



7 Keys to Creating More Clients, More Sales and More Profits

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SPECIAL REPORT: 7 Keys to Creating More Clients, More Sales and More Profits

Congratulations....

On downloading this special report. Just by the fact that you're engaging in this way right now, I can tell you're already heading for success. YOU are willing to do things better, even differently, so you are looking for the strategies that will boost your business to the next level. Well, you've found them here!

This special report is going to give you the 7 Keys to creating more clients, more sales and more profits, so get excited! You are going to quickly move ahead of the crowd by not only thinking about these Keys, but actually taking action and implementing them.

So my hat's off to you!

In a moment, I'm going to introduce you to the ABC's of exploding your profits and accelerating your income.

Some of these strategies and concepts may be new to you, some may not be. I only ask that you keep an open mind and remember that each Key you implement WILL lead you down the path of wild abundance in your business – financial abundance, time abundance and freedom abundance!

Make the investment to read each Key and take action – right away. Start building your momentum now, follow through, and watch what happens... 😊

Cheers to your success,



Fay C McLean
The Aussie Business Coach

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This is Ellen Britt from Marketing Qi and today I have the opportunity to talk with The Aussie Business Coach, Fay McLean, on how you can easily unlock the profit potential of your business.

Fay has been an entrepreneur since she was in her early twenties, founding several successful enterprises and now she shares her business and marketing savvy through coaching and consulting with clients from around the world. She is committed to her own continuing education and has participated in some of the most prestigious and rigorous marketing and business training programs available today.

Fay specializes in helping entrepreneurial service professionals and small business owners get more clients and exponentially increase their profits so that they can live their dreams and achieve the business and lifestyle success they deserve.

In addition to her business training and experience, Fay is also certified as a NLP Master Practitioner and Trainer and is also a Master of Ericksonian Hypnosis - a claim not just anyone can make.

In addition, she has qualifications as a Master Coach, Business Performance Consultant, Diploma in Beauty Therapy, Wellness Consultant and Fitness Instructor. An avid athlete, she has also trained and competed in numerous triathlons, including the grueling and demanding Half-Ironman.

Fay lives and works in Western Australia from her office overlooking the Indian Ocean.

TRANSCRIPT OF INTERVIEW BETWEEN ELLEN BRITT FROM MARKETING QI AND FAY MCLEAN FROM THE AUSSIE BUSINESS COACH

Ellen: This is Ellen Britt from MarketingQi today and with Fay McLean The Aussie Business Coach at www.theaussiebusinesscoach.com. Hi Fay.

Fay: Hi Ellen how are you?

Ellen: Just fine, it's wonderful to have the opportunity to talk with you today.

Fay: And the same for you it's fantastic. Thank you very much.

Ellen: Well I'm very excited to hear about these "7 Keys to Creating More Clients, More Sales and More Profits" in your business. But before we jump into that let me just ask you what types of people do you work with?

Fay: Well Ellen, I actually work with entrepreneurial solo or small business professionals, people who have businesses such as coaches, consultants, they may be therapists or service providers looking to provide their clients with an opportunity to

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experience their particular uniqueness. It's an environment for successful entrepreneurs who wish to be supported by like minded people and grow their businesses and really want to make a difference. So I can actually work really well together if people have a passion for the products or the services that they offer. Somebody might perhaps successfully be participating already in their area of expertise and in particular people who have a strong desire to build a prosperous business that feels really authentic to them and serves their clients well and gives them financial and time freedom. So people who are ready to step up and play a larger game and live a more fulfilling game of life and of course those who are willing to invest in themselves and their business to reach their goals.

Ellen: Excellent. Well tell me a little bit more about what you do for your clients.

Fay: Sure. I actually run a programme that is characterised by a few particular things. In particular, I provide a supportive and non judgemental space for people to discuss whatever it is that's important to them but my programme really is about setting clearly defined goals and a path between where your business is at now and where you want it to be. So the end result should ideally be one that provides you with more money, more time and more freedom to enjoy the lifestyle that you really deserve.

Ellen: Excellent. Fay do you work with just service providers and people who are working online or do you work with offline businesses, brick and mortar business owners as well?

