

WEEKLY THEME – PRICING (your message and building trust)

Think about the life changing results

The client has a problem and wants a solution. You are offering a solution. Giving them relief. Making their life better.

You are their LIFELINE.

Put yourself in their shoes, what they're thinking, feeling, seeing, and doing.

To have the empathy to walk the client's journey in their shoes, you must first see things from their perspective. Then you'll be able to create the content that coaches and supports them along the journey.

Think about:

What does a typical day look like in their world?

How do they feel about the problem your service solves?

What are their pain points when using your service?

What do they hope to gain from using your services?

This is called empathy mapping...

At the bottom of your empathy map, you have "Pains" and "Gains."

"Pains" is your client's challenges and obstacles.

Ask, "What keeps your client up at night?"

"Gains" include the goals your clients hope to accomplish.

Ask, "What motivates the client to solve the problem with their own dog?" and "What kind of life do they dream of with their dog".

Start thinking about it from your pet owners' point of view ^

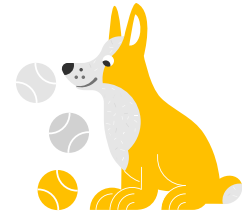
Thanks for reading,
Helen Motteram

Growing and supporting your business

^ See what I did there

- Pain points, their journey

But it's not only about explaining the process but also understanding their pain points, relating to their journey. This is where a clear home and about page comes in handy.



- Avoid too many words

Don't make the home page too wordy, think of it like an introduction which entices them to click through, a story, a journey. Once they've read your home page and hopefully your about, then they click through to your services.

Is it clear what you do?

Non jargon?

Offers solutions?

Does it lead on to ongoing support and the importance?

Avoid – ad hoc bookings, stick to daily walks/programmes.

Avoid - bargain, discounted packages, flexible

You are not a bargain, you are bespoke, you set the hours.

Now let's explain the assessment initial session...

Now I'm a behaviourist so offer an initial consult (as part of my baseline programme). I've troubleshooted this many times. A similar concept can be used for most pet services.

I've now clarified what I do more thanks to some ideas from you...Rather than just a consult it is a lot more. So, I've described it as PART of the foundation/baseline programme. Adding value with what they will achieve.

This has helped me:

- Rise my prices
- Even add a day rate
- Explain things more clearly

Personally, I add probably too much value, but I want to really protect my business and ethics wise and want to do all I can to stop them then going to get a quick fix.

Also 20% of my clients have used someone else prior to seeing me and felt it was too jargon, not enough support, many no mention of follow ups (luckily no one on this group). This kind of feedback helps me to understand where we can easily go wrong or where the client goes wrong, or what clients to avoid.

You are all welcome to go on my website, it's not perfect but my use of language builds trust and helps them to understand my process. I'm adapting all the time.

If you are doing the best, you can - your prices should reflect this. Less clients, more energy, better results!