



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Meeting at 14:00

Insurance 12:00

Meeting at 09:00

Payment 16:00

To do 12:00

Pick up Sara a

Get dog food

Andrew's birt

Call grandmot

KÖNYVELÉS
RENDSZER

Ai1

F11

F12

Ai2

F11

F12

Ai4

F11

F12

Ai4

V13

V12

V15

Ai5

AiT

KÖNYVELÉS
RENDSZER

Ai

What Next:

From Training to Filling Your Calendar with the Perfect Clients

Nancy Murphy

Have you recently completed training or are newly certified in a in an Energy Medicine or body work modality? Are you ready to strike out and begin helping people?

Finding clients is probably the scariest part of any new business. Without clients it's impossible to make money to support ourselves, pay rent on our space, or afford our next cup of chai.

But where do you find clients? How do you let them know about your services? How do you talk to them?

When we first begin anything, we're enthusiastic and see applications for our work everywhere. While the category of "everyone and anyone" makes for a very large pool of prospective clients, it's a dreadful target audience. Being all things to all people just doesn't work. It creates complications in messaging, dilutes it, and engages no one, not to mention how unsettling it is for your soul. Think about it, do you really want anyone and everyone as your client? My guess is that you don't.

Before you can find clients, you need to know who they are.



- Think about who you want to serve and why?
- What matters to you?
- Who matters to you?
- Why do you care?
- What experience do you want to have serving them?
- What experience do you want them to have engaging with you and your practice?
- What result do you want to deliver to them?

When we can connect deeply with whom we want to serve, we can be our most authentic self - communicating from the heart and drawing potential clients to us.

Imagine your perfect client: Who would be your perfect client and why? Maybe it's someone you know who is open to complementary healing modalities. Maybe it's someone who is on the cutting edge and is always trying something new. Maybe it's someone who enjoys going to a spa and practicing radical self-care. Maybe it is someone who is experiencing a particular illness such as cancer or undergoing a medical treatment such as chemotherapy. These are four diverse profiles. Make list of their characteristics, attributes of their personality, their habits, their likes



and dislikes, etc. Create a really clear picture of who this person is. Add to that how you'd like to interact with this client, what kind of relationship you want to have with this client, etc.

Why be so specific? I call it the "blue car phenomenon." Pam Grout who wrote *E-Squared: Nine Do-It-Yourself Energy Experiments That Prove Your Thoughts Create Your Reality* calls it "The Volkswagen Jetta Principle." For example, say you've been thinking

tuned, and the energy flowing. In addition, Megan is a conscientious bookkeeper and is always looking out for her clients. She treats others with respect and integrity. She earns a good living and is happy to pay our rate for our services. What a wonderful client, right? Why would we settle for anything less?

Now that's not to say that absolutely every client who comes to us will look exactly like Megan, but every client will be very similar to our perfect client. It's like

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about buying a new car. You've decided on purchasing a blue Volkswagen Jetta. You find a car you fall in love with, organize the financing, make the purchase, and driving home you notice all of the other blue Volkswagen Jettas on the road! Several of them! How'd that happen? Is everyone suddenly driving blue Volkswagen Jettas? Or are blue Jettas now in your awareness and you're tuned into them?

The same thing happens with identifying ideal clients. Once you've identified them (and I mean you've created a thorough profile), you see them everywhere—in places you swear they never existed before. It's like they come crawling out of the woodwork to find you. So don't be afraid to define them narrowly, being as specific as possible.

How specific? Let's create a perfect client profile. We'll call her Megan. We've chosen Megan because, in many ways, she shares our same values and beliefs. She takes care of herself. She has healthy eating habits, exercises regularly, enjoys nature, and, for the most part, tries to live a pretty balanced lifestyle. She's also open to exploring alternative modalities to ensure she is doing all she can to keep her body healthy, well

tossing a rock in a pond. The rock hits the surface (think of the spot where it hits as your perfect client) then the water ripples out in concentric circles around the spot where the rock you tossed enters the water. Think of those concentric circles as your almost-perfect, near-perfect, really close to perfect, and so on clients. They will have similar characteristics, values, beliefs, behaviors, etc. to your perfect client.

Who is your perfect client? Be as discriminating in creating that profile as you are in selecting your friends. And then be amazed at finding them everywhere!

