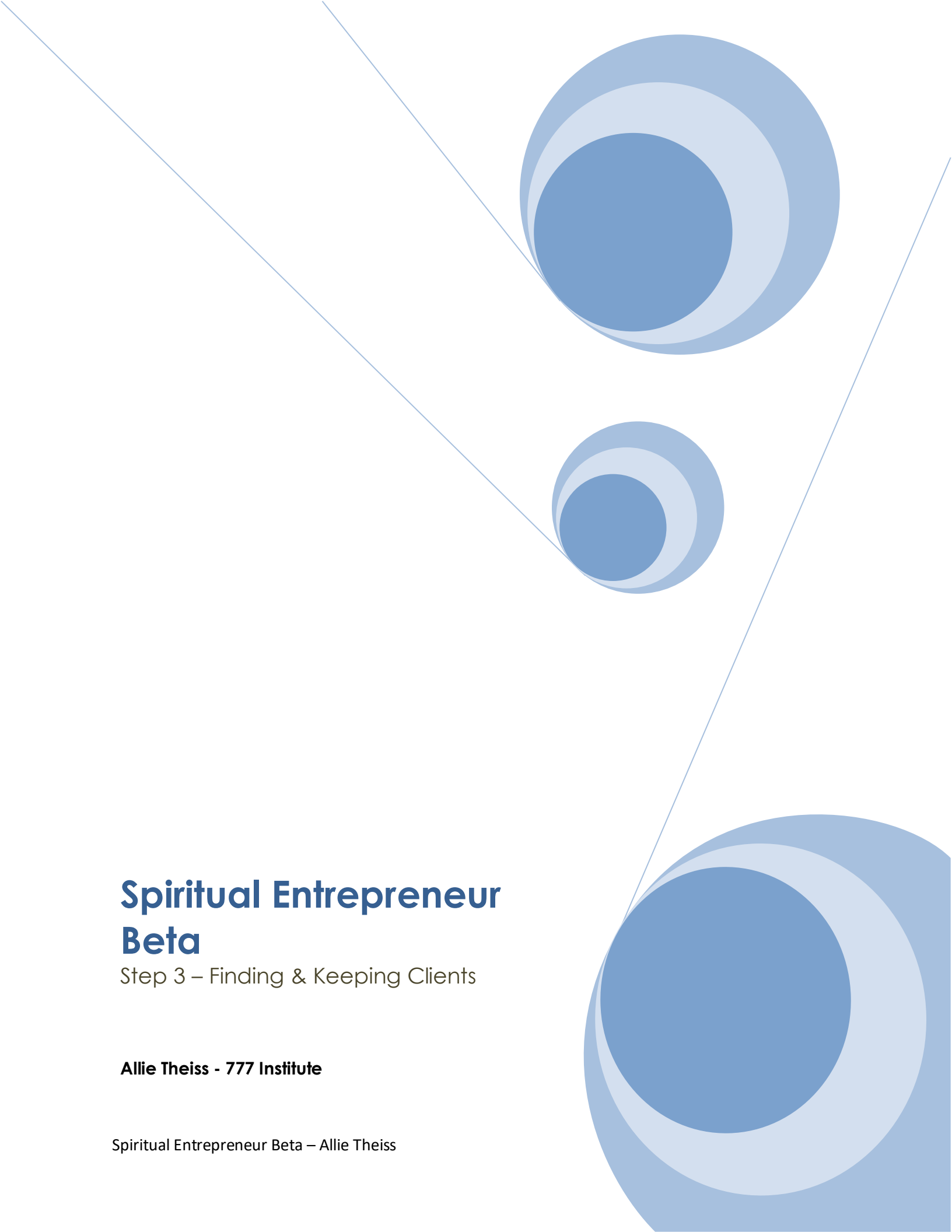




Spiritual Entrepreneur Beta

Step 3 – Finding & Keeping Clients

Allie Theiss - 777 Institute

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Step 3- Finding & Keeping Clients

You have a products/services, the business name, and the type of clients you wish to attract and now a website.

That's a lot!

Now it's time to find the clients to visit your website and/or physical location.

Two Types of Clients

1) Price Conscious: These are the ones who are always bargain shopping. They want the lowest price they can find. If your price isn't as low as they want it to be, they will ask you to cut them a deal. If you don't, they are on to the next business. *Zero loyalty.*

2) Value Conscious: These are the ones who are looking for the value only you can give. Money may be an issue based on their budget, but if they can find a way to make it work – they will. *100% loyalty.*

As a business owner, which one do you want to find in your inbox?

It's a no-brainer, right? The **Value Conscious Client.**

That's the type of client I'm aiming for you to find attract.

