

Hi ALL!

For a Better Life...

*news, tips and info for anyone interested in making life better- at home, business, sports and more!*

From Richard Walker, NLP Coach. Hope you enjoy it!

**In this issue:**

**Marketing tips** – are you sure you're not don't sell what people don't want -'Want more clients?

----- **MARKETING** -----

**Want more clients?**

Don't have enough clients? Whatever your field, it's for one of the following reasons, says Bernadette Doyle, of Client Magnets:

1. People don't want what you're offering. They're not interested, and no amount of persuasion will get them interested.
2. People don't know about what you're offering. They would be interested, if only they knew about it.
3. Lots of people know about what you're offering, but you're not doing a good enough job of converting those people into paying clients. They're interested, they know about you, but you're still falling at the final hurdle.

If you're willing to get real about what you're offering, see her article below.

----- **ARTICLES in more depth** -----

**What To Do When What You're Offering Isn't Selling**

Bernadette Doyle, driving force behind Client Magnets, tells this story she heard recently at a training course.

A man inherited a business that his family had run for over 80 years. The business sold dog food. Soon after taking over, keen to 'make his mark' he appointed a new management team. Unfortunately, things did not go well under this new management team, and sales began to decline. Annoyed that business was moving in the opposite direction to what he wanted, he fired the newly appointed management, and also hired an expensive marketing firm.

Months passed, and not only were sales not increasing, they were still declining. The owner called a meeting of managers and department heads. In no uncertain terms, he made it very clear that he was not happy with business performance, and that unless things turned around very quickly, they would all be out of jobs.

'I want answers, and I want them now!' he shouted, banging his fist on the table for emphasis. He was met with silence, until a small voice was heard from the back of the group. 'Excuse me sir', one of the junior managers said. 'The problem is, the dogs don't like the food.'

It's time to get real about what you're offering. The number one rule of successful marketing is to make sure that what you're offering is actually something that people want!

If you don't have enough clients, it's for one of the following reasons:

1. People don't want what you're offering. They're not interested, and no amount of persuasion will get them interested.
2. People don't know about what you're offering. They would be interested, if only they knew about it.
3. Lots of people know about what you're offering, but you're not doing a good enough job of converting those people into paying clients. They're interested, they know about you, but you're still falling at the final hurdle.

Many people ask me about techniques and ideas that will help them attract more paying clients. But there is something you need to know. If the reason you aren't getting enough clients is because you're trying to market something that people don't want, then NO amount of marketing techniques can help you.

Be really honest in looking again at what you offer. What evidence do you have that proves that this is wanted and needed by a significant group of people? Positive signs are: people are already buying from you; they are buying something similar from someone else; existing customers and clients are asking for this particular product or service. If you don't have at one of these signs (preferably more) then you need to rethink what you're offering.

Bernadette says she has worked with lots of business owners who so are so attached to their project or idea, that they overlook the fact that it simply isn't wanted or required by enough potential clients.

Does this mean you need to abandon your dream, and get out of business? No... just find out more about the dog food that IS selling, and try to figure out why that's more appealing than what you are offering. Change the recipe, what dogs DO want. Apply similar strategies in your business.

Like many of us, when Bernadette first started my training company, she wanted to offer training based on the powerful NLP techniques that she had learned. She says 'that was back in 1996, and I knew that very few people were waking up in the morning and saying to themselves, 'I wonder where I can get some NLP training today!' I needed to align my offering with what people were ALREADY looking for!'

She had a sales background and knew that cold calling was a real problem area for many sales people. So she decided to offer cold calling training to the marketplace. 'I still got to provide training that was based on NLP,' she says, 'but it was packaged in a form that people wanted. Before long my courses were selling out, and I was receiving calls from interested prospects who wanted to hire me for in-house training'.

The message is simple: make sure that you are offering something that people actually want. Not something you think they need, but something they actively want and are seeking. If you fail at this fundamental first step, then no amount of marketing techniques will help you.

Visit Bernadette at [www.clientmagnets.com](http://www.clientmagnets.com)

## ----- FULL EVENTS LISTING -----

**Full Schedule and booking** at <http://www.abetterlife-uk.com/schedule&bookingform.pdf>

**Short Workshops** Saturday Mornings (ask about Evening re-runs!) Just £40 with pre-booking!

For a Better Life:

18th March. **Learn 'Body Tapping'**, the unique and simple technique which can be used to resolve just about any physical psychological issue!

25th March. Special event '**Believe What You Like**' - how to make the 'real world' measure up to your dreams (£23.50). - how to make the 'real world' measure up to your dreams. Also follow-up event, below, to put the ideas into practice: The Keys to Personal Power & Fulfilment' personal breakthrough weekend

For Better Business (these events are particularly relevant to business life as well as personal life):

29th April. **Confidence in Business and Personal Life**



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- 13th May. **Persuasive Communication Language**
- 20th May. **Goal Setting that Works**

#### **Weekend experience**

□ **The Keys to Personal Power & Fulfilment' personal breakthrough weekend.** Putting into practice the concepts from 'Believe What You Like'. Eliminate negative emotions, removing doubts and limitations (including physiological problems) and set goals in your the future with certainty.

#### **Training**

□ **Time Line Therapy:** Weekend 1 & 2 April: 14 full hours specialist training! Licensed Time Line Therapy training institute. Discover this technique and how to use it for more rapid and more far-reaching results in eliminating negative emotions, removing doubts and limitations (including physiological problems), and setting the future with certainty.

□ **NLP!** Have fun learning with Richard In a friendly, relaxed, yet inspiring atmosphere Friday May 5 to Friday May 12 for seven days (free day Tues 9th). Certification at Practitioner level in NLP and in Time Line Therapy! Detailed course content : <http://www.abetterlife-uk.com/nlppracticert.html>

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