Fay: Online and offline Ellen. The marketing strategy that I actually put in place for people work with brick and mortar businesses as well as people who are already online. So many brick and mortar businesses actually have a fantastic opportunity to expand their bottom line, their profits, their sales if only they knew how to take their business online. This would allow them to do things like leverage their time, gain increase credibility, increase their sales in ways that they just have no idea that may currently be possible. Or they might have an idea or they might have no one to be able to help them to follow through the steps that are needed to take that. So for sure, online and offline businesses.

Ellen: You know you've said the word steps several times and I think people are very attracted to the idea that they are going to get a process that they can go through, you know, first do this and then do this and then do that, and I know you have something that are called the ABC Strategies which kind of happens to be the initials of the Aussie Business Coach.

Fay: That's right.

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Ellen: But this idea of ABC's is very appealing to me, what do you mean by that?

Fay: The success in business is definitely about taking specific steps in action, it's not about luck, and if you do know the specific steps to take which I have actually named the ABC Marketing Strategies then you will achieve the successful outcome that you are after in business. So it's not about luck Ellen it is about just knowing exactly what to do, how to do it, in what order and if you follow those set steps you **will** achieve the success you're after.

Ellen: Well how does this ABC system help people create wealth for themselves?

Fay: It helps people create wealth by taking them through a process so we start with being able to attract more clients, look at their unique positioning, craft a profile for themselves to be able to package what they know into multiple streams of income to create what I call pooled marketing materials so that you are seen as an invited guest rather than a pest to any potential customers.

Ellen: Oh I love that, an invited guest.

Fay: Absolutely, absolutely. We design a personalised system that suits your particular business and of course a change in money mindset is often one of the critical things that people need to go through first in order to allow themselves to be open to receiving the increased wealth that they will receive from their success.

Ellen: Well I know that this kind of money mindset, the shifting of your mindset, is one of your 7 keys so let's jump into those now, those . Can you tell us about these?

Fay: Sure. The first one is as you said, is what I call a Marketing Mindset Shift. Because Ellen, money is actually made mentally before it's made physically.

Ellen: Oh what a minute, now that's so important. Let's say that again, money is mentally before it is made physically, what do you mean by that?

Fay: Absolutely. I bet most of us have beliefs or ideas, thoughts, around money that perhaps we have grown up with and has been handed on from peers around us or perhaps from our parents. It is important for us to understand that money can be attracted to us. We all have what I call a money blueprint and that blueprint determines how well or unwell money is attracted to us. What happens as I said, is when we were young and we grow up with the thoughts of having to work hard to earn a dollar; having to do a trade; having to do very cautious about what we

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spend; I'm sure we've all heard the facts that "money doesn't grow on trees you know".

Ellen: Oh sure.

Fay: Or maybe the thought that having too much money is a bad thing or that we have to work really hard for our money. So when we understand that these are just old beliefs that no longer serve us, it's important for us to create new beliefs that are going to support a new kind of lifestyle that we want. So it's important for us to leverage off the success of other people. There's no point going through the hard yards and learning something the long way our self if we can mentor or model someone who has already been successful at doing something before us. This is one of the reasons why I think it's really important for people to find a mentor that they're really comfortable with working with. In fact, over the last 12 – 18 months I've spent 10's of thousands of dollars flying across the world to learn from other successful entrepreneurs and to be able to bring home and implement those strategies.

Ellen: So you're walking your talk?

Fay: Absolutely, absolutely. In fact, we can't expect other people to invest in themselves what we're not willing to invest in ourselves so it is important as a leader of other people in this area that I continue to learn and grow everything that I can because that's what I would expect of my clients as well.

Ellen: Well Fay part of this marketing mindset shift, isn't part of this getting out this idea that everything's got to be perfect before you take action?

