

## 5 TIPS FOR ATTRACTING HIGHER PAYING CUSTOMERS/CLIENTS

### **Tip #1 for attracting higher paying clients or customers:**

If it does not represent your 'value' get rid of it

You don't need to have been in business any great length of time in order to begin attracting higher paying clients. But what you must do is think, act and believe in new ways that represent your value to your higher paying client. Your work space is a physical representation of this. Which means it's critical that your surroundings set the stage for greater success, helping you to feel confident that you're worth, what you're charging. Anything that does not do this must be cleared away. And that includes a cluttered looking desk. Clutter or piles of unfinished work sends a message of lack of time, resources or efficiency. That's not something people associate with value.

**So, what's on MY desk?** My laptop, mobile phone, weekly productivity planner and the file I'm working on right now.

If you're work space is a mess, grab a box, the recycling bin and a shredder and get busy getting rid of everything that isn't high-end!

### **Tip #2 for attracting higher paying clients or customers:**

Include an "I'll do it for you" element in your offer

When I began actually helping my clients with what they needed to get done, the quality and quantity of my clients improved immeasurably. People don't want to be told what to do – they want help doing what they know they need to do. No matter at what level you work with me I will help you do what you need to – whether it's a checklist, a marketing piece, template, a sales script or a position description.

Start simple. For example, plan on including a simple checklist of getting started tips or helpful do's and don'ts with your offers, it doesn't matter whether it's a product or service. Turn these tips into colourful infographics that can be downloaded or included with your offer. Information presented this way is seen as immensely valuable!

### **Tip #3 for attracting higher paying clients or customers:**

Follow a proven system that spells out your exact marketing steps

Marketing for higher paying clients is simple. The trick is to have a step by step plan that lays out for you exactly what to do, when and how. By taking the guesswork out of your marketing, you boost your confidence and your ability to take action.

#### **Tip #4 for attracting higher paying clients or customers:**

Create your quality, value for money products or services

What I love about the higher paying client strategy for rapidly building a business is that people who pay more expect a higher quality. They expect an outstanding guarantee and if it is a service you sell they expect results. Offering high quality is the key. The cycle of being able to pay higher wages, maintain your margins, and build a profitable business is high quality.

#### **Tip # 5 for attracting higher paying clients**

Invest in your people

Re-work is the eroder of margins. Mistakes, re-doing working, checking other people's work is a double whammy against your margins. Firstly you're paying twice the time to get the job done, secondly the time spent doing the re-work can't be spent on the next job!

The way to deal with this is to invest in the great people, train, train and train them to deliver to your standards first time. Then reward them well.

If you need help with any of the 5 key strategies, say **yes** to building a business that offers only high quality products or services and [contact us](#) at creating what matters.

**REMEMBER THAT ALL IT TAKES TO BE READY IS TO  
MAKE A "YES" DECISION!**

