one is simply that people like to talk about themselves.

And since you are in the business of helping people, it makes sense that having those people **talk** about their situation and what they're trying to achieve would be a valuable thing. Make sense?

It turns out that they appreciate it when you do that.

So the next time you are in front of a prospect and you aren't sure what to say to move the sale forward, here's some advice:

## **Close Your Mouth... Take a Breath... And Ask Your Prospect a Question**

Here's the simple question again that you can start with:

*"Why don't you tell me a little bit about what you are trying to achieve?"*

That question works wonders. It opens up a **world** of possibilities and opportunities. Try it and you'll see.

## **The Art of CONTROL**

This is **extremely important** for you to get. So let's take a little quiz, shall we?

You've been invited to a friend's party and you enter the room and see a group of people talking together. Here's the question:

How do you spot the person that is in control of the conversation?

Is it the good looking gal? Maybe...

Is it the smart looking guy? Maybe...

Is it the big, bulky dude with the earrings and tattoos? Maybe...

Is it the short guy who can't stop yapping about himself? Maybe... (OK... probably not.)

What's your answer? How do you tell who is in control? Or better yet, put yourself into the situation. What would you do to **TAKE** control?

You can't yell, that's just annoying.

You can't keep directing the conversation back to yourself or people will get fed up and simply walk away.

No, the answer is much simpler, easier and more powerful than that.

The way to take control of a conversation is to:

## **Be the Person That is Asking the Questions**

Think about the last time you were interrogated by the police (oops... wrong book)... OK, just think back to the last crime show you watched. Who's asking the questions?

It's not the crook. It's the cops. It's clear that **THEY** are in control.

Questions keep you in control for two very powerful reasons:

- People have been trained to respond to questions.
- People **LOVE** to talk about themselves.

If you want to steer the conversation towards topic X, you simply do it by asking a question. If you want to dig deeper into someone's answer about a particular question, guess what you do?

You ask **ANOTHER** question. Ding, ding, ding!

Do you see how simple this is?

It's deceptively simple actually. The understanding of the core concept is easy-peasy. Almost anybody can get it that this works. The mastery, however, takes practice. This is where the skill turns into "Art."

It almost goes without saying that you want to be in control when you're talking to prospects and clients right?

Can you see how this skill might just come in handy?

This is your business after all. You are in control of it.



## Master “The Flip”

It's easy to forget when you're talking to a prospective client, that you are **not** undergoing an interrogation.

They are not drilling you with questions looking for you to crack under the pressure.

They are not shining a bright spotlight in your eyes...

They are not in control...

Instead, you are simply having a conversation with a colleague.

### **And That Means That You Are In Control**

Because you are the one that is asking the questions. Remember how powerful that is? We just talked about it.

So I want to show you a very simple tool that is going to remove all of your fear about being "questioned" by a prospective client.

It's called, THE FLIP.

#### **STEP 1: Establish the Goal of Your Client**

Before you can use this tool with your clients, you have to know what their ultimate goal is. Without that, you are toast. Trust me.

Never, ever wander too far into a conversation with a prospective client without asking them what they are trying to achieve.

Sounds obvious, but it's not.

Getting that information is simple.

*"Mr. Client... so tell me exactly what you are trying to achieve here? What does 'success' look like?"*

#### **STEP 2: If You Ever Get Stuck, Use "The Flip"**

This is really very, very simple.

The next time a prospective client asks you something that puts you in a corner, simply "flip" the question around and throw it back.

For example... let's say the client asks you something like, *"Well John, we're looking for someone who has a proven track record of running a pay-per-click advertising campaign. Your experience in that area looks a little thin. Why should we even consider you?"*

A lot of people would fold at a question like that. They'd go into "convincing" mode and, if they got the business at all, they would be proving themselves every single day of their lives.

Using "the flip" in a situation like this would sound like:

*"Mr. Client, I understand that you are looking for someone to run a successful PPC campaign... but I just have one question for you. What makes you think that pay-per-click is the most effective strategy to even use here? What makes you so confident that's even the right thing to help you reach your goal?"*

Did you get that?

Very simple idea, very powerful idea.

You can use "the flip" in a billion different ways, in just about any business out there.

All you have to do is make sure you tie everything back to the client's overall goal.

Answering questions from a prospective client is not a test. This is not school anymore folks. This is life.

Answering questions is perhaps the biggest opportunity you have in your business. Where there are questions, there is opportunity to deliver value.

And "the flip" will help you do that. It will set you apart from the "trying to please the client crowd" and make it clear that you're actually focused on what the client is trying to achieve.

Do you have any idea how much money "the flip" and other skills like it can add to your business?

In just one instance from my own business, "The Flip" turned an \$800-\$1000 project into a client worth about \$24,000.

## Hey This Question Asking Thing Sounds Slick, But What the Heck Am I Supposed to Ask?

Please understand that discussion about this topic could fill an entire guide all by itself. So here's the abbreviated version.

You need to know three very important things when you're talking to a prospect.

1. What the ultimate goal is of the project they are speaking with you about. What are they actually trying to accomplish? For example, they don't want a "website," they want a website because of what it's going to help them do.
2. You need to know how they're actually going to KNOW if they've reached their goal. In other words, are they clear about how this should progress, or will they just "know success when they see it?" (not a good sign if that's what they say, by the way...)
3. You need to know what achieving that goal MEANS to their company. Is it worth money? How much? Is it worth a savings in time/effort? How much? In other words, how valuable is reaching that goal to them?

Without this information, you are TOAST. So the questions you ask revolve around getting this. With this information, it's easy for you to make a compelling **business case** for acquiring the client at the fees you want.

This information is an absolute **necessity** if you don't want to be an order taker.

Experts help create solutions. And with the answers to the questions above, you will have enough raw material to help the client figure out what they need.

You will NOT take orders, because you will play an active part in creating the solution.

This is KEY if you want to get fees that are well in excess of everyone else in your industry.

Here's something else to remember...

### **Rockstars Are Not Accessible**

It's really no different than dating. Now I'm the farthest thing you'll ever find from a dating expert, but I do know that the general principle in attracting anything is that people want what they cannot have.

Again, you can choose to fight it, or talk about how this is manipulative or whatever. If stuff like that is coming up in your mind, please understand that those are **your** issues to deal with not mine.

Deal with them however you think is best so they don't hold you back.

I prefer to simply look at how things work and make my moves accordingly.

Anywho...

Back to the point, which is that people want what they cannot have.

To the degree they think they can get it, the less attraction they seem to have to it.

When a client hears about this great service provider, and she believes that she can be helped by that person, there is desire there.

The trick is to let that desire build... through word of mouth... through your marketing... through your face to face conversations.

To the extent that you allow that desire wane before the money is in your bank account, your chances of **getting** that money will decrease.

So what builds desire?

It's not that hard to understand. The **hard** part is that you have to have the discipline to follow through.

You build desire through a combination of things including:

- Mystery
- Intrigue
- Saying less.
- Not being a "yes" man or woman.
- Saying what you believe, not what you think your client wants to hear.
- Pushing back. Not accepting things just because someone else says they're so.