Fay: Absolutely and that would have to be one of the biggest things that I've had to overcome personally. The fact that I like to be able to tick all my boxes or have everything lined up but there's a great saying, you know, "don't wait for your ducks to line up because they're never going to line up", so it is important that you just find out what it is that you need to do. Yes, have a clear plan and clear direction but by the same token you've just got to take action. A mentor of mine Lisa Sasevich would say, "take imperfect action". I love that saying and that's certainly one of the things that I live by - so take imperfect action. The thing is, that often we may have 10 things that need doing all at once and yet not one of them may have priority over the other so we have to learn to be able to juggle, you know, 10 number 1's if you like. all at once and do that and understand that done is better than undone. It's important particularly for women, who often put their own desires and passions in the background or on the backburner maybe while they're waiting for children to grow up a little bit or perhaps they're waiting until their husband becomes more supportive or, I don't know, for something to happen in their life before they decide it's the right time for them to follow what it is they really want to be doing. I guess it's

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that that I really want people to realise. Look, there is always going to be something that you could wait to do until you take action but you know the right time is when you feel it's the right time and that could very well be right now.

Ellen: Wonderful. So this marketing mindset shift then is the first key let's go onto the second one.

Fay: The second one is, and the area that a lot of people get stuck in, is that that need to find a niche to work in.

Ellen: And I think that's what you say Fay, "the riches are in the niches".

Fay: They are, the riches are in the niches, so it's important for us to work with a targeted group of people when we're looking at either establishing a business or even fine tuning an existing business. Very often we're afraid to cut people out of our market and I've been guilty of this too, thinking that it will reduce our possibility for income but in fact if we can be more specific about who it is that we want to help we can then illicit from that group of people exactly what kind of problems they have. Very often we go into a niche because we have some kind of personal experience in that area or because it's something that we've had a love or an involvement in. So we need to be able to step into the shoes of our ideal prospects and discover or remember if it's personal experience we're coming from, what the particular problems are from that target market. It's important that where you're at now may not be where you're target market is at because you move as a person. So one of the things that people often make a mistake about is thinking, well "I wouldn't like to have that" or "I wouldn't like to be interested in that", but it's really important to remember that you are not your market, so we want to be clear on what problems we do solve for our market and we can do that by asking them. So very often as we're collecting our database of people or we meet or can interview people within our particular niche, and in fact that's a great thing for people to do when they're first starting out, is to go out and interview 10 or 20 people within the niche that they feel they want to work with and actually ask them, what are the problems that they come across, what is it that are other things that they most need solving. Once you know that, it's much easier to work out what you're going to provide to them as a solution which of course becomes your products or service.

Ellen: Excellent advice and I particularly want to emphasise the idea that you are not your market. That's something that personally took me a long time to learn.

Fay: We do tend to think we know what other people want and therefore provide lots of services or products that we think they know they will like but our market will tell us what they want if we just ask them. So it's an important step for people to take and it's important to remember what, that you're often, you're business is often not in fact what you first think it is. For example, if somebody was a photographer then

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they may initially think that their business that they want to promote is a photographer but in fact what that person is selling is a lifetime of dreams and memories and so that really is the area that they are in. The same as somebody who maybe even making kitchen cupboards is not in fact a builder or a cabinetmaker but in fact somebody who is providing a fabulous lifestyle environment to cook meals in. So they're two quite different things and yet finding out what those people want within that niche is as I said, one of the most powerful things that you need to do and to get right before you can move your business forward. And even in something, a business that is already established very often it is unclear of the target market that is their most ideal. So they also can revisit that particular step within the strategies.

Ellen: Well this defining and honing ones niche sounds like a whole lecture in itself doesn't it, it's a very kind of complex process and one that's very important. Let's move on to key number 3.

Fay: Key number 3 Ellen is, I actually call it finding your Unique Brand. And another way to think about this is when we're considering perhaps we've picked out a niche that we want to work with. Then within that, consider what perhaps is some experience that you have had personally that could be of most use to share with others within that target group. So very often again if you've picked a niche because you've had some previous experience in it it's important that you can define something that you yourself have experienced that you can share with those people. When you're very clear on this then you can continue to weave your own individual story around it. You can personalise it a little bit and you can establish yourself as being very authentic in your approach. I think this comes across when you find people who are selling products just for the sake of trying to flog you something but they don't actually have an awful lot of belief in what it is they're providing. It's this that I believe is what makes somebody very authentic within their work. When you have a real connection to what it is that you've experienced and you can share with your clients and your prospects.

Ellen: So branding then is not just for big companies?