Tune in to WII-FM: Now that you've identified your perfect client, really get to know them. Learn their triggers. The cold, hard truth is that your perfect client probably doesn't care about you or what you do, at least not initially. No one buys that thing that you do – Massage, Reiki, EFT, Healing Touch, NLP, energy clearing, etc. They buy relief from what ails them. They buy the result that the thing you do delivers. Features and benefits no longer make the sale. You need to tune into WII- FM: **What's In It For Me.** Remember that! No matter the messaging vehicle, always position your service and yourself with your client in mind.



Speak to them in terms of the result they will experience having worked with you. Your modality is not the be-all, end-all. Your modality is the means by which they experience their desired result.

Another way to think about it is... say we have the time and money to take a nice trip. We think, "Ah! Paris in springtime, how lovely!" We check the calendar, book a flight, and off to Paris we go. Now let me ask you, is this trip about the flight you just booked or is it about all the things you're going to do when you get to Paris? There's a reason tourism bureaus focus on the destination and not on the mechanism that will get you there! Deliver a destination.

I've been going to the same massage therapist regularly for many years. She is in the process of learning a modality that is unfamiliar to me. The modality is explained as "a gentle, non-invasive, system of healing that reminds the body of its natural ability to restore balance. Its principles are based on a simple and profound philosophy: allow the body to correct itself. The hallmark of [this modality] is pain relief."

What??? As a potential client of such practices, I have no idea how that applies to me, or how it might help me. So my body just corrects itself? Do I really need someone to do that for me. . . I mean, if my body corrects itself?

Imagine if Megan were identified as my massage therapist's perfect client. The reality is that after hearing the above referenced description, Megan would look like one of those cartoon characters with her eyes rolling around in her sockets and a thought bubble full of question marks above her head. Megan may respond, "that's nice," but she doesn't sign up for a session because she doesn't know how that thing applies to her.

Solve a problem: What client problem do you solve? Do you know? If you don't know, do a little market research and interview some potential perfect

clients. Ask them about their biggest challenges, what it feels like to be struggling with those challenges, how would they like to feel, etc.?

On the surface, our perfect client, Megan, seems pretty together. So what's her problem? From time to time, Megan's world gets a little stressful and she needs a way to maintain balance and stay grounded. She wants to make a commitment to something that brings her into balance regularly and ensures that she stays within her expected continuum of balance.

Imagine my massage therapist with this new-to-me modality asking Megan, "are you ever so tense that your neck muscles feel like organ pipes and you find you're wearing your shoulders like a new pair of earrings?" Now that is a situation that Megan can identify with! "Oh my goodness, YES!" exclaims Megan. She tells the massage therapist that she gets that way every tax season and the stress wrecks havoc on her body so severely that it leaves her almost incapacitated. She can barely get out of bed, commute to work, meet with clients, or sit at the computer to perform bookkeeping tasks. This leads Megan to ask, "Can I start today?"

Offer a solution: As mentioned, people don't buy services they buy results. What results can you offer? Package them up and sell them. That's right, package them! Rather than offering one-zie sessions—which require a lot of time, energy, and expense on your part-- is it possible or does it make sense to offer a multi-session package of your services? Maybe packages of 3, 4, or 6 sessions can be created to ensure the expected results.

Once a client believes you have the solution to their problem and they book their first appointment, the placebo effect kicks into action and the healing begins before they even walk in your door. Why? Because you have offered a solution to their problem, they see that the solution makes sense in their realm of understanding, experience, and expectation and



their mind moves toward seeing that expected result fulfilled. (Unless, of course, you attract 1 clients and absolutely nothing will ever work to relieve their situation. Funny how that is! Do you really want everyone as a client?)

So what about Megan? Tax season is coming up and it's her most stressful time of year. Rather than waiting until she's incapacitated, we offer her a single introductory session to familiarize her with the modality we practice. If she responds favorably to the experience, we create a package of sessions that we believe will address her situation. In Megan's case, we recommend a package of 12 sessions. We schedule her to come in every other week for the months of January and February, moving to weekly appointments in March and April to ensure a clear state of mind and a stress-free body.

Filling your calendar is really that simple. It requires homework and thought. But once you identify your perfect client (and know them really well), solve their problem, and offer a solution. . . your calendar goes from having "all the time in the world" to being filled with perfect clients, living your purpose, feeling fulfilled, and bringing meaningful work and healing into the world.