The list could go on and on. The important thing is that you think about this consciously before you have to use it.

What this means is that you **don't** just go into a phone conversation with a client and "spill the beans" about all of the great things you think you can do for them.

You've just "released the tension" and placed the ball squarely in your prospect's court.

I use the word "court" here because THIS IS A GAME.

You can play the game to win or you can play the game with someone else who is playing to win. In that case, you will lose.

It's your choice.

## **Chameleons Sure Look Cool, But They Make Less**

If you've ever been desperate for money, you probably know the temptation you face to do everything you can to get a prospect to say, "Yes" in a sales situation.

You basically change your business to suit the sale.

It's just like a chameleon that changes its color to suit its surroundings, except you're doing it to suit a client.

It might be smart for a chameleon to operate like that, but it's simply not a good idea for someone who's trying to create a profitable business.

Here's why:

As a service provider, your basic business model of do work--get paid, puts you at a distinct disadvantage from the beginning.

By definition, you can't scale. Unless you want to work like a maniac. Even then, once you lose your health, your family and your sanity, you'll still eventually hit a ceiling when you're working 24 hours a day.

So the plan is to somehow build in leverage anyway by minimizing the effort you invest in each client and maximize the profits you generate from them.

You can do that by storing up value in things like your own intellectual property, processes, techniques or some other storehouse of proprietary "secrets."

But tailoring your business to suit the sale takes you out of "sorting" mode--where you're just looking through your steady stream of prospects for the ones that fit your goals—and it puts you into "selling" mode.

People don't like to "be sold," so why put yourself in that position?

Don't change your business to fit the sale. You change the sale to fit the business.

Spending time "tailoring" what you're offering just to suit a client is a drain on your profits and it doesn't contribute in any way to "productizing" your business.

And I doubt you'll ever feel like you got paid enough for all the effort you invest in customizing your offering for a particular client.

To develop your own proprietary value and way of doing things means you probably have to do those "things" more than once. That way, you refine them until they provide the maximum value possible to a client.

If you spend your time doing one-offs, where you venture into an area you haven't been before or won't probably go to again, you're going to end up working harder than you should.

Here's another way to consider doing it:

Decide what value you offer, decide how you offer it, and decide who you offer it to and for how much... then go out and put yourself in front of those people.

Doing things like this will help you consciously build a business that supports your goals, instead of just reacting to any old sales opportunity that shows up at your door.

## **Don't Listen to What They Say, Watch What They Do... And ALWAYS Define the Next Step**

"I got the proposal—I'll call you next week."

Heard that before? I have.

In case you're guessing about how the story ends, the call never comes.

Instead, the professional service provider usually goes into "follow-up" mode and ruins any positioning that existed between him and the prospect.

Why does this happen? And why do we keep experiencing stuff like this?

The survival skill you really need to develop is to stop listening to what your prospects or clients say and just watch what they do.

People can say anything. But their actions don't lie.

Watch what they do and take what they say with a grain of salt.

To avoid chasing, make this your habit: **always, always, always** make sure you and your prospect are clear about what the next step is in the process. Know **what** is happening, **when** it is happening and **who** is doing it.

When your prospect says, *"I'll look at the proposal and call you next week,"* you say, *"Next week is great, I could speak Tuesday at 4 or Thursday at 1. Which is better for you?"*

Never let a loose end get created. Always define the next step.

If you set that next step and your prospect DOESN'T follow through, you know you're dealing with a loser. You'll have all the proof you need to move on and not wonder if there was the possibility of some business there.

All the other times, you'll know exactly what the next step is and when it's going to happen.

## **You are Not the Messiah**

Ever go into a client engagement where you're greeted as the guy/gal who is going to save the day?

One of the smartest things you can do on your way to getting great clients is to be aware of and manage the expectations that your clients have of you at all times.

The second you get the sense that they're expecting you to come in, wave your magic wand and have everything be perfect... that's where you have to stand up and bring them back to reality.

It's **your** responsibility to do this... otherwise, your future revenue will depend on what they perceive it is that you're supposed to be able to deliver.

And without keeping your pulse on that throughout the entire engagement, you'll have no idea what that even is.

## **Become a *Master* at the Game of Expectations**

Manage your client's expectations or they will manage you.

If your client's expectations are low and you exceed them, that's fine. If they're high and you don't meet them, you've got a problem.

What are your client's expectations?

You should **know** what they are because you should be the one that's setting them.

If you leave this up to chance, you'll probably get burned. And it'll be your fault.

Remember, this is all a game. It's not about reality, it's about perception of reality.

So if your client THINKS they've gotten value, then they have. If they DON'T think that, they haven't.

What has actually happened doesn't seem to matter. Yes, that's what I said: the cold hard facts just don't matter.

So how do you manage expectations?

You tell your client what they can expect, when they can expect it and why. You communicate adjustments along the way.

But basically, it means you stand up and make sure you never promise to deliver something that is not totally in your control to deliver.

In the world of business and creating results in business, that's pretty much everything. :)

So what do your clients pay for if you can't really promise them anything?

Well, I'll answer that question with another question:

Where exactly **is** the value in what you provide?

- Is it in the "doing" of something, like a service?
- Is it in the "thing" itself (a deliverable or a widget) that the client is left with?
- Is it in the "results" that your product/service creates for the client?
- Is it in the simple fact of you "showing up?"

Hmmm..... good questions huh?

The answer is, there **is** no one answer.



The **real** answer is that the value is wherever your client perceives the value is. The trick, however, is to make sure you both agree on where that is. Otherwise, you'll experience a whole lot of frustration.

Part of setting expectations is to get clear with your client about all of this.

The best way to do it, I believe, is to simply set **your** definition of where the value is and then work on attracting the clients that fall in line with that belief.

That way, clients will show up with advanced knowledge of where your true value lies. They'll have that knowledge in their heads because you spent time (in the form of marketing etc.) to put it there.

Ignore this idea at your own peril. (Again, I've done it and suffered because of it.) If you don't get clear on this, you run the risk of trying to hit a moving target with each new client that comes along. And you'll be forced to go on a new "fact finding" mission to try to piece this puzzle together for each client.

## Understand the Client "Catch 22"

There's an inherent problem with the client/provider relationship that you absolutely have to deal with or it's going to limit your success **and** probably drive you crazy.

In general terms, the problem is this:

As time goes by clients tend to want **more work** for less money... and professional service providers tend to want **more money** for less work.

If you can look at this objectively from a business perspective, both sides have a desire that totally makes sense. You want what you think is best for your business and your client wants the same thing.

But clearly there's a conflict when you put these two in the same room and ask them to work together.

So what can you do about it?

First of all, decide that you're going to turn this "problem" on its head and use it to your advantage.

Second, realize that this problem wasn't created overnight and that you're dealing with a long history of this issue contaminating client/provider relationships.

Part of this is that your clients have been trained to receive value only when someone shows up and delivers it.

So if you, as the service provider, never show up but still deliver value, you'll still probably eventually lose. It's just human nature and the way that countless other service providers have trained the expectations of your clients.