Fay: That's right, absolutely, absolutely. It's important to be authentic so that you're more of a real and a likeable character. It's easier to let people know what you're doing in a very clear way and even if you're in retail or a service business it's necessary to establish what your uniqueness is from your other competitors in the market and this very often relates through to what people then bring in as perhaps a personalised guarantee on their work. You know Fedex, I guess particularly for people in the United States, would know their tagline "delivered every time on time or it's free", so this makes their service particularly different to any other delivery service. In many businesses people will consider wanting to establish themselves in an area and yet feel that there are too many competitors in their field so how do they go about making themselves different and that's where it comes back to looking at what is unique about them in the field, what is it that they offer from a

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personal level or can share with somebody that makes them just a bit different to everybody else. So finding your unique brand is another very important step within the process.

Ellen: And I love the way you have branded your business Fay with the Aussie Business Coach concept and it's carried over into your ABC, Aussie Business Coach ABC System, a wonderful example of this being itself.

Fay: Absolutely, yes, the Aussie Business Coach came about because Australians are – well they're known I guess for being battlers, they work very hard. This is almost sort of the opposite, to that knowing that yes that doesn't necessarily have to be the case. In Australia we also find that there are people who are in business with miles and miles in between us and very little to connect us but of course now we have the wonderful advantage of having technology and the internet which of course means we can all do business on the same playing fields wherever we are in the world. So there's many similarities and alignments that I recall into my business structure that relate to the Australianism if you like. So yes I love the Aussie Business Coach, it does, it makes me different.

Ellen: Absolutely and that kind of segues over into your next key doesn't it about using compelling words?

Fay: Yes, look compelling words to me - and this again is another whole area that can really be expanded on. The compelling words or the copy, is so important when you're trying to get your message across to your market. Marketing is a form of selling but as I've mentioned before you can sell authentically. You can market yourself authentically and in fact this is something that I feel really strongly about because I have been around marketers who I have felt have not lived by that and I found that really disturbing. So one of the things that I did want to be an important and in integral part of my business was that everything I did is very authentic. But you need to be able to find your own individual voice and find your own story. As I said each and every one of us has skills and knowledge that we can give out to the world that we should feel good about; we should feel proud about our own experiences and be able to create a compelling marketing message around that because it's that message that drives people to the free offer such as the free audio. So the words that we use on our copy, in any brochures, flyers, advertising are really important. You know if we actually just... again we need to step into the shoes of target market and if we sort of imagine that we're living a day in their life, then we can conjure up what it might be like for them and recreate some of the problems that they may have in their life and then offer them solutions and doing this through words is one of the most powerful things we do within our marketing message. So if we actually look at ourselves you know we all have so many experiences that we can bring to the table and share with other people. For me, myself, I'm a mum; I'm a wife; I've travelled the world; I've lost 17 kgs or for Americans that's around 37 lbs; I've got children that have gone to university, lived away from home, travelled all over the world; experienced in property investing; so

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many other things that I can use to bring into the marketing message that I give to my prospects. So we all have something within us that is important to share and the way of doing that through words is a very very powerful means of communicating with our customers.

Ellen: Wonderfully said. Let's go on to the 5th key then which kind of gets into the heart of things, Develop an Affordable and Reliable System. Now an affordable and reliable system for doing what Fay?

Fay: This relates to having an affordable and reliable system for actually dealing with our clients. Really taking them right through the whole marketing process. Another way of saying to develop an affordable and reliable system people may or may not have heard, is the term used as being a "marketing funnel". So we have a funnel which tends to be wide at the top and pointier at the bottom and what we do is try to collect lots of prospects or clients, and again that's another whole section on how to do that efficiently which I know you're great at too Ellen. So collecting those prospects because the money is in that system. Funnily enough lots of people tend to think that the money is in their service or their products but in fact Ellen it's not. The money is in the marketing and if in fact we were asked what business we are in we really should all answer we're in the business of marketing.

Ellen: And that's so important Fay and I just want to stop you for a minute because let's just emphasise this again. Regardless of what kind of business you are in whether you're a coach, a consultant, an author, a small business owner whatever you are really in a business of marketing and some people may not like hearing that it may scare them a little bit right?

