

## WEEKLY THEME – PRICING (your message and building trust)

### Make it about the client

#### It's all about YOUR client

Your client is the hero of the story.

#### **Walk in their shoes, make it about them NOT about you!**

I come across so many amazing websites however the wording is often more about you than your client.

"I have 10 years of experience"

"I love dogs"

"I provide x service"

I've been very much guilty of the above in the past and whilst it's good to hear a little about your background and experience, it shouldn't be the focus.

If you read the following statements, you will see how I've focused more on the client:

**"Have you stopped inviting visitors around"**

**"Are your walks no longer enjoyable"**

**"Would you like to put the fun back into walks"**

The I becomes You and I talk of the pain points (what dog owners are struggling with) and help offer them a solution. Try to get away from selling on the features of your business alone and think of the benefits, the solution. Those life changing results you will achieve!

People like a personal touch and I use a lot of reflective storytelling. This helps them see you have been both on a similar journey and that gives them the confidence that you can truly help!

< Mini task >

Today I want you to count how many times you use the word I, me, us, or we. Try and sculpt your wording to think more about your client:

"I have 19 years' experience with dogs"

To

***"With 19 years of experience YOU can be confident YOUR dog is in safe hands"***

Now as above it's important for clients to be aware of your qualifications or experience. So, put this in the about section on your website or page. Maybe even slip it in in the text (subtle) or at the end. Think how you can make it more about THEM rather than YOU.

For example:

Helen Motteram, Accredited Dog Trainer

For example:

Thanks for reading,

Helen Motteram

'Accredited dog trainer offering you real results, where kindness speaks volumes'

