

Creating Your Client Experience

Branding & Virtual Visibility Workshop

Stages of Relationship Building

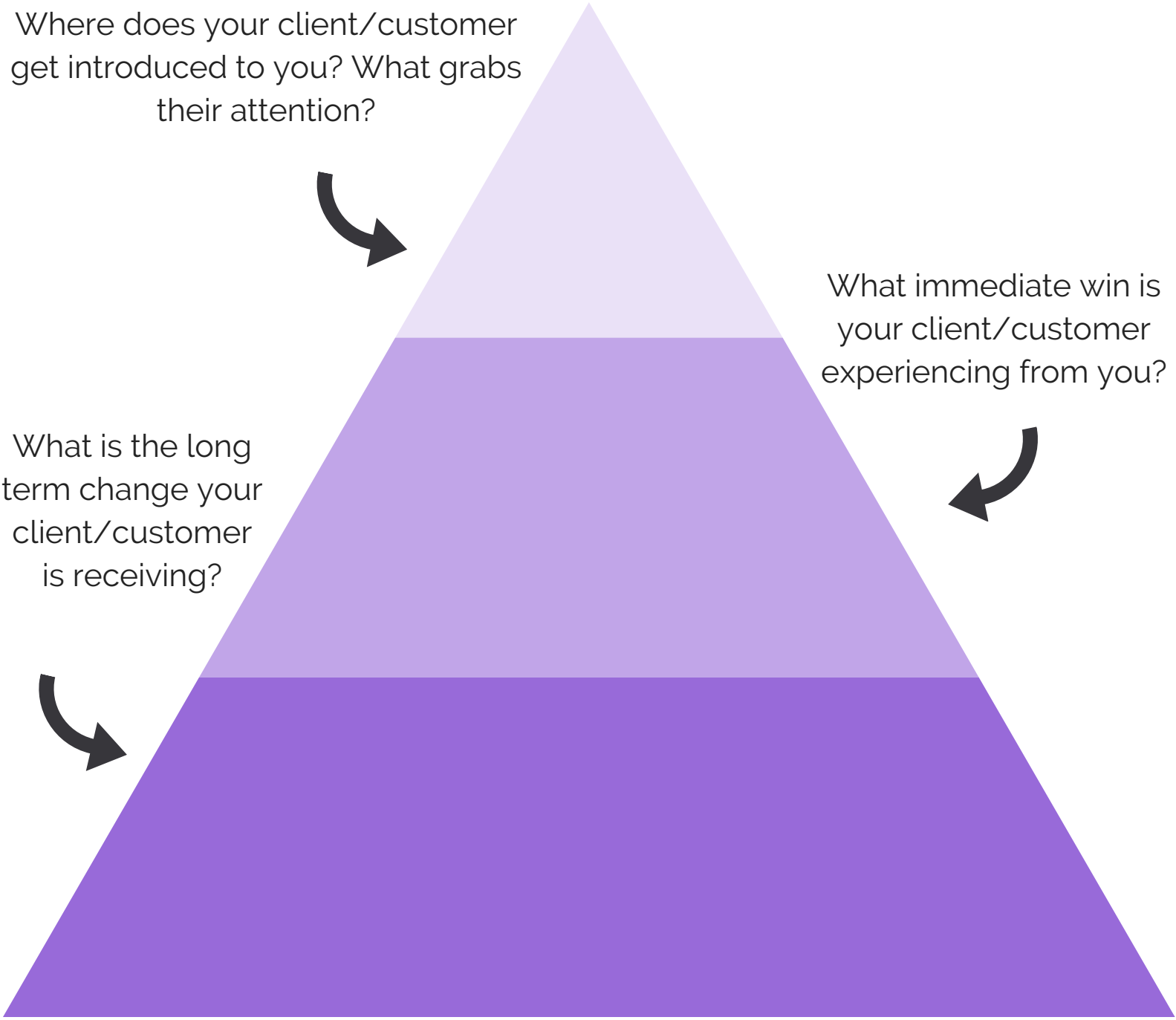
Where does your client/customer get introduced to you? What grabs their attention?



What immediate win is your client/customer experiencing from you?



What is the long term change your client/customer is receiving?



Think of your client experience like telling a story.

It should have a beginning, middle and end...and better yet, a sequel! Remember, stories make you feel something.

How is your client/customer feeling when they interact with you and your content?



How does your audience opt-in for building a relationship with you?

