



# Chris Makell

Courage to "Think Bigger" Business Coach

## Featured Strategy

### Are You Attracting Clients Who Buy Based on Pricing?

Does this ever happen to you? You're out networking and sharing all the great work you do to help clients achieve the results they want and someone says, "So how much do you charge?" Or you receive an inquiry from your website or blog and they say, "Wow, I want to learn more how much does it cost?" I've actually had both situations happen to me!



Let's begin by facing a hard truth.

Clients and customers who are only interested in learning about what you do and how much it costs are NOT interested in creating a DIFFERENT result for themselves. Yes, I said it. The place they are currently in is not painful enough for them to truly want to change it. Now I'm not saying you want clients who are woefully hurting! Quite the contrary, you want clients who are "smart enough" to realize that the pain they are in requires a different level of "painkiller" and that they're willing to invest in "extra-strength" relief. This kind of client is not a price shopper - they are a "value" shopper.

For years, Excedrin® marketed their headache medication as the "extra strength" pain reliever, because they knew you wanted to get out of pain - fast! And now with Advil & Tylenol as their competition, they are focusing on "migraines" - heavy-duty headaches. So to get out of that type of pain, do you think migraine sufferers shop by price?

Ok, then how do you attract customers who do not buy on price? You're marketing, messaging and business has to convey this level of "extra-strength" pain relief that your market is searching for. Let's use an example.

Imagine if you're a Reiki Master and your market is a women entrepreneur. (Unfortunately, most holistic providers don't niche themselves, so this is a subtle request that you do so!) What "pain" are women entrepreneurs in that Reiki might serve as a pain reliever? Being a woman entrepreneur and having worked with a number of them, I can tell you that we're often "burning the midnight oil" and not catching up on the weekends to take care of "us." So our energy may be depleted, however our eagerness to do more, isn't. Reiki Masters who specialize in working with women entrepreneurs could offer:

- In person or virtual sessions that help us to energetically "realign" so that we can achieve even more without burning out.
- A recording that we could call into or play during the day when we need that relaxing break that can reenergize us.
- Provide "special" sessions that can be scheduled when we are in the design, promotion or delivery phase of a program or product launch.

This is clearly a service specially designed with my challenges in mind and since it's unique, not

something bought on price but on value and results. If you're a Reiki Master, isn't this the kind of client you want to attract?

It all begins with understanding the "pain" your market, your niche, your ideal clients experience and how your business solution can fix that "Excedrin® headache!"

Here are 6 specific steps you can take to attract clients who buy based on value...not price.

1. Find a niche that "wants/needs" what you offer
2. Identify their biggest "pain in the a\$\$"
3. Design a solution that "specifically" addresses that pain
4. Craft your message that "directly" presents you as the painkiller
5. Go where they are and tell them in as many ways as you can - audio, video, tips, articles, special reports, etc.
6. Watch and celebrate a shift in who you begin to attract

You are in control of the clients you attract to your business. And isn't that where you want to be in this or any economy?

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