It sucks, but that's what we have to deal with, so let's make the best of it.

The trick is to change the definition of "work" and totally divorce the idea (in your head and in your gut) that there's any connection between effort and value.

The bigger trick is to make sure your client "gets this." If they don't, just find another client. The money isn't worth the problems it will cause you down the road.

The final part of this is to realize that you need to get the money while the gettin' is good.

Which means, stop putting off profit NOW for the promises of profit LATER. We all do it, and we suffer because of it.

But you can't pay the bills with LATER and your accountant will probably look at you funny if you trying to put future income on your financials.

## **Professionals Have Better Things To Do Than Rush**

*"When can you have it done and how much will it be?"*

If I was a business owner hiring a service provider, I'd probably be asking questions like that, **unless** I truly perceived the person I was talking to to be a real expert.

In that case, I wouldn't be prescribing my own solution and then looking for the cheapest way to get it done.

Instead, I'd be looking to the expert first and foremost because I wanted help figuring out what the solution should even be!

### **Don't Rush.**

Mainly, because there's really NO long term benefit in it for you.

You have to accept urgency to feel urgency. It is not something that can be forced upon you unless you accept it.

If your normal turn around time is 30 days and you are asked for some consideration and a 15 day turn around time... think twice before you open your mouth.

Because the next few words out of your mouth will either solidify the perception your client has of you as the expert, or it will erode it.

One choice will potentially lead to more money, the other almost certainly will not.

If you charge a hefty premium for priority service, that's your choice, but I think over the long term, it's better for YOU to be the arrow that is focused solely on hitting the goal, instead of the tree that's bending in the wind.

Otherwise, you'll start adapting your business to fit the sale, instead of the other way around.

## **The Future Does NOT Exist**

"If this works out, there will be more work for you in the future."

I'm not arguing with the validity of this statement that you might hear from a client, I'm arguing with what decisions you make and actions you take when you hear it.

My recommendation is that you pretend it was never uttered.

Because if you do, you'll shortchange yourself time and time again.

A statement like that has little value in the present moment.

And that's important because **this moment** is the biggest opportunity you have for changing your life. For most people, it's the only opportunity they'll ever get.

It's not about what you do tomorrow, it's about what you're doing **NOW**. Get that.

There **is** no tomorrow. Until it shows up, it does not exist.

Although I don't remember specific examples, I'm 100% sure I've stepped in this hole over and over again. Sometimes consciously... but most of the time it was probably unconsciously (which is worse).

I know now that it was all about fear. I was simply too scared to stand up and say, "That doesn't work for me."

Do it. It gets easier.

## Why “Asking for the Business” is Dumb

I know that all of the old school sales wisdom says that you have to "ask for the sale." But I don't think that helps me when I'm in front of a prospective client.

In fact, I'm pretty sure that "asking for the sale" does more harm to your future business than help.

The reason is very simple:

**In any transaction between two people, he who wants something least has the power.**

If you're in a situation where your prospective client is lukewarm about the idea of hiring you and you want the business more than a dog wants a bone... who has the power there?

It's not you.

In my world, "asking for the business" isn't something I'm interested in doing. At least not in the typical way. If I get to a point in the negotiation and it becomes obvious that I have to "close the sale," then that's a clue that there's a problem in my marketing system.

You know the secret to never having to ask for the sale? And the secret to allow you to charge higher fees because of it?

## The Secret Is to Get Your Prospects to Ask You For the Sale!

This means you have to be a smart marketer. And you have to be valuable and good at what you do. Then, you have to create a structure that communicates, demonstrates and PROVES your value before anyone even picks-up the phone to call you.

This structure takes some work and some time, but it's worth it.

With my last few clients, I haven't had to ask for anything. Instead, they asked me. And that's an ideal situation that works out for everyone in the end.

When you are perceived as the expert, you are able to act as a "partner" in your client's business and really focus on reaching the goal instead of "proving yourself."

Like I said, it works out better for both parties. And that's exactly how you want your client relationships to be: true win-win.

## **Exit Before You Enter**

You often hear entrepreneurs talk about their “exit strategy.” That’s their plan for “getting out” of their business even before they get in.

The reason? From my point of view, it gives them something to **aim** at.

When you get into a new client relationship, what’s your goal?

To get money by helping a client. To get the **most** money you can by helping a client with the least amount of effort.

But that’s not a very specific target, so it’s hard to make decisions that’ll get you there.

Exactly what **is** the most amount of money? And what happens if the client, half way through the engagement, wants you to do more? Or what if they propose a partnership... or what if they propose engagements at regularly scheduled intervals?

The best time to think through this is **BEFORE** you get started.

I know this, because I’ve spent a lot of time, **ignoring** this advice.

Go in with a structure and a plan for how **you** want things to go. **DON’T** go in with a vague idea of what you want and a plan to just get the best return on your value that you can.

The difference here is one of control.

Say you jump headfirst into a client project and it’s humming along... you start doing work, then more work comes.

Pretty soon, you’re working very closely with this client. Your world shrinks down around the client.

Then one day, the client calls and says, “Hey man, I decided to start selling stuffed teddy bears today and I hired a toy expert... Have a nice life.”

Then what?

Well, who was in control in that situation? (Hint: It wasn't you.)

Instead, imagine that you go in with the plan that you are going to generate \$40,000 from this client engagement within the time span of a 2 month project.

If other projects are proposed, they will have to be scheduled for the future, depending on your availability

Here are the benefits of an approach like that:

- You make it clear that you don't "jump" just because someone is waving money in your face. Your life is too important for that.
- Expectations are clear. The client investment is fixed and time bound. No one is getting married here, and the time span is not long enough for the perception of you to come down from the stratosphere into the world of the common folk.
- **YOU** know that in 60 days, you're done... so what do you make sure you are investing time and effort in **while** you're working with this client? **Getting the next client.**

Here's the bottom line:

You have a business to run. And you are the only one responsible for reaching your goals. Your clients aren't interested in hearing about your goals, so it's up to **you** to make sure that each client you engage moves you forward.

Know what you want and go get it. Then move on.

## **You Make Your Money On the Buy**

I once worked with a client who was in the business of investing in raw land. In the raw land business, you buy undeveloped land (land with nothing on it), split it up and sell off the parcels for a profit.

Smart real estate investors don't employ the strategy of buy and hold. They don't invest in a property and then hope they make their money by waiting for the property to appreciate.

That's basically speculation. And speculation isn't a stable business.

Instead, they buy undervalued properties where they can already see a return.

In real estate, you make your money on the buy.

In the client business, I think it works the same way.

The better you get at attracting the right kinds of clients, the easier (and more profitable) your business will be.

80% of success is simply attracting the right clients.

The challenge is to learn to discover the clues of a profitable client. Sometimes they are hidden and require work to uncover. This work is worth it.

The clues will vary with every industry no doubt, but here are some general characteristics to look for:

- Profitable clients have money to spend. Period.
- Profitable clients are used to investing money in people like you.
- Profitable clients perceive you as the expert.
- Profitable clients aren't interested in "nickel and diming" you, they are interested in the potential for results.

