

Are Your Clients Buying What You're Selling?

By Kimberly Stevens

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Linda felt like she had reached a plateau in her cleaning business. For the past 3 years, she'd run the same ads in the same publications with the same results. She would generate enough new clients to make up for the ones she lost due to normal attrition, but she was never quite able to get beyond her mediocre success.

"I feel a little stuck," she shared in our last call. "Every time I try running another ad or sending another mailer, I only generate enough new work to make up for the additional cost I've expended. I can't hire an additional employee until I get more work, but I can't seem to get more work. I really want to make more income for myself and my family and think I could do it if I could just get some of these new marketing strategies to work out."

My next question threw her -- "What are you selling?" "What do you mean? I'm selling cleaning services," she responded. "No, what are you REALLY selling? Or look at it this way, what are your clients buying?"

It took a couple more rounds before she understood what I meant. Many service business owners run out to the marketplace without a clear understanding of what they are selling or what their clients are buying. After awhile, they start getting clients by the sheer fact that they've approached enough people to generate some interest. The problem comes once they've reached a plateau and can't seem to grow beyond it.

It's like golf. Anyone can learn to hit the ball and, if given enough strokes, get it in the hole. They can even become pretty good ... but only sometimes. The rest of the time, they are hooking or slicing uncontrollably. They never play a consistent game. The key to success in golf is technique. If you do the right things consistently, you'll play a good game every time (well, almost!).

Kimberly Stevens is a Business Life Coach and creator of the FastTrack MBO (Mastering Business Ownership) Program. She supports business owners and entrepreneurs in their pursuit of a fulfilling life and profitable business by offering individual and group coaching, ebooks, teleclasses, and live workshops. To learn more about creating a richly rewarding life as a business owner, visit www.askthebizcoach.com or send a blank email to <mailto:kim4-20129@autocontactor.com> for an automatic reply.

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