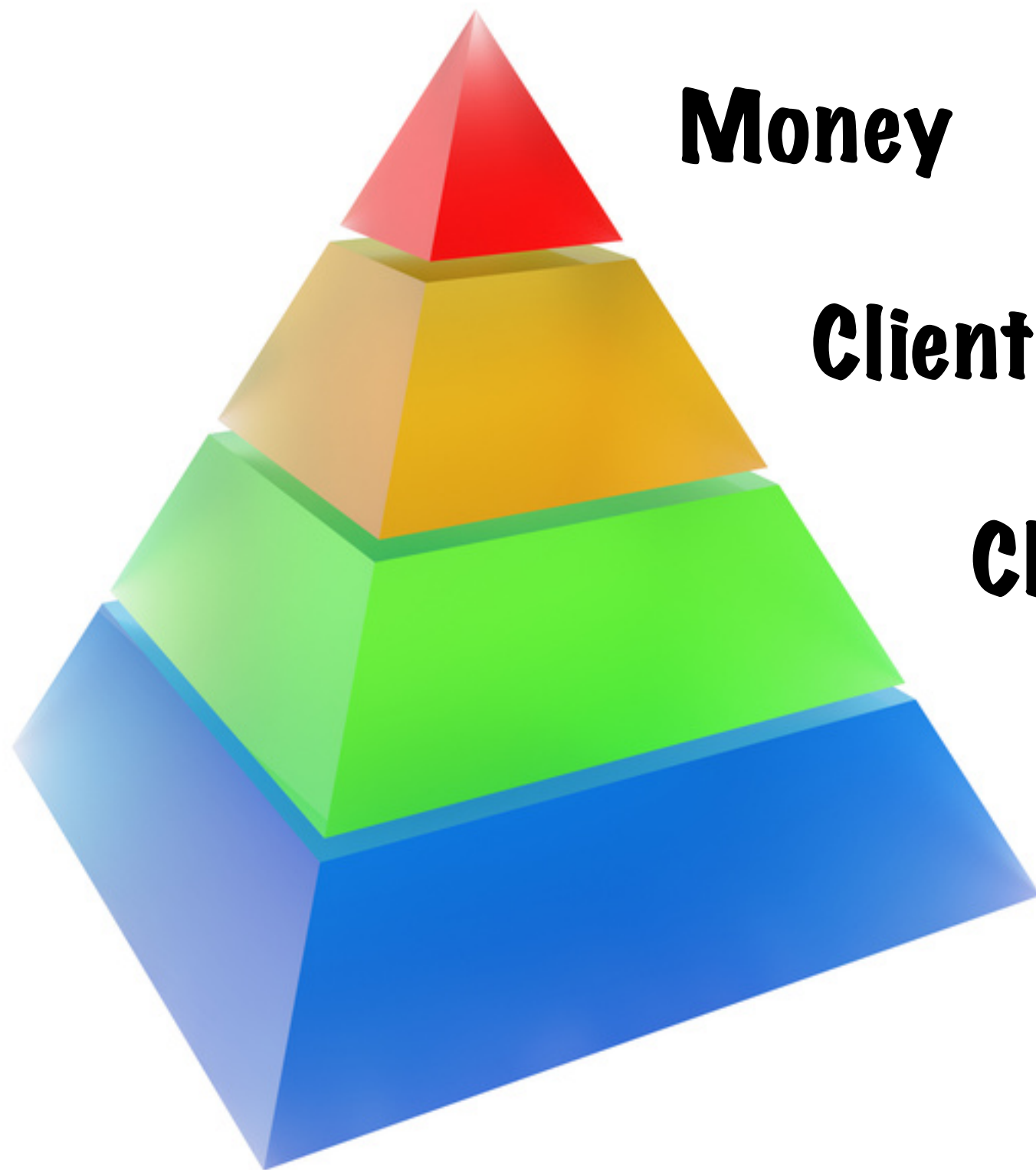


Working With Clients Made **SIMPLE**

How to Attract Them, How to Manage Them,
How to Charge Them Premium Fees



Money

Client Attraction

Client Management

Mindset

Mindset

- A quick look at The Biology of Belief, this is much deeper than the level of thought.
- We're working against a program that's been running for years. You have been trained to believe you are LESS. Why the first seven years matter so much.
- Fear is not a cause it is the effect. It is a symptom of something else. What is that something else? (Being OK with...)
- The quickest way to reset your mindset without having to spend a minute practicing your "positive thinking:" need nothing from no one. Practice figuring out what that feels like.

Recommended Resources

The Biology of Belief, Bruce Lipton - **The Presence Process**, Michael Brown - **The Big Self Blueprint**, **The Magic of Believing**, Claude Bristol - **Psycho Cybernetics**, Maxwell Maltz

Client Management

- The trick is to stop trying to manage clients and to focus on managing your process for working with clients.
- Processes create boundaries. Boundaries create limits with no emotional attachment. This is the ideal solution for people pleasers.
- Beware the hidden "need." The need to get the client transforms into the need to make the client happy.
- Client management is about managing the force of attraction through the entire lifecycle of the client.

Recommended Resources

No BS Trust Based Marketing, Dan Kennedy - **Thick Face Black Heart**, Chin-Ning Chu - **Client Management Mistakes and How to Fix Them** - **No BS Time Management**, Dan Kennedy

Client Attraction

- Neediness does not sell, does not inspire confidence, does not create attraction. Think about all of the ways your "well intentioned" actions communicate neediness.
- We do not chase, we attract.
- The focus is not the service, the focus is the feelings associated with and the picture of the RESULT.
- The lazy man's way to build a (SUPERIOR) USP.
- The world's simplest Platform crash course. Clarify the signal, then broadcast the signal.
- The Platform --> The Phone --> The Bank

Recommended Resources

No BS Trust Based Marketing, Dan Kennedy - Network Infiltration Black Paper, SovereignMan.com - The Platform Launchpad - How to Dig For Gold and Find It - Becoming the Hunted - Incomparable Expert™ Formula - You Can't Teach a Kid to Ride a Bike at a Seminar, David Sandler, Million Dollar Consulting, Alan Weiss

Money

- Money is not something you pursue directly, it is the byproduct of something else. It is a product of perceived value delivered.
- You are in business to make money. This is not a secret, should not be treated as a secret. And if anyone is surprised by this, they probably don't belong working with you.
- There is no direct correlation between effort invested and money created. The only place this is true is in the factory, which is why the entire educational system was developed: to create factory workers.

Recommended Resources

The Trick to Money is Having Some, Stuart Wilde - The Go-Giver, Bob Burg - No BS Wealth Attraction, Dan Kennedy

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