Fay: It may scare them a little bit you're absolutely right but chances are the people that it scares are the people that area leaving hidden profits in their business. They're leaving money on the table and it doesn't matter how great your product is, how great your book is, how great your service is how good your business is if people don't know about you and you don't market that to the public then in fact it's useless. It really really is, so as we said, marketing can be done authentically but it needs to be done and it needs to be done really well because that is definitely where the money is. The success off a business is definitely based on the size of it's database or it's list or community but as well as that, developing that list is one thing, but it's more important the relationship that you have with that list because if you want those people as prospective customers or clients to at some stage take up their products or services of yours then you need to get them to know, like and trust you because that is how people buy from you. So developing a relationship with that group through the use of a marketing funnel is critical to a business plan and if people follow this business model not only will they enjoy being considered an expert but they will sell more of their products and their services and the great thing is they will find themselves with more time and freedom to enjoy all the fun things in life.

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Ellen: Well let me just for our audience, have you clarify this concept of a marketing funnel which to some listeners might be very familiar but other people may not know about it. The one thing that maybe kind of vague to some folks is how in the world do you get folks to come in to the top of your marketing funnel, how would you do that?

Fay: Sure. One of the biggest things we do is actually offer them something for free and I use this concept with people who are in business online and offline so it doesn't matter whether you're selling coffee, doesn't matter whether you're selling home goods or whether you're a therapist or a service provider when you do your marketing the idea is is that people come into the top of your funnel by coming into your database because at this point you're offering them perhaps a free tasting, if I could use that in inverted brackets, of your product or your service. Now that might be something as similar as them receiving a copy of a regular newsletter or an e-zine, or an e-book or some other valuable audio product such as the one that people are listening to right here and then over time, you continue to stay in touch with them and provide them with great valuable information and great content and as you stay in touch with them you start to develop a relationship with them. They get to know you a little bit better and they state to know, like and trust you. I actually love to relate this back to allow people to understand it, to think of you know for any of the ladies out there in particular, going out on your first date if somebody picks you up for their first date and immediately within half an hour asks you to marry them the chances are you are going to say no.

Ellen: Right, right.

Fay: You know there is no relationship there, there's nothing happening, there's no connection there so unless they have a fantastic offer you're probably going to say no, so you need to woo them, you need to swoon, you need to create a relationship and get them to know you and in fact research has shown that people need to hear your message up to six times before they will actually buy from you. That's because they'll only buy from people that they have got to know, like and trust. So we do need to find ways to build this relationship with them and as they progress they come into our funnel initially with some free small offering of our products and service and then bit by bit over time, as I said we start to provide them with more content and then maybe start to offer them tastings and more opportunities to work with us on a level at a slightly higher price point. That maybe participating in a series of tele seminars, it may be participating in small group coaching, for offline businesses it may be participating in some kind of membership programme, something that's a little higher price each time and gradually lift them through that funnel and of course the number of people you're dealing with does get smaller and smaller as a funnel does towards its tip but you start to get towards your really high end products as you get to the finer end of the tip of your funnel.

Ellen: Oh excellent that makes so much sense. Let's go onto key number 6 which is Leveraging Your Expertise, tell us about that one?

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Fay: Sure. I guess this is the big one that allows people to have a real income explosion once they get this and once they're able to start implementing this which can actually happen very very quickly. So this is one of the great ways of being able to see rapid results when people are wanting to have profit acceleration within their business and again it can operate for an offline business model or an online business model. So leveraging your expertise actually means making greater use of your time so I like to often say work once but work wisely and what I mean that is that you are able to monetise the products or services that you create. So for example, even within an accounting business they may have clients that come in to them time and time again asking about how to set up a company and so the accountant may sit there and spend 45 minutes going over how to set up a company in the ins and outs what's necessary etc. and then the customer may go, okay that's great alright well now let's get on to why I'm really here. And then they go through with their general service. In fact, that accountant could have created a product whereby he created an audio or CD or a DVD where he went through and explains that process of setting up a company and then have that available for his clients to purchase. So the first time ever he explains it he can do the recording, create a product and in fact can then divert people into purchasing that product that does not take any more of his time and in fact would then free him up for an additional 45 minutes every time that was the question that a client came into ask. So that's an example of how people can actually monetise their products in creating a product. There's also some other exciting ways to be able to leverage your expertise and a couple of those Ellen are things like a membership or a continuity programme and again this can work for all sorts of businesses and business models. It might be something like skin care cream of the month, I'm sure lots of people have seen adverts for that, it may be a book of the month I mean hey have you ever tried to unsubscribe from something called Readers Digest? Do you have that in the States?

