
From Hot Mess to Favorite Client

A Transformation in 24-Hours ...

The initial contact

Most clients will enter your business through some initial contact where they can talk to you about your services. Whether you call it a discovery call, free initial consultation, or a getting to know you session, we're talking about the conversation that takes place immediately prior to money changing hands.

Two emotions in conflict

There are two people in this conversation, and you're both going through your own (fairly predictable) emotional roller coaster.



HOPE

FEAR



1. You

→ **Hope**

They're a cool person who recently came into a large inheritance

→ **Fear**

They're bat shit crazy and bankrupt.





HOPE

FEAR



2. They

→ **Hope**

You can solve their problem,
ideally for a price they can afford

→ **Fear**

That you cannot





—

What if there was a better way to handle this hot mess?

There IS a better way. Get started today.



The first contact

The first few minutes can be really weird. You're nervous, for all the obvious reasons.

But they're nervous too. So they'll posture. They'll put on a social mask. And lie.

Someone must stop the weirdness.

(Since you're the one asking for money, **that someone has to be you!**)



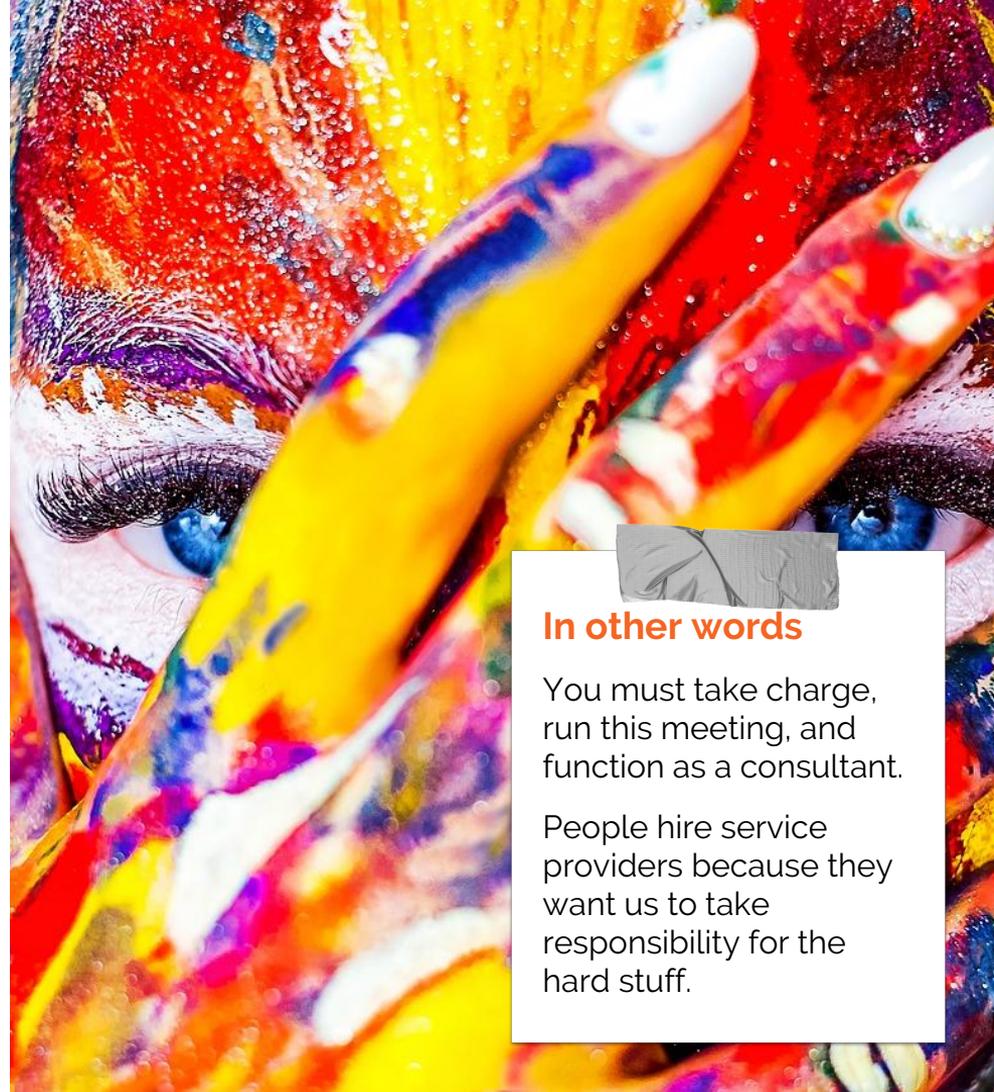
You've got to

Break the hope/fear tension, get the masks off and the walls down, cope with mixed motivation, and deal with issues of control.