So the next time you're out looking for clients, don't be in a rush. Yes, you might "need" the money. But remember that choosing a bad client is going to keep you from having that time available to work with a great client.

Choose your clients right and it will make a huge difference to your success, your bottom line and your sanity.

Next up, the whole reason we go to all of this trouble :)

# PART 4: Getting Paid

You are in the business of exchanging money for value.

You are in the money making business.

That sounds simple enough doesn't it?

But then the clients show up. And the tendency is to let your world shrink down around them, their business and whatever issues they're dealing with.

That's a nice thing to do... to give them attention and focus like that, just **please** don't forget that you're not in the "giving clients attention" business... you're in the exchanging value for money business.

The quicker and bigger you can make that exchange, the better for you.

At the end of the day, getting paid is pretty much all that matters. All the clients in the world aren't much good for your business if you don't get paid... and paid well.

You provide the value, the client provides the money.

So how far do you think you should go down the prospecting road before you deal directly with the issue of money?

Have you ever spent time and invested energy in a potential client only to find out they didn't have two pennies to rub together? Or at least two pennies they wanted to part with?

Why do people do that? It's because they're hoping to get money, that's why.

Here's a new way to do it:

Deal with money upfront.

Don't be sheepish or timid about it. That is why you're in this game right? You do want the money right? It's not a secret. And if you treat it like it is a secret, it will grow into a big awkward issue for you.



So act like money is what you want... because, in business, it is. Don't be afraid to bring it up with direct questions like, "Most of my client engagements fall somewhere within X-X dollars. Do you see any problems with that fitting into your situation?"

Get out of the business of prospecting and get into the business of sorting. The quicker you know which "bin" the prospect you're talking to goes into, the quicker you can close the deal or move on.

Your life is precious... don't waste it beating around the bush when it comes to something you want.

## **Your "Issues" are Not Inherently Contagious... So Don't Spread Your "Disease"**

If you have issues about authority, money or any of the other things that can screw up engagements with clients, do your best to fix them now.

We all have issues that we're dealing with, the challenge is to not let YOUR issues contaminate your client engagements.

Your clients (hopefully) aren't held back by the same obstacles that you are dealing with. So make a point not to dump or project your issues onto them.

I think the place this most often comes up is in and around the issue of money.

For some reason, a lot of people (like me :) have had to deal with big issues around being able to **ask for** and **receive** ever increasing amounts of money.

At the root there are self-worth issues and a whole lot of conditioning, but that's not really the point.

The point is that no matter what you're dealing with, letting it show will NOT help you out.

So how do you go out into the world of business and just "pretend" that you don't have the issues you do?

**PRACTICE.**

You really just have to go out and DO it, because the alternative is that you keep yourself in your little box—and you'll be blocked by the same obstacles 5 years from now that are challenging you today.

You see, you're self-employed... which means you've totally removed any other place for deflecting responsibility.

It's ALL yours. So if **you** start making excuses, there's really no hope.

**No excuses, no excuses, no excuses.**

You're worth more than to be held back by some "excuse" your mind makes up because you're scared.

You are worth **MORE**.

## **Decide How Low You Will Go NOW... Not Later**

One of the most challenging things in this business of working with clients isn't finding clients to work with... it's being disciplined enough to pass on the clients you shouldn't be working with.

How do you know who those people are?

Well, it takes time to figure that out. And unfortunately, often times it takes working with a bunch of those folks before you get the message that, *"Hey, I probably shouldn't work with a client like this again."*

I'll always remember what marketing expert Dan Kennedy said on one of his recordings.

*It was something like, "Most people struggle not because their skills aren't good enough for the opportunity in front of them, they struggle because they point their high level skills at low level opportunities."*

I've done this too many times than I am willing to admit. I've aimed high level skills at low level opportunities with little to no potential of benefiting me in any meaningful way. (I'm starting to come out of that... thank GOD!)

Why?

Lack of discipline, resolve and trust. Basically, I let my external circumstances at the time dictate my actions.

That's NOT a life success skill you want to foster folks.

So consider setting a "basement" fee on the type of project you are willing to accept.

Doing this in advance will allow you to make a decision without emotion, and it will help you sift and sort clients quickly.

Say your "basement" is \$4,000.

That means that you will not pursue business that is likely to generate fees less than that.

Maybe you don't always stick to it or maybe you will. That's kind of not even the point.

The point is that you will retrain your brain to see THAT fee level as low. And you will spend your time focusing on uncovering bigger opportunities with higher fees.

Have you thought about this?

What's your "basement?"

How low are you willing to go?

Come up with some sort of answer in your mind today. It'll help protect you from working with clients who have no business being your clients.

## **The Power of Pushing Back**

Growing up, I was never the type of kid to get into trouble. In fact, I was conditioned pretty well to, at the first sign of conflict, pull away and concede.

In real life, behavior like that will lead to struggle.

But in school, that's a pretty sure path to being labelled a "good kid." You're gentle, not much trouble, and easy to control.

My number one skill in high school was the ability to follow the rules.

You have to follow the rules if you want to be a 4.0 student like I did. If you think, talk and take tests like "they" expect you too, the road is pretty smooth. But why was that so important to me in high school? I have no idea.

How's that for unconscious living?

4 years of schooling... a GPA that was off the charts and I have no reason for performing at that level other than it was fairly easy... and I was aiming to please.

By the grace of God, I've woken up over the years and have become just a wee bit more independent in thought and action.

I'm happy to say that pleasing people has taken quite a drop on my list of priorities.

So what does this have to do with working with clients?

When your client says something like, *"We need X and X done for \$X... oh and it needs to be finished by next Thursday..."* how do you respond?

When they ask you things like, *"Why should we work with you over any of our other choices..."* how do you respond to that?

Or when they say something like, *"Well John gave us a quote that was 50% less than yours. You're going to have to do better than that..."* How about that one? What would you say then?

The old Jason from high school would have answered those questions like this:

- Yes, sir coming sir, right away sir.
- Well, I'm a very nice person and I'll make sure you're happy.
- That's no problem. I can do this project for the same price John can.

Those answers are pretty darn weak if I must say so.

The new Jason would answer these questions just a bit differently:

- I don't do rush jobs. And I'm not cheap. The reason why is because I'm far more concerned with quality and results than I am with just getting it done. If you're just looking for fast or cheap, then you have a lot of choices. Plenty of people can do that. If you want it done right (the first time), and you're willing to invest in that level of quality, then maybe we should talk.
- I'm not sure that you should be working with me. What makes you think that I can help you reach this goal?
- I'm happy to reduce my fee, but not without removing some of the value. Which parts of this project would you like me to remove?

A little better wouldn't you say? I would. This is the power of pushing back. This is the power of actually showing up in a client negotiation. This is the power of understanding that conflict is not bad. Conflict is a clue, that's it. Conflict is an opportunity, not something to be avoided.

