



# Evolve YOUR Business

## The 10 Success Tips for Developing Your Authentic Relationship Marketing are...

Tip Number One: **Change Your SALE**

Tip Number Two: **Know Your Authentic Value**

Tip Number Three: **Change Your Vibration**

Tip Number Four: **Develop Your Story of Transformation**

Tip Number Five: **Create Your Packages**

Tip Number Six: **Develop Your Authentic Rate**

Tip Number Seven: **Networking and Follow-up**

Tip Number Eight: **Follow-up Calls**

Tip Number Nine: **Sales Conversation**

Tip Number Ten: **Closing the Sale**

My intention for gifting this eBook to you is to help you move forward in your business.

**Let's begin by taking a look at business itself...**

**The Core of Business** is to make money.

**The Heart of Business** is being of service to others.

**The Attitude of Business** is “Who can I help?”



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## The Focus of Business is on Your Message and Positioning

### **The focus of your message is**

- what do people want?
- how do you fit with what they want?
- what parts of your Authentic Story resonate with them and what they want?

### **The focus of your positioning is**

- who else is doing what you do?
- how are you different?
- what makes you unique and fascinating?
- what do you have to offer that people find captivating?
- what are people saying they want?

### **The focus of your offering or package is**

- your Authentic Rate, which is based on your Authentic Value
- based on what people think they want

### **The focus of your Signature System is**

- based on what you know your clients have shown you they need
- revealed by what you have created and worked on with your one-to-one private clients. This material becomes your group program.



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## Tip Number One:

### Change Your SALE

**“Marketing is no longer about sales it’s about being of service, it’s about Relationship Marketing.”**

It's not what you sell, it's WHO you sell that matters.

For centuries retailers sold what the customer ‘needed’ like food, coats, livestock, and so on.

Today, most of us can buy what we want in 20 colors, so the retailer must change their occasional customers into friends, fans, and most importantly, referral sources in order for their business to not only survive, but thrive.

Authentic Relationship Marketing is about letting people know who you are, your authentic story, your unique message. They want to know what you stand for, your POV (Point of View).

**“At the end of the day, it’s not what you are, but who you are. Be genuine, get real, be authentic, be in the moment.”**

~Linda Vettrus-Nichols



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## Tip Number Two: Know Your Authentic Value

There is an exercise you can do in order to create a visual representation of your investment in yourself. It is a great way to know and own your value.

### Value has a vibration

#### Authentic Value Exercise

This exercise will show you your true personal and professional value. On separate 3" x 3" pieces of paper or post-it-notes, write each accomplishment in your lifetime. Also, if you won something write down what it was and the price it would have been if you had bought it.

Start with your youth activities and early jobs. Continue up through all of your education and career work. Make sure you document your hobbies, awards, and volunteerism. Use one piece of paper per specific education, training or seminar you have attended and what you invested for each. Find a central location to stack your pieces of paper.

**Your stack is a reflection of what makes you who you are today. It is a visual and energetic representation of your Authentic Value. So charge accordingly.**



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## Tip Number Three: Change Your Vibration

You can change your vibration so people will be self-identifying and ask to work with you, rather than you asking them.

### **Magnetize clients to you via your Authentic Vibration**

Knowing your Authentic Vibration will help you create your messaging for your first and third person bios, your website copy, and your one minute elevator pitch.

Your Authentic Vibration includes your Authentic Value, your Authentic Rate (what you will charge for your services or the products you create) Your Authentic Story (the parts your Ideal Client can relate to) and the Transformation Story of the client who gave you that feeling of “awe that’s why I do what I do” (at one point in time while working with them.)

To create the highest vibration, for your one minute elevator pitch, combine your Authentic Story as well as the Transformation Story of the client who “really jazzed you.”

**Your level of vibration determines the level of client you are attracting. If you are somewhat sensitive to the energy around you, keeping your vibration high will also help you with face-to-face networking which can be exhausting.**



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## Tip Number Four: Develop Your Story of Transformation

Help others to self-identify by sharing the parts of your personal story of transformation that they can relate to.

**What were you like in the past? What changed you and what are you like now? Use the parts of your answers that connect with what is going on for your potential clients.**

One example from my story of transformation was that I had no idea how to figure out what to charge. I've had months where I couldn't even give my services away. Formal networking groups used to exhaust me and my elevator pitch did not sound authentic. I felt unsupported in my life and in my three businesses. Then I found myself in a new marriage, with wonderful emotional support but that didn't happen until I learned to love myself. I am now a woman with a sense of my own destiny.

**"A woman is the full circle. Within her is the power to create, nurture, and transform."**

~Diane Mariechild



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## Tip Number Five: Create Your Packages

It's very important to initially focus on 1-to-1 clients. Once you have had a dozen private clients you will know what your tribe needs and what you do to help them.

**Look for the common thread of materials you created for your private clients. What did the majority of them really need? How did you help them?**

Take those common materials and create your Signature System.

You are now ready to start your first group program. Make sure to record every group teaching. Your next group will have the recordings and this will free up some time for you to work on your business, rather than in it ,and still get paid.

