
Business *Wrap*



Module 2

Attracting and Delighting your Ideal Clients

WHO LOVES YOUR BUSINESS?



"Give your clients the earliest delivery consistent with quality" -

Arthur C. Nielsen

In this module, you will reflect on your existing client base, your client relationships, client feedback and set some goals about client engagement for the next twelve months.

Again, this is a reflective exercise, which will allow you to form a baseline going into the My 15 Minutes - Small Business program. If any of these questions seem daunting or if you do not feel ready to answer them for your business, that's fine - this will provide something to aim for in a few months' time.

THE NUMBERS

In the last 12 months (or another applicable time period if you haven't been in business that long):

Have you surveyed your clients about their satisfaction levels, ideas and feedback on your products or services? Y/N

If yes, what were your key learnings?

If no, what key questions would be of most benefit for you to ask in such a survey now?

In the last 12 months, how many clients have you worked with, or sold products to?

How much income have you generated through client sales?

What was the average sale per client?

What is the average 'life cycle' of a client (ie. Do most clients tend to purchase from you once, or do they purchase repeatedly? Do they purchase different items from you? How long do clients 'stick around' as customers in your business)

CLIENT FEEDBACK

Over the last 12 months, what feedback have you received from clients? (If you haven't already done so, collect these points to use as 'testimonials' on your website or in proposals).

About your products or services:

About your relationship/style with clients:

About your pricing:

About your business communication (emails, newsletters, blog, social media etc)

What feedback have you received from clients about areas for improvement?

What are the top 3 most common themes in the feedback or response that you receive from clients? (This may assist you in understanding the 'point of difference' between you and your competitors).

	Feedback Themes
1	
2	
3	

Of all of the feedback that you have received, which means the most to you and why?

If a trusted client could take you for a coffee and whisper the one secret that you really need to know about your clients, and what they want most from you - what might it be?

YOUR CLIENTS

Think now about your top or 'favourite' client. What is it about your relationship with this person or organisation - the nature of the work you do, the response from this client or some other factor - that elevates this client above the others?

Where did you find this client? What key steps or approaches did you take to build that relationship both on and offline?

Did you go 'above and beyond' with this client? In what way/s.

What has working with or selling to this client taught you about yourself and your business?

RESPONSIVENESS AND BOUNDARIES

Do you find yourself working at times when you'd rather be doing other things? Y/N

What does this cost you in terms of health and wellbeing, and relationships?

Do you have set 'office hours'? Y/N

If YES, do you stick to them? Y/N

Under what (if any) circumstances do you work outside regular 'office hours'?

How often do you do this?

What is your typical response time to client enquiries?

Emails:

Phone:

Private messages on social media:

Queries through your website or blog:

'Walk-in' enquiries:

Have you communicated somewhere (eg. on your website, Facebook page or in client agreements) that you have set hours, and an expected response time for email correspondence? Y/N

If not, and if this idea appeals to you - what hours will you set and what boundaries will you put in place to manage client boundaries?

GOALS

Thinking now of the next 12 months - what would you ideally like to change regarding client engagement?

	Your STOP, START and CONTINUE List
What do you intend to stop doing, regarding client relationships or engagement?	
What would you like to repeat about your client engagement to date?	
What aspects of your client engagement would you like to grow?	

Notes