And you've got a very limited time to do it.

REMEMBER:

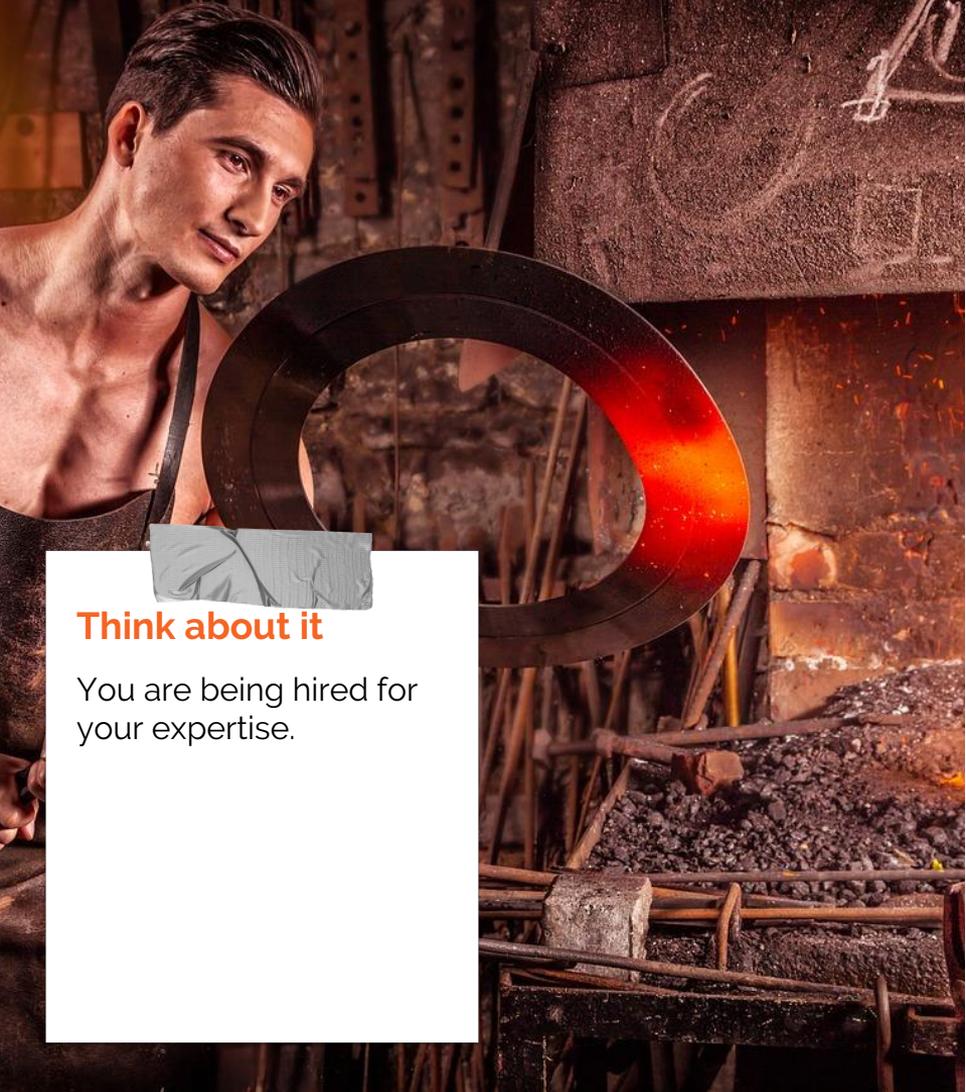
When people tell you something's wrong or doesn't work for them, they are **almost always right**. When they tell you exactly what they think is wrong and how to fix it, they are **almost always wrong**.



In other words

You must take charge, run this meeting, and function as a consultant.

People hire service providers because they want us to take responsibility for the hard stuff.



Think about it

You are being hired for your expertise.

Reason one.

You're basically already a consultant, so start acting like one.

The problem is most freelancers see themselves as being hired for a particular skill.

Reason two.

Become a consultant so you can charge like one.

People who tend to only see themselves as a person with a skill, end up charging for the skill instead of also charging for their expertise.