**It is not as important to create a package as to know what will sell. Remember to think in terms of “What do people want?” You can give them what you know they need, once they are in your program.**



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## Tip Number Six: Develop Your Authentic Rate

Your Authentic Rate comes from the vibration of your Authentic Value.

**Charging what you are worth and getting it, is about knowing and believing in your own value and what you have to offer.**

You will need to go deep inside of yourself, while being in the present moment, in order to see the value of what you are offering.

Think about what has transpired when you have helped a particular person. Who else in their life benefited from your work? In other words, your unique skills have a ripple effect on the Universe. You have the ability to help people get back their dreams.

Rather than focusing on what the economy or the average pricing in your industry, package your services with a Private FB Group, unlimited email, recordings, templates, etc. Things that will add value to your package without taking up your precious time and energy. This way you can serve more people.

Undercharging de-values you and your client.

**“Even the Medicine Man has bills to Pay” ~Jim Rosemerry**



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## Tip Number Seven:

### Networking and Follow-up

Face to face networking is important so people get to know you and learn how to trust you.

**Look for fun ways to get out and meet people. Choose something that will give you a good return on your time and effort.**

People really appreciate it if you reach out and call them after talking with them at a meeting or at an event. Emails are very impersonal and a difficult way to build Know, Like, and Trust. When you follow-up, you show people that you care about them and their business. It is a heart-to-heart connection when you reach out asking them who they enjoy working with. This helps you to know them better and refer business to them. When they ask you about your business it increases your opportunity to help transform lives.

Keep people's names on your current follow-up list until you have booked and held a conversation. You can then file your notes according to your next step with them.

**People find in-person conversations more fascinating than on-line. However Ego is up when you are meeting with someone face-to-face so make sure you do your initial follow-up over the phone.**



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## Tip Number Eight:

### Follow-up Calls

Invite people you meet on Facebook or at a live networking event to a phone conversation. Always keep in mind what their next step with you will be.

#### **The Fortune is in the Follow-up**

**Invitation Call:** This call is to schedule a Reach Out networking type phone conversation.

#### **Reach Out Call**

This is a friendly conversation focused on your new acquaintance. Ask questions you would ask someone while having tea or at a cocktail party. Get to know them and why they started their business. Keep asking questions that show them you are interested in them and their business. Listen for the one thing you can solve for them and invite them to a future conversation. Make sure to get a date and time on both of your calendars. This next conversation is called a Complementary Strategy Session.

**Make three attempts to contact your new acquaintance by phone. After the second attempt, immediately follow-up with an email letting them know you had made a second phone call and left a voice message. This will raise you up on their priority list.**



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## Tip Number Nine: Sales Conversation

The sales conversation happens during and at the end of the Complimentary Strategy Session. The outcome of the sales conversation is the next logical step for the prospective client to take with you.

**Make sure to tell your prospective client a story of transformation of one or two clients who have worked with you.**

**Facts tell—Stories Sell.**

You are actually interviewing your prospect to see if you want to work with them. Are they on time for the call, are they respectful and value your time? There is a saying in the coaching industry, “If you have to drag them in you’ll have to drag them around.” Know who you enjoy working with and how you choose to be treated by your clients.

Remind them of what they told you they were dealing with and what they really want to see happen in their life or business.

Speak their language and solve the one thing agreed upon during the Reach Out Conversation and no more. If you solve more than one thing you will trick them into thinking they don’t need you and that would be negative for both of you.

**Be prescriptive and invite them to join you for the package that is right for them at this time.**



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## **Tip Number Ten:** **Closing the Sale**

If money becomes an issue, remind your prospective client that money is all around us—we just don't always see it.

**Teach your client how the wealthy make decisions.**

When considering a purchase the wealthy ask themselves if they want what is being offered. If they get a Yes, then and only then, do they ask themselves “What will I do to create the money for this investment.”?

Nothing is a cost, everything is an investment. That is what keeps things crystal clear.

Offer to help your client find the hidden money in their life or in their business. Some credit card companies allow people to write a one time interest free check for a limited amount such as \$5000. Family members can help with a loan. Tax returns and roll-over plans are also available. Never decide for a prospective client what they can or cannot afford.

Get a non-refundable deposit and review their purchase.

**Get your new client started right away!**



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## Bonus Tip

**Relationship Marketing is not how many Likes you get on your Facebook Business Page.**

For example, Relationship Marketing isn't a...

**Facebook Private Message or Timeline message or email saying:**

- Hello Linda, Like my page (sent with pg. URL)
- Hello Linda, I Liked your page, please Like mine
- Hello Linda, I Liked your page to learn more about your work (code for I was so nice to Like your page so go like mine - much closer to Relationship Marketing than the others)

**Here's what I say to all of that, "Call me!"**



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Linda Vettrus-Nichols is a Performance Improvement Coach who helps entrepreneurs build their business through Authentic Relationship Marketing. She believes in a world where women are empowered by authenticity and supported in their growth. Linda helps her clients achieve a clear direction by uncovering and resolving the conscious and unconscious truth influencing their personal performance. With over 30 years in Special Education and Neuroscience, she knows how to simplify the complex in order to help her clients create results driven marketing materials, course curriculums, and signature systems. Linda is the CEO and lead coach at Evolutionary Healer where she provides real time, on-line support for her clients.



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