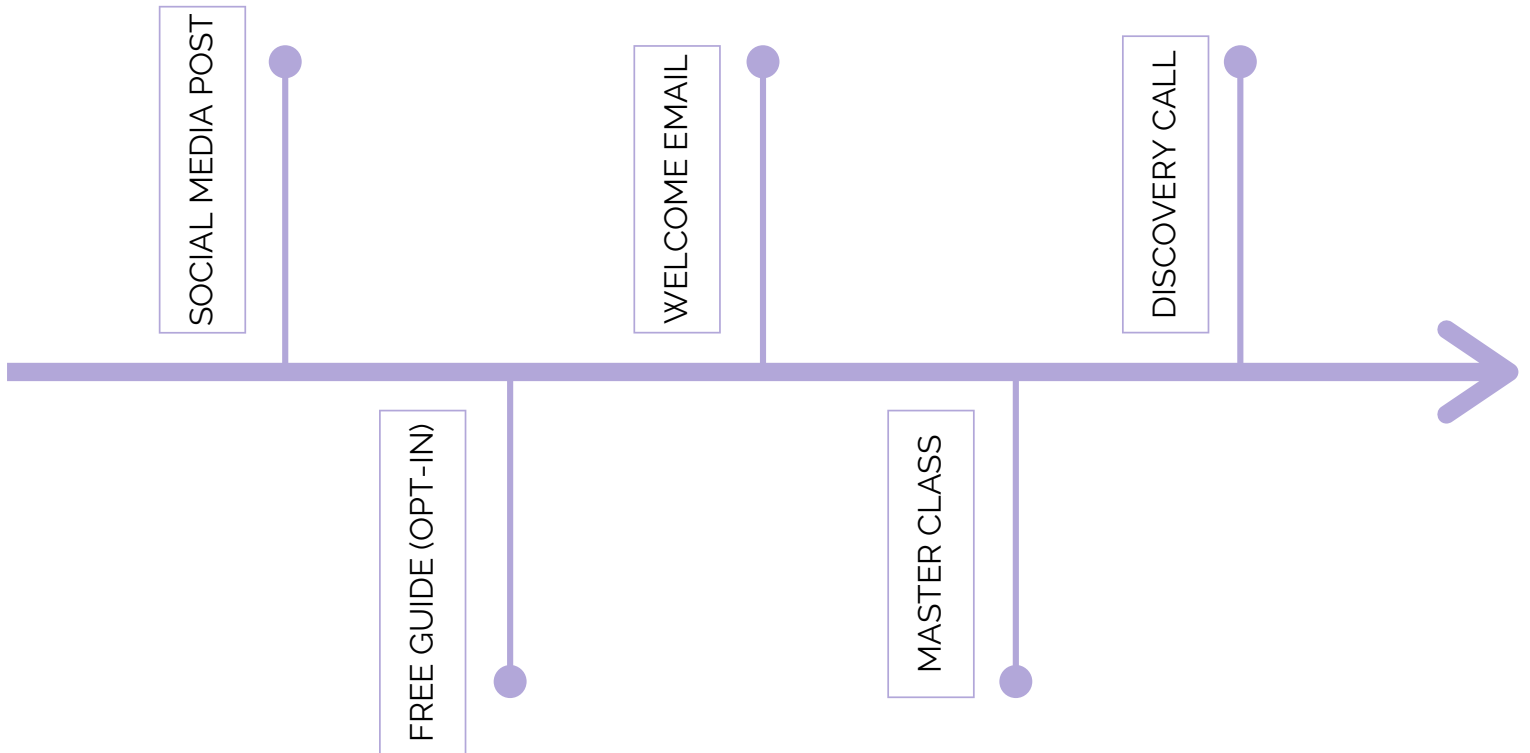


How are you nurturing your client/customer?



Create a Pipeline

WHAT IS THEIR JOURNEY?



How do you want your client/customer to remember you? What about your business gives them a memorable, and life-changing experience?

What are your products/services?
Where and how do they fit into this experience?



What are the touch points you create in your client's experience from the time they discover your business, all the way to the time they finish working with you?



How will you know when your client has had a positive experience working with you?



Mantras:

When I lead with service, I am led to abundance!

I effortlessly attract people that are excited to work with me!

My clients have the best experience working with me!

All of my clients leave me raving reviews!

When I build relationships intentionally,
they blossom into long-lasting opportunities!

I always send my audience on a clear and exciting
path to working with me.

People love to pay me for my services!

When will you revisit this part of your business?

