

Module Two:

Structuring for Profit

Worksheet:
❖ Winning New Clients

Winning New Clients

For us to win new clients we need to honour our prospects buying journey and supply them with the right information and resources at the right time. We need to be clear about what we stand for and the problem we solve. We need to be consistent (at least for a period of time).

Building backward from the Product for Clients, we need to create our Gifts for Prospects and Products for Prospects. Each one needs to be designed to gently guide our prospect through their buying decision. It will give our prospect the opportunity to spend time 'with us'. This might be in conversation or them consuming our content without our personal involvement.

Before we can design this however, we need to understand the fundamental elements that go into the decision for our product or service.

Use these questions to help.

What do you need to learn about a prospect in order to ascertain that a) they have a problem you can solve and b) you want to solve it for them?

What does the prospect need to know in order to a) be confident your package is going to be a valuable investment and b) deliver the result they want and c) that you are the best person to deliver it (*for them*)?

In module 3 we'll be using this information to create an attractive call to action that your prospects will want to take you up on and, as a result of spending time together, will know whether working together is the right next step for both of you.