

November 2009: Growing you before your business

We all know it is important to grow your business, but what about yourself. Unless you are growing and developing as an individual, you are by default hindering your business. Below are a few steps to help improve yourself.

- 1. Character reference:** this is the “pack mentality” that people will buy from you if others have before.

Character reference or testimonials are often the catalyst needed to assist you convert prospects to new clients. Apply reference throughout your marketing material by presenting evidence others approve of your offerings. This can be done via; testimonials, media endorsements, commentary on blogs and in particular published articles on your area of expertise in industry journals and magazines.

- 2. Packaging (Yourself):** Personal branding is self expression to promote you as the expert in your field.

Identify your most lovable traits and put them to market. The only thing your competitors can't copy is the essence of who you are as an individual. Just as we have a business brand, we also have a personal brand. To develop it, answer the following question; “What do you want to be known for?” This will form the foundation of your personal brand.

- 3. Be Interesting:**

Our whole world is built around stories of interest that peak our attention and draw us in. How do you draw your clients in? Do you tell long boring winded stories about your business? Or, do you share inspirational ideas in which your clients can get what they want? The more interesting you are, the more

likeable you become and the easier it is for your clients to refer you to others.

- 4. Who to connect with:**

There are movers and shakers in every industry. It is not what you know but who you know. In this highly competitive world this is more important than ever. Identify individuals who have access to your target market on mass but are non-competing. Build relationships and work out ways in which you can assist one another. A friend in business will do more for you than just a business colleague who happens to be a friend.

- 5. Look Professional:**

Did you know 70% of all communication is visual and it only takes four minutes for someone to lock in a first impression and countless meetings to undo it? There are numerous studies that prove the better you look (and look after yourself) the more you will get paid and the better you will be treated. Ensure all of your clothes are well maintained and tailored. If you are a professional wear a uniform or suit that compliments your industry. Too many lawyers, accountants, financial planners and real estate people think it's ok to wear jeans and a open neck shirt. This is fine if you have no ambition, but your clients will be thinking “if he doesn't care what he looks like, then how can he care about me?”

Make the extra effort and you will convert more clients.

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Testimonials

“Rewarding for me and reinforced what I've been doing over the last 8 months.”

J. Triffet

“Clear and precise, very well spoken- kept interesting- very relevant. Elaborated on points well - not too long or short. Brian is a well educated person who presented very effectively. Enjoyed his examples/anecdotes and his relaxed easy to understand manner.”

Marilyn Burton,
Australian Institute of
Management

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6. What is on the inside shows:

People with low energy levels and those that had low self esteem believed they were less attractive than their counterparts. The moral of the story – what you think on the inside appears on the outside. Look for positives in your day and smile. Client's can see if you are in a grumpy mood. Don't let them decide to buy elsewhere because of your attitude. Smile, your next client could be your best ever!

7. Emotive conversation:

When in the presence of a prospective client, you will need to move them emotionally if you want to make any kind of impression that has lasting impact. Get them to experience various positive emotions whilst in your presence. This could be getting them to laugh several times through to sharing stories about their and your personal challenges during the conversation. Whatever you do, don't have a monotone conversation that doesn't make them smile or laugh. The more emotionally you can connect with a client, the more sales and referrals you will get.



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Testimonials

"Very Well presented, I enjoyed the topic and I felt I learnt a lot from your talk, Interesting."

Leith Friebe,
Smallacombe Real estate

"10/10 best presentation I've seen in a long time."

Australian Small Business Expo
Oct 2008

"Very well spoken and well prepared presentation."

Dan Strachotta,
Group Manager
Saxton