Ellen: Sure.

Fay: You know so that's a great model of the membership programme or a continuity programme where once you sign up you receive something month after month. So that's the idea of a continuity programme is that it actually delivers information to your clients or your members in exchange for a monthly fee so the great thing about this is that it actually gives you as a business person a fantastic regular cash flow so when there's times where your business may be up and down in other area of its sales in fact your membership programme will provide you with an ongoing cashflow. This is just great because if you find yourself getting in to times where your short on cash, you start to get a bit reckless and sleepless, so the membership programme is a fantastic stream of income and definitely one of my favourites. It's very passive; it doesn't need too much attention. Often what will happen is that you might provide your clients with a monthly Q&A call or a monthly audio that they can download or perhaps a CD of the month and there's great software that people can install within their website that allows them to run a membership forum or a membership programme very very effectively. And another way of people being

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able to leverage their expertise to create things like a platinum style programme for example where you might take a small group or single client and include person-to-person work with that particular group. Typically it might be some private coaching or some consulting and then they get other goodies that makes them feel very special as members and of course you're able to charge more for that. And of course as I mentioned before with the accountant one of the other styles of leveraging your expertise and monetising is to create information products and that's probably one of the types of things that people see very often on the internet but again it's a way that offline businesses as well can create product whether it be e-books, CDs or home study programmes to actually be able to monetise the knowledge that they've already got tied up in their heads. It comes back to me saying before how all of us have knowledge inside our heads that maybe we actually know it so well that we take it for granted and we don't realise that there could be hundreds, thousands of people out there in the world that would love to get hold of that information if only we would put it into an information product. So those are a couple of the ways that I particularly love and are my favourite for being able to monetise your expertise. So that particular point Ellen is really about working once and then being able to on sell that information time and time again. So even people who do group coaching or programmes or run seminars, they might do the programme once but if they take a recording of that they can on sell the recording, they can tape DVDs of the seminars or the workshops and on sell the seminars. So you can see the capacity for income explosion can be really really incredible when we're looking at leveraging our time and monetising our products.

Ellen: Well I think this particular key say if people have not grasped this before they really can get their minds around it. This has got to be one of the most exciting keys in here because you see many solo service providers in particular who just trade their services for money over and over and they don't have any leverage at all so for them to be able to hear all the ways, and that was only the tip of the iceberg, all the ways you can leverage your expertise has got to be really really exciting.

Fay: I believe it is even the same for even offline businesses as well is that fact that they only see that they can just take dollars for their products or services yet there so many opportunities for them to be able to leverage off that. As you say Ellen you are absolutely right, it's where most solopreneurs get stuck in that they desperately want to increase their business, they know they have potential beyond where they are at the moment and yet they just don't know how to get there. There is, after all only so many hours in the day, so leveraging off creating products from your services is as you say one of the most exciting ways and as I said it is one of the ways to most quickly and easily double, triple, skyrocket your income.

Ellen: Well before we get the 7th and last key Fay I'm assuming that all of these keys are things that you work with your clients in depth this is just a taste of what you provide in your ABC marketing funnel training and I'm assuming you go into depth with your clients on each one of these.

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Fay: It really is. Your absolutely right Ellen. In this short amount of time it's really difficult to cover everything so what I'm talking about today is definitely just a snippet of the keys that you need, to be able to create more clients, more sales and more profits. But definitely part of my programme actually works through each and every one of these plus so much more, to be able to show almost any business whether it be a small business or a solo entrepreneur how they can really find... I really refer to it as finding **hidden profits**. Because you'd be surprised at what profits there are in your business that are being left on the table simply because you don't have all these things in place or maybe you have some of them in place but you need to work on other areas that are lacking and you'll find that maybe at the moment you might have a bit of a bucket but it's got holes in it and it's a bit leaky. So we look at plugging in these holes, plugging up those holes, so that you can keep all of your clients, gather new clients, and really provide them with great products and services that you already have, in a much more leveraged way. So yes, when I work with my clients I go through all of these steps and more in much much greater detail.