When you're dealing with clients, always push back. Life is one big negotiation. It's a constant flow of give and take. Working with clients doesn't mean you go in, lay down and get steamrolled.

Just because they have the money doesn't mean they are in control. The only time they are in control is when you let them be in control.

This is your business, not theirs. So if you're unhappy with your current business in some way, it's not your clients' fault. The responsibility sits squarely on your shoulders.

Accept that responsibility, and you will soon understand that THAT is the secret to success.

So let's talk about HOW you charge. Because a lot of professionals out there are shooting themselves in the foot and making sure they NEVER get off the hamster wheel of working hard for money.

## **Your Time Is TOO Valuable, So Stop Charging For It**

When you've got your head down doing a lot of client work, it's easy to lose track of what's going on with your business.

Just because you're busy doesn't mean you're getting anywhere.

I started out years ago as a technology consultant charging \$40 per hour.

When you do that, your days basically become \$320 boxes. Each day, you only have 8 hours. And if you are able to bill all of those hours (you aren't), then you max out at an income of \$320 per day (you won't).

You won't starve, but if you're like me, you probably won't be satisfied. Mainly because you'll be very aware of the ceiling YOU have built above your head.

Soon after I started technology consulting, I raised my rates to \$85 per hour. This was better, kind of. On paper, the rate was increasing, but there was still a ceiling there.

### **This is why I think billing for time really stinks.**

When you're billing for time, you have to actually sit there and spend the time doing something in order to make money.

*"No kids, sorry, can't play. I'm making a lot of money. But unfortunately, I have to sit in this chair forever to do it."*

So here's a simple question:

"Why would your clients *care* how long it takes you to do something for them?"

Let's say they want you to design a website. If your client could have that site done in an hour, don't you think that's what they would want? They'd want it done as quickly as possible.

They don't want a website that takes 40 hours to build. They just want a website that's done. Until it's done, it provides ZERO value to them.

The only reason they care about how long it's going to take, is because our ancestors (and we're guilty too) have trained them to care. A lot of service providers bill for time. So now clients are trained to ask "how long" it's going to take.

There's a better way.

**Billing for time penalizes you for performing your service or skill quickly. That's just bass ackwards if you ask me.**

We do it to ourselves and we get what we deserve because of it.

To switch things up though, you have to develop the ability to extract some special information from your client.

With the right information, it's far easier to make a case for charging more for doing less. But you have to do it right.

I'm of the opinion that charging for time as a long term business strategy is not smart. And I've experimented a lot with alternatives (billing by the project, by value, etc.).

If you're currently billing for time, just ask yourself why you're penalizing yourself?

Any answer resembling, "that's how everyone does it," or "my clients won't go for anything else" gets you immediately disqualified.

That, my friend is what we call a weak excuse.

Don't do that to yourself.

Have the guts to be **DIFFERENT**. Guess what happens when you do that?

You get treated differently. Cha-ching.

## **Value is Not Obvious**

We're about to bump up against human nature (again).

Let me ask you a question:

Think about all of the great things in your life. The people, the relationships, the stuff... your health...

How much of it do you take for granted?

If you're like most people, you probably take a lot of it for granted. And you don't truly realize how valuable any of those things are until they're gone.

Well your clients are human too. And they do the same thing. But when you have the financial success of your business on the line, it's best to understand this and use it to your advantage in the best way you can.

If you don't figure out a way to constantly communicate the value you are providing to your clients, they will quickly forget. And that can be a problem.

You don't need to be a jerk about it, of course, but you do need to make it clear (before, during and after the sale) that the value you provide cannot be gotten anywhere else.

(If it **can** be gotten somewhere else, then you know the business problem that you need to solve starting today.)

And that's where the whole idea of self-worth really comes into play.

If **you** take what you do for granted... and if you act like it's no big deal and just a normal part of your day, then so will your clients.

And clients don't pay a lot for stuff that's no big deal.

So if you don't constantly remind someone about the value they're getting, they will tend to forget.

Don't let this happen because it will quickly become your problem. I've let this happen time and time again, so learn from my many mistakes.

## **The Best Time**

## to Get Paid

The best way to get paid is to get paid your full fee in **advance**.

This obviously eliminates time based billing as an option (hallelujah) since no one can see the future and know how much time it will take to do the project.

What was the first thought that went through your mind when you read that part about getting paid in advance? If it was something like, “You can’t do that...” or “No one will go for that...” then you’re not alone. But just for a moment, imagine what your business (and your cashflow) would look like if you **did** get paid 100% of your fee **before** you even started the project.

It’s a nice picture isn’t it?

The truth is, you **can** do that. Clients **do** go for it. And you should make it a policy of yours right away.

Heck, you can’t buy much these days by promising to pay 50% before and 50% after. Could you even buy a candy bar that way?

So you might scare a few potential clients away. But you’ll more than make up for it by reducing your money worries, your collection headaches and a whole bunch of other junk that can go wrong when you are waiting for money.

Plus, it really builds your confidence. You just have to practice asking for the money, upfront. Actually, you’re not *asking*. You’re simply telling them how you do business.

Do I do this **every** time? No. And that’s for many different reasons. At the very least, get most of the money upfront. 50% or more.

If you get 50% upfront, here’s another tip: **set a date for the second payment**. This is far better than getting paid on “completion of the project.” There are simply too many things that can go wrong that will result in you not seeing the rest of your money for months.

Plans change, projects go south, pets die, kids get sick. Stuff happens, and it can affect when (or if) a project gets “completed.” Don’t allow your well-being to become subject to that risk.

Some projects never launch. Sometimes clients go out of business. Sometimes you turn in your work and your client takes weeks to get back to you with revisions (**and** your money). Heck, sometimes clients disappear into thin air. And of course, sometimes you find out your client is a liar, a cheater and a crook.



But that doesn't mean **your** business needs to suffer.

Whenever I forget to do this, I end up being sorry. Learn from my mistakes. If you can't get 100% payment upfront (you'll **never** get it if you don't ask), then it's 50% now and 50% on [INSERT DATE].

## **You Are Paid What You're Worth— Stop Complaining and Change It**

The truth is this:

You **are** getting paid what you're worth, right now. Every cent that you've got is exactly what you deserve according to the world (and since the world is the thing that signs the check, it's in your best interest to pay attention to it).

So if that's not cutting it, then it's up to you to do something about it.

If you want to get paid more, the amount of value you provide to the world **must** increase. I haven't encountered an instance of the world not wanting to open its pockets for real value.

The trick is, there are a bazillion definitions of what that actually means. And it's far easier to just sit there and complain about your circumstances (cause there are plenty of people who will commiserate with you) than it is to do something about it.

If you're not making what you want to be making, there are only so many possibilities about what can be wrong.

Either...

- You **are** currently capable of providing the value, but you're just not doing it. Maybe because you're lazy, or maybe because you're scared.
- You **are** currently capable of providing the value, but you're not capable of communicating it... in which case the end result is that you're not currently capable of providing the value.
- You are **not** currently capable of providing the value to get paid what you want. In that case, the challenge is simple: develop your "skillz." "Skillz" that are valuable to the people who can pay you for them.

