

## ONGOING SUPPORT

### Educating your clients about ongoing support

Educating your client right from the word GO!

Make your business all about the long-term support

It's your business - you make the rules, and you need to be transparent and open at the start, this will help set expectations.



### **“You are creating life changing results”**

It's about educating your client about how long-term support works and the fall outs of quick fixes.

Where your message begins...

This starts from the very moment they reach your Facebook page and your home page of your website.

I share success stories but always emphasise that this was due to ongoing support. It's essential the first time your client finds you or gets in touch they understand that you provide ongoing support, in fact you only take on clients who want longer term support or regular services.

Your message needs to be clear on every platform and in your initial discovery call:  
My website message:

Through my unique, ongoing support programmes I'm there to coach and mentor and advice your every step of the way.

You will be only 1 of 2 new clients I take on a month to ensure optimised learning, proven results, and individual support.

(Notice how I've not only made them aware that it is long term support, but it is very bespoke, and I only take on a small number of people).

My services page:

My services page clearly states 'ongoing support'.

Reminder that I only take on clients who require long term support.

Remember I'm not selling them programmes straight away (you may wish to sell programmes upfront, but I will talk about this in another resource) however it's clearly

identified that the consultation is the starting point. This means no sudden surprises; they know the prices and know the level of commitment.

Facebook example:

I share case studies and blogs and tell the audience how long they've been on my programme and how long term gives better results.

"I've been working with Freddie for 6 months and in this time the owners have seen phenomenal results"

Discovery call:

I prefer not to sell the programmes on the phone straight away - after all I don't know what programmes would suit the client before I assess. However, I do make them aware that the consultation is only a baseline and I only take on clients willing to make a long-term commitment.

Your task:

I want you to go over to your website and have a good read, do you mention long term support? Are you upfront about how you work? Make your own rules.

I'd like you to share a recent case study but illustrating why long-term support works. Don't dictate to your client but instead win them over.