Ellen: Well let's get to the 7th and perhaps the most important key Fay and what is that?

Fay: Well as we said Ellen there seems like there's a lot to do although I still love the name ABC because to me that sounds like it's very simple. Like we're back at kinder school or early grade so the ABC Marketing Strategies will take you through step by step but it is however important to know what steps to do and in what order to do them. It's important to look at each business individually or to be able to gather the information and for me to help you to decide what parts need doing first.

Ellen: So in other words knowing what to do and when to do it.

Fay: Knowing exactly what to do and when to do it because that's the part that so many people have a struggle with. They get lots of information and they hear that they should be doing this thing and that thing and something else but they just don't know how to put it all together. They just don't know what they're meant to be doing first and what results of that is that they just tend to sit still in complete overwhelm. So if you're unsure about the system and you try to put the cart before the horse so to speak then you're going to be far less effective so you need to consider what the intention is for each particular product or service that you offer and work out how to spend your time doing what's important because I think so many of us are guilty of wasting so much time or spending time doing things that are unimportant or seen as important from somebody else's eyes but not our own. And when we're in business whether it be small business or a solo business usually we're spending all our time running around just trying to get more sales or just trying to get more customers in the door. We tend to have lots of great ideas but we never get around to being able to do it all so this is why I love to provide my clients with a simple plan that they can focus on and this will cut through all the clutter that they already have and even if they've been feeling frustrated despite everything that they've already discovered, then together we can pull it into place so that they can market their expertise and pull in some consistent income and they'll very quickly find that

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they've actually got more time to enjoy doing the things that they love to do. I know how it feels to be in that place of frustration I've been there myself I'm sure you have too Ellen....

Ellen: Absolutely.

Fay: When we're working really hard and we know that we want to keep our clients happy with what we're doing but we're just not getting our message or our service out to a big enough audience to really be able to make the money that we deserve and live the lifestyle that we really want to live. It's easy to be swayed by I call them shiny bright objects or gimmicks that come along; people offering us, you know, wild income amounts for very little work and in fact we do need to do a little bit of work, we do need to take some action and that's one of the reasons why I just love to work with people who are willing to invest in themselves and invest in their business to be able to reach their goals. People who are energetic, genuine and forward moving in their thinking and if they are confused as to what to do then that final step of knowing what to do and when, is of course how my programme brings all of these keys together.

Ellen: Well Fay you've given us some absolutely fabulous and useful information. Just to recap the . Number 1 is Make that Marketing Shift, Number 2 The Riches are in the Niches, I love that; 3 Find Your Unique Brand; 4 Use Compelling Words; 5 Develop an Affordable and Reliable System; number 6 Leverage Your Expertise and finally the 7th key Know What To Do And When. So Fay what is the next step that you'd like people who are listening to this audio, what's the next step for them to do?

Fay: Great. Look if somebody would like to take another step on their road to success then one of the easiest ways is that they should automatically now be receiving my fortnightly marketing article which will definitely provide lots of useful information and steps that they can implement straight away and through those they will also be notified of any free tele classes that are available but right this minute they can go over to my blog and leave a comment which would be just great. The blog address is www.theaussiebusinesscoach.com/blog.

Ellen: I'm sorry just let me repeat it for them it's www.theaussiebusinesscoach.com/blog.

Fay: That's right.

Ellen: This has been so enjoyable for me and I love your 7 key system and I'm just so excited for our listeners who are going to be able to get this information and we're hearing some wonderful success stories from folks who are working with you.

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Fay: That's great thank you so much Ellen it's been lovely talking to you and I've really enjoyed sharing with everyone how they can take control of their life and really get the success that they are looking for right now.

Ellen: Excellent thank you Fay.

Fay: Your welcome, bye.

Ellen: Bye bye.

End of Transcription