The **good** news is that you can fix any one of these issues.

The **bad** news is that you're the **only** one who can fix them. So you'd better start right now.

In the end, the recipe for increasing your income is simple: **become more valuable and communicate that value to the folks who are willing to pay for it.**

## **Getting Paid for Results and Other Ways to Limit Your Profit**

I work with clients to help them increase the sales of their business. And over the years, I've experimented with various compensation models.

Of course, the biggest upside is when you work out an arrangement to get paid based on the results produced. Isn't that right?

I once paid a very successful consultant to mentor me. Looking back, I got a lot of value out of his advice, even though I didn't realize it (or necessarily agree with it) at the time.

Want to know what his take was on getting paid for results? I can summarize it in three words:

### **DON'T DO IT.**

I've done this so many times... trying to prove to myself that it can work. But now experience has led me to my current conclusion:

Getting compensated solely based on results is a fools game.

I've attempted it enough times to know.

Here's a better idea:

Get paid **NOW** for value delivered. Again, the definition of value is up to you and your client. Make that amount worth your while even if that's all you ever get. (Cause it probably will be.) Then get paid an additional amount if things work out and your work creates measurable results.

There is no reason for you to accept any more responsibility in your business than that. Let me say that again:

There is **NO** reason for you to accept responsibility for the success of another entrepreneur's business. You are already shouldering all of your own already.

The only reason you'd enter into an arrangement where the bulk of your compensation was dependent on results is because you don't have the spine to say, "No" when that is proposed or you don't have the marketing machine to generate enough leads so that you can send those prospects on their way and talk to someone else.

When you are talking to a prospect and he says something like, "*Well if you're that good, then put your money where your mouth is and get paid based on what you produce,*" I'd recommend you smile politely and move on.

Cause if events beyond your control interfere with your "producing," guess who loses?

So just say, "No thanks, NEXT."

# PART 5: Words to the Wise

Before we end our time together, there are a few more things I'd like to share with you about what I've learned in my work with clients.

What follows is a discussion of several things you want to keep in mind as you go out into the big bad world of business. These are in no particular order and cover a wide range of topics.

Some of these items might sound very simple.

Trust me, they are.

But they are also very easy to forget when you get caught up in your client work.

Ignoring some of the principles that follow has created a lot of suffering in my life. I'm sharing them with you now in an effort to spare you from having to repeat some of my "experiences."

## Human Nature 101

Some people might find what I'm about to say a little harsh, but I challenge you to really think about it. And I challenge you to come up with one instance where this isn't the case.

Maybe it happens, but I bet you can't come up with too many examples of anyone in business violating this principle.

The principle is that human nature rules. And part of that human nature is that people are wired to **do what is in their best interest, 100% of the time.**

In business, everyone you meet, whether or not they actually ARE, thinks they're acting in their own best interest.

Clients will see the value you provide and pay to have you around until the time comes where they don't feel it's in their best interest to do so.

At that point, things go south.

So what can you do about it?

**Expect it.** And plan accordingly.

Know that it has very little to do with you, or your product or service. It has to do with them. It **always** has to do with them.

So don't fight what is human nature, just learn to use it to your advantage.

When you're selling, position the results your business creates so they're in the best interest of the client.

When you're delivering, resell that same value.

But just be realistic, and understand that nothing is forever.

## **How to Be a Real Warrior**

I'm not much of a fighter...

Given the choice between entering into a "battle" or figuring out a way to sidestep it completely, I'll choose the detour.

This type of approach to life won't win me any awards. And I certainly won't get the lead part in any upcoming blockbuster thriller.

That's simply not me.

Of course not everyone is this way. I've worked with "alpha male" types who can think of nothing better than to go off to battle, kill something and drag it home.

I'm speaking metaphorically here, of course. After all, I'm in the business of pressing keys, clicking mice and sending emails, so there's really no true battlefield anywhere near here.

That said, I used to feel like it was a weakness of mine not to be a warrior type.

I have nothing to prove when I walk into a room. I don't need to strut around pretending I don't need anyone in an effort to attract anyone.

I know I don't need anyone. And that knowledge is enough for me.

Behaving like this is often a blessing and a curse. Because when I enter a room, sometimes no one notices. There's no big entrance or flash as I walk through the door. It's just me.

There is one huge benefit to behaving like this, however. And it's a benefit that took me a long, long time to realize.

Here it is:

## **The Trick in Life is Not to Work Hard to Become Someone You are Not, the Trick is to Work Hard to Become the Best Version of Who You Already Are**

Not very sexy now is it? It's not sexy, but it is REAL.

And real and authentic are what I'm after. I'd bet your clients will appreciate it to. Because not much else matters. We all see that when we get to the **end** of life. It's not so easy to see in the middle.

The quickest path I know to success is to ask yourself two very simple, but difficult to answer questions:

- Who am I? Who am I really?
- What are my natural gifts, talents and interests?

As crazy as it is to say, those questions are sometimes very difficult to answer. That's been my experience anyway.

The answers to those questions will tell you everything you need to know about where you are going and how you can get there.

Being yourself is being a warrior — a **real** warrior. In our day and age, there is no more challenging task than that.

Fortunately, it is a journey well worth pursuing. For the rewards are great.

## **The Relationship Cycle (Don't Fight It Baby, Use It!)**

Most of my client relationships follow the same general relationship timeline:

Here are the basic steps:

- You get a new client. Everyone is excited. You are treated like royalty.
- Work begins, things are going well. Client is responsive.
- Work continues, Client's perception of you begins to change slightly as what was once new becomes old. Client realizes you are in fact just another human.
- You react (consciously or unconsciously) to client's new perception and begin to feel that you're being undervalued... that you're not getting paid enough... that you're not being appreciated.
- The beginning of the end shows up and you eventually part ways citing issues of "it's not a good fit" or something else (don't burn bridges :)

It took me a while to identify this cycle and to see it repeating right in front of my eyes. But now that I know it exists, I go into each engagement a little bit more realistic about how it will play out.

It's just human nature.

And it's no different than the way we treat any new "thing" that comes into our life.

We want it... we get it... we take it for granted... we want something else.

So what can you learn from this cycle?

Just learn to use it to your advantage. And use it to be smart. Ask yourself questions like:

- Knowing what I know, when is the best time to ask for a referral?
- Knowing what I know, when is the best time to propose new business?
- Knowing what I know, what is the best way to structure my compensation?
- Knowing what I know, when is the best time to be prospecting for new business?

## **The Goal is NOT Happy Clients**

Your goal is not to make your clients happy. Your goal is to create a successful business.

Happy clients is one way to reach that goal (maybe), but it's not **the** goal.

The success of your business doesn't depend on making people happy, it depends on getting money for the value you provide.

Those are two very different things.

If you start chasing happiness as your clients define it, you'll probably never find it... and I can almost guarantee that it won't be as profitable as you'd like.

Chasing happiness takes a lot of energy, effort and focus.

And it seems like the more you invest into a venture like that, the less you get out of it.