Use Worksheet for the each of the sections + Watch Video

Finding Clients

The trick to finding clients is to show up where they hang out – both online & offline.

Knowing where to look is based on your client profile from Step One.

Where does he or she hang out?

OFFLINE

- 1) New Age/Alternative Health Fairs:
<http://www.bodymindspiritdirectory.org/FindExpos.html>
- 2) Area Metaphysical/Psychic Shops
- 3) Area Special Interest Clubs/Meet-up: No club? Start one.
<https://www.meetup.com/>

ONLINE

- 1) Relevant Facebook groups that does not target spiritual business owners.
- 2) Amazon reviews
- 3) Social media (covered in the next lesson)
- 4) Courses (covered in the next lesson)
- 5) Podcast/Video (covered in the next lesson)
- 6) Newsletter (covered in the next lesson)
- 7) Quora: <https://www.quora.com/>
- 8) Reviews in Goodreads: <http://goodreads.com/>

Keeping Clients

Two very important steps keep clients:

Added value

Added value is exactly how it sounds – you give the client extra value to whatever it is they purchase.

For my readings – the free follow-up questions is added value.

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For my Energy 180 – the free follow-up Skype call or questions via email is added value.

This course – the ability to watch the steps via video or listen to them via audio is added value.

A combo meal at McDonalds or at a movie theater – you're getting xxx food & drink for \$x. That's added value. McDonalds named their "Extra Value Meals" for a reason.

In one of my online learning environments, there was an ongoing argument about posting specials.

One vein of thought was that posting specials cheapened your brand or business. So avoid specials at all costs. Instead, give people added value by giving them something along with the main product or service.

The other vein of thought was that specials allowed people to try you out that might not have been able until now.

I personally think there is no right answer. However, all of you are here because I posted a special 😊

Good customer service

When is the last time you went back to a restaurant that gave you crappy service? Or bought something from an online store that had a horrible return policy?

I bet in both cases you said once.

Good customer service is a dying art. That's why it's important that you excel at it.

- 1) Try to answer client emails within a 24 hr period.
- 2) Make it clear if you will or will not offer refunds.

3) Be accommodating. This doesn't mean be a pushover, but it does allow you to be flexible. There's a reason I offer payment plans on a few of my higher priced items.

4) Handle problems. Don't ignore them – handle them.

5) Be nice. I know this sounds so simple, but we all have bad days.

6) Under promise and over deliver.

One of my favorite books on customer service:

Zombie Loyalists: Using Great Service to Create Rabid Fans

(an affiliate link – so I may make coffee money if you purchase)

Pricing Your Products/Services

First thing you need to do is stalk your competitors. Not creepy stalk. But look at their prices and see what a client will get with their hard-earned money.

Take the average price among the competitors. That's the price you're striving to meet.

Services

When pricing your services it's easier raise your prices and have clients purchase than it is to lower your prices.

When you lower a person thinks that you will lower it again so he or she will wait.

When you raise a person thinks that they had better purchase before you raise again.

How much do you want to make an hour?

\$50, \$90, \$150, \$200 an hour?

That's what you have to determine first. For this example, we'll say \$200/hr.

How much time does it take you to do that reading, healing session, energy movement? For this example, we'll say 30 min.

For the service above, you'll charge \$100.

Products

If you are buying the product wholesale and reselling:

1) Wholesale product cost + shipping = Base Cost

2) Base cost x 2 + price of shipping box (if you have to buy them) = Selling price

Example:

Buy 12 bottles of Lavender oil for \$30 + 8.95 shipping = \$38.95 base cost

\$38.95 + \$24 (for boxes) = \$62.95

\$62.95 x 2 = \$125.90

\$125.90/12 bottles = \$10.49

Price = \$10.49/bottle + shipping

The larger quantities of wholesale products you buy from a company, the better break you get on price.

If you are making the product & selling:

1) Cost of materials + cost of your time = Base price

2) Base price x 2 = Selling price

Example:

You're making a Reiki bracelet.

Cost of materials = \$10

Cost of your time = 15 min to make & 5 min to infuse with Reiki = 20 min = \$67

$\$10 + \$67 = \$77 \times 2 = \154 (cost of your time is based on you wanting to make \$200/hr)

Price = \$154 + shipping

People Love Free

This goes along with the added value section.

People LOVE to get something free.

Love it. Love it. Love it.

I really can't stress it enough.

When I first started doing readings for the public on Gypsyadvice.com, for every reading purchased, the client got to pick a free spell. I had two spells for love and two spells for money.

Some of those very first clients are still with me 16 yrs later.

What can you give away free? Not forever, but as a "Get to Know Me" promo?

Spells

Infused stone

Enchanted oil

Astrology report

Sample pack of herbs

The list is full of possibilities.

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