

PRINCIPLE TWO

Who are you in service to?

This isn't just about your marketing, this is about how you define your entire business. Most people define themselves and their business by their label: "I'm an accountant." "I'm a mortgage broker." "I'm a massage therapist." Or, they define themselves by their process: "I sell real estate." "I do marketing." "I'm in sales."

What's wrong with this? Two things, at least. To start with, the focus is entirely on you. Have you ever met someone at a party who talked exclusively about themselves? How hard was it to feel connected to them, and did you even want to? Plus, having the focus on you promotes stage fright- and why should you be performing, anyway, instead of just being with any potential client?

Another thing that is wrong is that you are killing creativity and flexibility in your business right from the get-go. What if the market changes? What if you want to expand your skills or your roles? What if you go from being a real estate agent to being a mortgage broker? You might be faced with starting a whole new business. Or, you can look at it a different way.

Instead of using labels, get crystal clear on **Who** and **What**. **Who** is **who you are helping**. This can be challenging to zero in on, so I break it down into two components: demographics and psychographics.

Demographics- physical or social characteristics: women in their 40's-60's, successful sales professionals, teenagers at risk from gangs, pet owners.

Psychographics- beliefs or attitudes: People who enjoy nature. People who believe in sustainable living. People who care about animals.

The **What** is **What they are struggling with** for which you have help or a solution. Struggling to make a profit. Overwhelmed trying to find an affordable and enjoyable home. Challenged to keep pets healthy without breaking the bank. This is from their point of view, not from your solution-perspective.

The Who and What of Heart of Business is this: “Helping people in small business who want to make a difference and need to make a profit.” I don’t have to talk about what I do, or how I do it, yet. The advantages of this approach: it leaves you flexible to use any and all resources to help your clients, and it doesn’t leave you in the constraining box of a particular modality. If I was a “coach” I might feel constrained that I couldn’t do training and teaching. Ask yourself: where is your label keeping your business from being a creative, wow business?

In marketing, the advantage of a Who and What statement, is that people instantly know whether they are interested in knowing more– whether they are a potential client or not. And, what’s more, people easily and effectively know who to send you as referrals. “Do you really help people like that? My friend Bob needs to talk to you.”

Warning! Where people stop with this is in saying, “But I can work with anyone, I don’t want to limit people from coming to me.” Strangely enough, this is thinking from scarcity, and it doesn’t work. The truth is, you don’t need 1,000,000 customers- you just need the right ones. A client of mine who runs a \$6,000,000 retail operation does the majority of his sales from an email list of only 6,000 people. If you don’t know Who and What, your own customers can’t self-identify, and they won’t know that what you have applies to what they need.

What’s more, people are in need. They want to buy from you. But, they are so focussed on their own challenges and problems, that they don’t have a lot of time and attention for you. If you throw your label or process in front of them, from the perspective of their survival-level challenge, you aren’t help, you are a distraction, something getting between them and their goal.

However, if you put Who and What in front of them, instead of standing between them and their goal, you are suddenly standing shoulder to shoulder with them, helping them get to their goal. They are going to be very interested in you.

You will know you hit the right Who and What when other people respond either with personal interest “How do you do that?”, or they think of others whom you could help: “I know someone who should talk to you.”