Stop chasing something you don't control. You cannot control whether or not someone else is happy. Instead, focus on something that you can control:

You and the profitability of your business.

So the next time you find yourself in the middle of a client engagement, ask yourself, "What is my real motivation here? Am I chasing a happy client, or am I serving the client as a means of reaching **my** goals?"

## The Clients for Life Myth

Once again, let's cut to the chase:

The only client you'll ever have for life is you.

So stop trying to chase after something that doesn't exist. Because trying to get a "client for life" is pretty much going against the grain of human nature.

Nothing is forever. Period.

Your client might like to have you around. And they might ask you things about how you can deliver more value to their business... and maybe become more of a permanent fixture...

I recommend that you stuff your ego in a sack, thank them politely for their comments and then remember what business you are in.

You exchange value for money. The more, the better.

You maximize your returns on that exchange by delivering something SPECIAL.

But the longer you stick around, the more **normal** you will become. And people don't pay a premium for normal.



The first question that might come to your mind is something like, “Well, that sounds all well and good, but doesn’t your suggestion mean that does that mean that I’m going to be looking for new clients all the time?”

Maybe. Clients, come, clients go. That’s life and it’s the natural order of things.

And that brings us back to the one client that you will have for life... and that is YOU.

So what’s been keeping you from “productizing” your expertise and developing a truly scalable business?

Get started today and you won’t have to worry if you hit a dry spell with clients.

Actually, over time, you’ll have to worry less and less about clients at all (if you choose) because you won’t need their money.

And wouldn’t you know it, the best way to generate a lot of revenue helping clients is not to **need** the money at all!

Sweet.

## **Turning the Marketing Machine on Its Head, And Stack the Odds In *Your* Favor**

One more time to make sure you get it: things you have to chase tend to run away.

So when you’re prospecting for new business, you’ve gotta get ‘em to come to you. End of story.

But I don’t think that’s the typical way most professional service providers operate.

My hunch is that the more typical mode of operation is to somehow generate a lead (maybe trading business cards at an event, or being given a name to follow up with, or generating an inquiry online) and then chase that sucker down until he gives up or you do.

That’s a whole lot of effort.

And coming into a sales situation with that kind of positioning is a fate I wouldn't wish on my worst enemy (ok, I *might*..)

So how do you build your own "magnet" that pulls prospects in and completely turns the typical marketing machine on its head and gets the world to come to with wallets open?

The exact answer is different for everyone, but here are the key components to make sure you include:

- You have to communicate that you know what you're talking about without coming right out and saying, "I know what I'm talking about." So you need a PROOF element.
- If your prospect perceives that they can call you any day of the week and you'll be all set to jump, they're just not gonna call. You need a SCARCITY element.
- People don't care about you. They care about themselves. In fact, we're all so preoccupied with ourselves that sometimes it takes a LOT of effort on someone else's part to get a message delivered into our heads that we pay attention to and act on. So you need a CONSISTENCY element.
- And finally, you need an element of unshakable CONFIDENCE. That means you make the same decisions whether or not there's \$400,000 in your bank account or only \$40... or even -\$40. Prospects can feel when you are weak, scared and/or needy. Do your best to obliterate your broadcast of that signal... better yet, completely disconnect yourself (emotionally) from the results of your prospecting and sales efforts.

The optimal mixture of those four things depends on your specific situation, but my recommendation is to be yourself and work the 4 elements into your marketing in a way that feels natural for you.

Once you do that, you have to choose a vehicle or vehicles to get your message out there.

Think, how can I deliver a little bit of value in a leveraged way to a large number of potential prospects?

Despite what some folks would have you think, this is not hard. You could write daily blog posts, or spend some time with old fashioned direct mail. Heck, a daily video would work too.

If you just thought to yourself, "Well that's nothing I didn't know," that's good...

So why aren't you doing it? And if you've been doing it awhile and it's not working, why aren't you trying something else?

It's not that exciting or sexy or glamorous. You might actually call it work. And that's why so few people actually do it consistently.

No book or course is going to deliver you. Certainly none of the ones that I create. You've got to do the work and stay away from time wasting tricks.

Do you really want a business where generating leads or closing sales is based on a trick or a the newest technique on the block?

Get out, get to work and build a marketing machine with momentum.

## **Remember Who Is Steering the Boat**

When you're knee deep in a client engagement and things get frustrating, it's easy to lose sight of who has control.

**You** always have control, don't forget that. Take control or someone else will take it for you.

Sure, your client signs the check. Big deal, it's money. **DON'T LET MONEY CONTROL YOU.**

Start thinking like that and you will never be stuck working with that client you can't stand.

Because you were never "stuck" in the first place. Learn how to generate clients and you can walk whenever it's clear that any particular client will not help you reach your goals.

## **Stand Up and Piss Somebody Off Already**

I can't think of anyone who really, really hates me. At least anyone who's said it to my face (yet) :)

Maybe some folks think I'm quirky, crazy, irresponsible, boring or otherwise just not worth hanging around, but as for **hating** me? Can't think of anyone.

I'm realizing that this is a problem.

It's a problem not because I'm a glutton for punishment and want to be berated by a large angry mob. It's a problem because it means that I'm not being completely straightforward about who I am, what I believe, what I stand for and what I am and am not not going to accept in my life.

Because if I was, I'm pretty sure there'd be some quite a few people I'd rub the wrong way.

Going through your personal life this way, with your "shield" up, really shortchanges yourself. Mainly because you keep yourself from reaping the rewards that come from simply being you.

Going through your business life this way also makes for a hard, hard road. Because you spend your whole time in the "middle" of everything.

You're stuck there in the crowd and no one sees you... ever. And if no one can see you, no one can buy from you.

Of course this is easy to change :) It just requires altering a few behaviors we've all had beaten into us over the years.

You know, stuff like:

Be diplomatic... Be nice... Don't make a lot of noise... Just follow directions and no one will get hurt.

Well I'd suggest you trade all that junk in for something else. Trade it in for **being REAL**.

Start being the REAL you.

This very well may create some conflict.

But I figure that if you don't stand for **something**, you may as well just sit down.

What would happen in your business if **you** spent every day of your life being the real you?

What does the real you stand for?

Think about it. Then make sure you live it. It'll make a huge difference.

## **When It's Time to "Grow Up" and Build Your Own Empire**

When I say “grow up,” I don’t mean that spending your life working with clients is a bad or immature way to live.

But I firmly believe it’s not the best business model out there.

Doing things **once** and getting paid for them again and again and again is.

I’ve been working with clients long enough to know that I don’t want to do it forever.

I don’t have anything against the people, it’s the business model that bothers me.

You work you get paid. Rinse and repeat.

If you’re coming out of “job” land where you’re working for the man, it’s a definite improvement. But you’ll quickly find that it has its drawbacks. Especially if you’re looking to generate a better than average income... say like over \$500,000 a year.

As you break six-figures and beyond, things change.

Your pool of clients changes, because your fees are increasing and you’re moving to the premium end of your niche.

