

## **What Business are you Actually in?**

I have what may seem on the surface and easy question for you. What business are you in? If you are reading this, I assume that you are a business owner or a sales rep. You may be a Chiropractor, real estate agent, insurance agent, loan officer, car salesman, in home improvements, you get the idea, but it doesn't matter at this point. Again, what business are you in? If you answered what your skills are in, or what you tell people when asked what you do for a living, then I hate to burst your bubble, but you are entirely wrong.

That fact is that what you are skilled at, what you tell people you do for a living is really your widget, and this goes for all of you. In fact, all of us, including myself, are in the same business when push comes to shove. We are in the marketing business. To take this even further you are in the list building and relationship marketing business. Basically, you are in the marketing business because it doesn't matter how good you are at your skills, if nobody knows about you it's all for nothing, you are likely to go out of business or just "get by".

Marketing is the backbone of every business and encompasses many skills. It includes the art of generating business, the art of sales, the art of generating referrals, repeat business and loyalty. It includes branding and today it even includes your online reputation (everything about you that is on the Internet including social media).

In fact, my coach/mentor once told me; "if you can master marketing, you can own ANY business you want. You can even own a dentist office as a partner if you find a Dentist who cannot drive business through his or her doors." I took that to heart because it made sense. My coach owned several different businesses before he retired, many in totally unrelated industries and was successful in all because he knew what business he was in. He was in the marketing business.

This revelation may stun you, aggravate you, and even make you angry. You may have spent a lot of money to learn your skills. You may have a lot of time invested to learn your skills. You may be the very best at what you do. The fact remains that the BUSINESS you are in is the marketing business and of course that includes sales. I am not diminishing your skills, your "widget" is important, it is your niche but do not allow it to put blinders on your eyes. The minute you realize, and master market, and especially relationship marketing, you are going to see many roads to driving more income into your family's accounts.

Implementing a good referral strategy is marketing for example. Why would you leave referrals to chance on the hopes that all your clients are so satisfied that they will run out and tell everyone all about how wonderful you are at your skills. Bad news, they won't, and they don't. I am sure that you receive referral business, and it is the second best business you can get (second to repeat business) and you should be proud of referrals. But what would happen if you put together a relationship marketing plan that would cost very little money and even less effort, and double your referral business? Referrals grow exponentially, and when done right is all the new clients you will ever need even considering natural attrition.

Or implementing a relationship marketing campaign that builds loyalty and affinity to you from your clients. Such a strong bond that they would feel guilty for ever going to your competitor. A program so strong they will literally bring referrals to you on their arm.

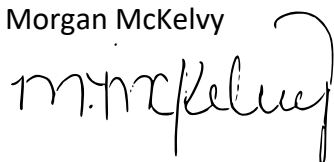
You can, and it all starts with building relationships. How do you do this? You communicate with all your clients on a persistent and consistent basis NOT to sell them but to entertain them and to let them know that they are important to you as not only a client but as a person. You are not indifferent to them. You communicate with them on their birthdays, on holidays, at least once a month, you call them, you mail them you build the relationship.

When you build this relationship with your clients a magically thing happens to your business, it grows dramatically and quickly. The future of your business is in jeopardy if you don't grasp this concept. People are getting less and less price conscious and more tuned in to the entire customer experience and that experience goes on long after the initial transaction.

You want to grow your business? Then today you understand what business you are, and you start looking at ways to build relationships with your clients. True relationships. Start today by at least implementing a "Thank You" postcard program in your business. You're a consumer, of all the businesses you did a transaction with just this last year, how many even bothered to send you an email thank you for doing business with them? I'll wager none. the minute you implement this first stage of building a relationship you stand out from your competitors.

Reach out to me if you want to learn how to automate this entire process and/or feel like a coach would help you achieve what you are worth.

Morgan McKelvy

A handwritten signature in black ink that reads "m.mckelvy". The signature is written in a cursive, lowercase style with a large, looping flourish at the end.

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