Story for illustration purposes only

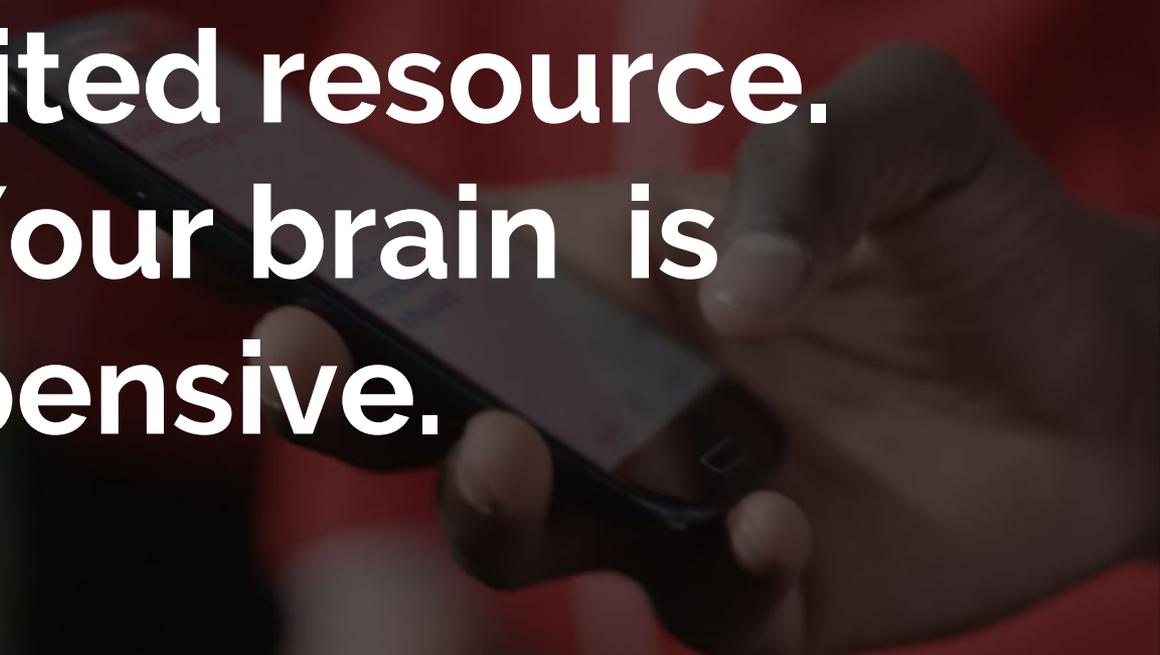


Tip

Anyone who takes consulting seriously can tell you that they make more money in this capacity than they did as a freelancer.

**3. Your time is a
limited resource.**

**4. Your brain is
expensive.**

A hand holding a smartphone, with the phone's screen visible. The background is a blurred red and white pattern.

Tip

Consultants differentiate their pricing based on the roles they perform: heads, hands, collaborative.

5. This mindset shift helps you move to CEO of your business.

Have you ever had a client who keeps asking to get on the phone with you? Or asks you for advice?

If you do, then you've already ventured into consultancy.





Tip

Consider doubling your rates. Notice your reactions to that idea. Do you feel tension in your body. What thoughts pop into your mind?

Reason six.

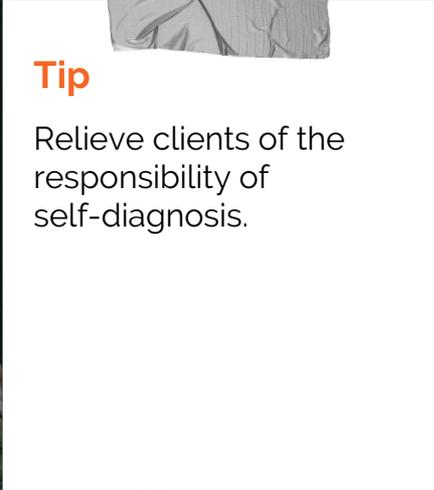
If you value yourself, others will likely value you too.

People who don't value themselves, their work, or their expertise charge very little, never close a deal, or always get taken for a ride.

You've made it to a certain level

Reason seven: People are going to start asking you for advice. Even if it's not happening to you now, it will.

Shift your mindset to consultancy sooner rather than later.



Tip

Relieve clients of the responsibility of self-diagnosis.



Consulting

In his landmark bestseller, *Flawless Consulting*, Peter Block defines 5 phases of consulting.

Today we are only touching on the first phase, Entry & Contracting.

- **They Tell Me What Hurts**
People use their own voice. They don't pretend.
- **I Take Care of the Rest**
They don't have to figure it all out and explain everything to me.

—
The One Question Two Word Better Clarity
Way

Lead with “**What
hurts?**” Ask them
what hurts.



Tip

Use a “let’s roll up our sleeves and see what we can do here” tone of voice, not a “tell me about your wounded inner child” voice..

“What hurts” is the core question of your initial meeting.

PEOPLE ARE MOTIVATED
BY ONLY ONE OF TWO
THINGS: **AVOID**
PAIN OR **SEEK**
PLEASURE



Tip

You must uncover their **frustrations, concerns,** and **challenges,** so they see that doing nothing **or** doing it themselves **or** working with someone else, is more painful than paying you.