Yes, your ratio of investment/return should improve as you get better, smarter and more street savvy, but there’s still a ceiling...

And that’s always bugged the hell out of me.

But in the end, you basically have a choice:

You can continue receiving premium fees from clients for whom writing those kinds of checks still gets noticed (like writing you a \$50,000 check when their total revenue is only \$800,000) **or** you can start working with clients for whom \$50,000 is pocket change.

Either way, the best time to start building your empire is **now**.

What do I mean by that?

I mean developing new ways of generating income that require little or no effort. You do that by taking your skills, experience and packaging it up into a product/service that can be sold and delivered without you actually working much.

That’s why I’m more convinced than ever that you should make your client business a **means** to an end and not an end all by itself.

Your consulting business becomes about cash flow and a temporary investment of a lot of your time to generate a lot of cash... fast.

The big bright spot that most professional service businesses have is a BIG margin. Why not use that to your advantage and build something that'll **really** pay off?

You invest that cash (including using it to “buy back” some of your time) and focus it on building real assets that you can sell over and over again.

The knowledge in your head or the skills you've mastered are **not** true assets (in my opinion) until they're generating income for you without you having to work for it *directly*.

There are a ton of ways you can make this happen. But you have to make it a focus and goal of yours, otherwise you'll just end up dreaming about it for the rest of your life.

## When to Cut the Cord

When's the best time to part ways with a client?

My opinion is that the best time is **when you're on top**.

Relationships (which is all business is) are not static. There's an ebb and flow to them.

Time your exit correctly and you can take momentum from one client engagement to the next.

Time your exist *incorrectly*, hang on to that client for as long as humanly possible, and the chances are good you'll eventually be shown the door.

*(Disclaimer: I learned this principle primarily by **not** paying attention to it.)*

## Letting Your Work Speak For Itself (Is Dumb)

It's humbling to keep telling you that I learned many of these items by the challenges created because I **didn't** follow them... but that's the truth. Take whatever you can from it.

The stereotypical artistic attitude of, *“I don’t have to sell my stuff... I’ll let it speak for itself. And if people aren’t smart enough to see the value, well then that’s their problem”*

Eek... how many things are screwed up with a thought like that?

Wow.

Here’s my take:

Letting your work or results speak for themselves is dumb and shortsighted and is very telling that you might very well have some issues with self worth.

Work and results **can’t** speak. People can.

You might think that’s semantics but it’s not.

The point is that if you aren’t talking about what you do and why it’s important and why people should care, then the chances are good that no one else will ever do it for you.

No one will notice you.

Because no one is focusing on you.

Because everyone is focusing on themselves.

Fight it or use it. It’s your choice.

## **You Cold, Callous Mr. Business Man. Good Job!**

Develop the ability to disconnect your emotions--the ability (even for very brief periods at first) to feel “nothing.” (You might still feel *something*, it’s just that you’ll short circuit the function that puts meaning to that feeling.)

Is that possible? Is it healthy?

Reality is what happening.

Your emotions are the result of the story you’re telling yourself about what’s happening.

In my opinion, it’s those stories that allow us to screw up things for ourselves.

Emotions are valuable... they're a barometer. And they can be a guide.

But they can also cloud your "true" vision. That internal compass that helps to lead you on the path you're supposed to be walking.

In business, I've found emotions to be more of a hindrance at certain times than a help. Going into a negotiation full of emotion is a death sentence in my opinion.

So learn how to turn them off. Or at least how to acknowledge them and then act in spite of them.

I guess you could call it being in a state of non-attachment.

You landed a \$40,000 contract. **OK.**

You lost an income stream of over \$100,000 per year. **OK.**

You have 50 new clients. **OK.**

You have 0 clients. **OK.**

This is **NOT** turning off your will and desire. But it **is** getting rid of your ability to argue with your current reality and to let whatever you **feel** about it get in your way of progress.

When you're in business mode, be still and know that it **IS OK**. Feel it, cause it'll make a huge difference in the decisions you make.

Some days that's easier said than done...

But the skill is **priceless** because it will help you to keep your energy focused on what truly matters (making the right decisions to live a full life and reach your goals) instead of investing it in areas with little chance to pay you a dividend (like anger, or self-pity, or fear for example).

And finally...

**You Are Not Fighting An Enemy,  
Neither Are You Playing With  
Friends...**



# **BEHAVE ACCORDINGLY**

While I wouldn't recommend going into your next client engagement with the attitude that you're going in to battle an enemy, it **is** easy to get yourself killed, or at least really, really banged up if you ignore some of these principles when working with clients.

In the end, working with clients **can** be just like fighting a war. The thing is, the real enemy is you, not them. Improve **you** and they'll change.

## **Best wishes on your journey...**

# What IS the Secret to Getting Kick-Ass Clients?

By this time, you're in one of two camps...

Either you read the previous pages and have discovered, for yourself, **exactly** what the secret is to getting kick-ass clients... (It's in there.)

Or maybe you're still searching for the secret.

So before you go, I'm just going to spell it out clearly. I don't want to take the risk that it doesn't hit home for you.

I am 100% genuine when I tell you that this single secret has the power to completely transform the future of your business with clients provided **you put it into daily practice**.

**That means every day.** When you have money, when you don't have money. When you're busy with clients, and even during the times when you can't see a new client for miles. Circumstances don't alter how you act. **THAT'S** the principle most people don't have the guts to follow through on.

But that is what will make all the difference.

The secret to getting kick-ass clients is this:

**You must develop an internal knowing and feeling that you need nothing, need no one and are 100% SECURE in yourself exactly as you are.**

Prospects and even existing clients will react to this knowing, I guarantee it. In fact, they will be attracted to it. This is a universal law. In my experience, there are no exceptions to it.

Developing this type of energy takes practice and it takes discipline. The pay-off for such work, however, is beyond measure.

You master it ONCE, you benefit forever.

# A Note From the Author

It took me a long time to figure out exactly what I wanted to do with my life.

In the end, I never found my answer. Instead, it found me.

My name is Jason Leister. I started life as a classical musician (pipe organ) at the Eastman School of Music, where I won one of the most prestigious organ competitions in the country at age 19.

I'm fortunate to work with some very successful businesses... And while I've had some great clients, in general there are some real challenges we have when we're selling our services. You've got to know what you're doing or the going can be rough.

You must be prepared to navigate your way through the obvious (and not so obvious) pitfalls that come with working with clients, otherwise things can be really difficult.

Simply put, the challenges we face with clients are simply a reflections of our own opportunities for growth. Somedays I wish this wasn't the case, but I know it is.

In the end, the only true long term solution is to develop a keen understanding of understanding who you are, what unique value you bring to the world and then the courage to be 100% "OK" with that.

Helping you achieve these goals is what this site is about. [The Client Letter](#) is the offering I make to you to begin the journey.

Art of Clients is focused on helping independent professionals (freelancers, professional service providers, etc.) develop the mindset, strategies and skills required to do business on your own terms. It's all about making your business profitable and you happy.

Because in the end, if you're not making a profit, then why have a business? And if you're not happy, then what's really the point?