Can You Help?

Convert prospects into clients in first meeting,

→ **Curiosity Question**

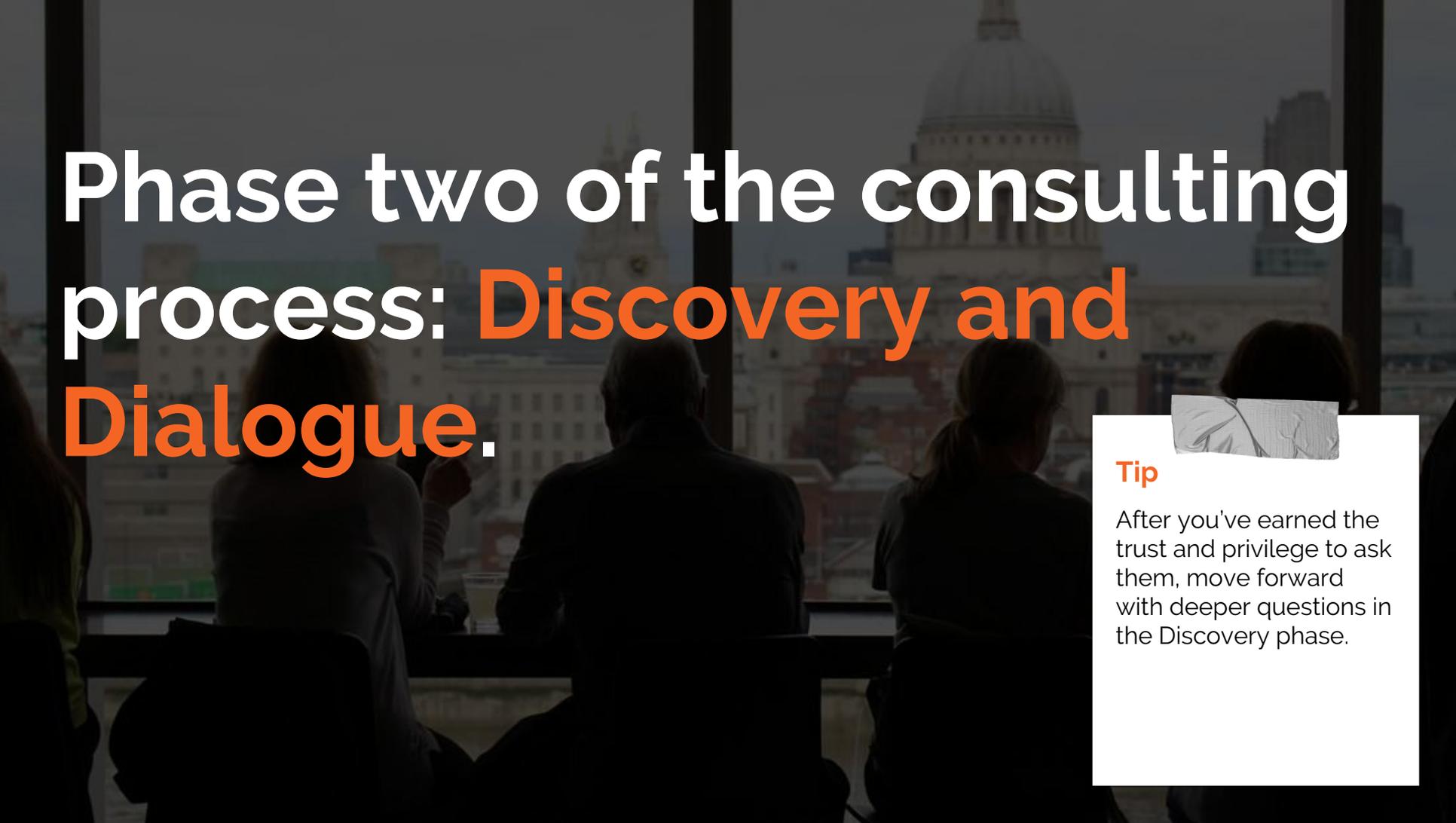
What made you curious to invest the time and work with me today?

→ **Decision Maker**

Assuming we work together and when it comes to making financial arrangements, are you the decision maker?

→ **Money Closing**

What were you envisioning paying for this?



Phase two of the consulting process: **Discovery and Dialogue.**



Tip

After you've earned the trust and privilege to ask them, move forward with deeper questions in the Discovery phase.



Kathy Drewien

My company rescues abandoned, ugly, broken, outdated, and non-productive sites.

I help savvy, confident, and thoughtful creative professionals evolve, grow, and create life-changing results.

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