

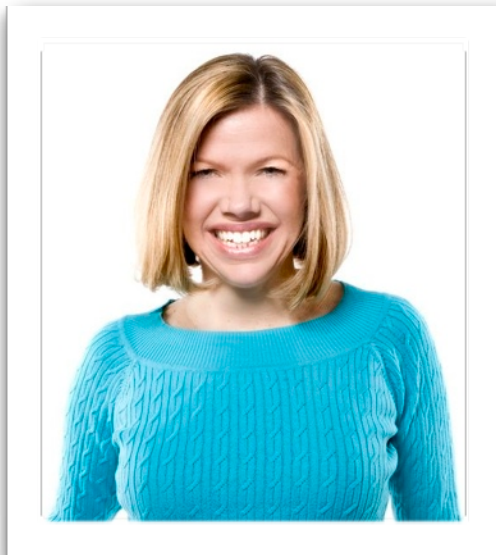
7 Simple Ways to Get Clients NOW and Turn Your Business Around Fast!

by Dinneen Diette



www.DinneenSpeaks.com

About Dinneen Diette



Dinneen Diette, MBA is a dynamic combination of marketing and business strategist, consultant, mentor, and coach.

She is passionate about helping entrepreneurs think big and play bigger to build a thriving, profitable business.

It is her ability to cut through the clutter, see potential and possibility, and turn it into action that has led to tremendous success for her clients.

A successful entrepreneur with 20 years experience in marketing, public relations and business development, Dinneen has helped increase the visibility of products and services for public figures, international governments, and Fortune 500 companies that has resulted in millions of dollars in sales.

Dinneen has also taught Marketing and Business courses at Universities in the U.S. and in Europe, and received her MBA at one of the top business schools in France.

Dinneen's expertise integrates a strong global perspective with practical, thought-provoking, realistic and immediately actionable ideas.

If you are an entrepreneur whose passion is making a difference in the lives of your clients, Dinneen's dynamic, high-energy will take you off dead center and propel your business and income forward.

Learn more about Dinneen's programs and products by visiting her website at: www.DinneenSpeaks.com

Welcome!

I'm thrilled you downloaded this special report. Whether you're looking to get more clients, have more income, or simply get your message out in a bigger way -- then is report will help you.

My goal is to help business owners and entrepreneurs like you cut through the clutter, get clear on your goals, and execute them with confidence. And what you have in your hands is a big step in doing that. So pat yourself on the back!

Over the years as an entrepreneur I've had my own frustrations, fears, doubts, and mistakes. Big mistakes. **So everything I'm about to tell you I've learned first-hand.**

I see too many smart and talented entrepreneurs making these same mistakes over and over again. And I don't want that to happen to you. Instead, I want you to LEARN from them and take ACTION.

If you are like many of my private clients:

- You went into business because you wanted more fulfillment -- yet instead, you're often feeling frustrated and stressed.
- You became an entrepreneur because you wanted freedom, wealth and fun -- yet you keep wondering when all of that is going to actually show up?
- You've purchased the blueprints, info products and super-sized "guru" systems -- yet you're still struggling and your income remains flat.
- You've tried the positive thinking, manifestation, affirmations, intentions and visualizations -- yet it HASN'T translated into more clients and dollars in your bank account.
- You worry that if you don't "make this thing happen" soon, you'll have to go back to a J-O-B you hate?

And worst of all -- ***you're not making the big difference in the world that you want to.***

I know so much about my clients because I was struggling with many of the same obstacles in my own business at one time. I've "been there done that" (and more often than I'd sometimes like to admit!).

Because you see, I too have been in your shoes. I've bought the info products, did the networking, got the website done, attended (many) guru events, and yet my business and my income stayed flat. Sure, I had some months that were good, but they were really catch-up for other other low (very low) months that I had.

I couldn't understand what the heck was going on! But I soon learned that I wasn't doing the right things. I was doing things -- things that I thought were right -- but instead was falling into the same trap that so many entrepreneurs small business owners do.

But it doesn't have to be this way!

The problem isn't you. You know you have a talent and a you have a real desire to make a difference in other people's lives.

The problem is -- there's a lot of misinformation out there, and too much hype, false promises, and "dirty little secrets" of that no one wants to tell you. Most of what people teach you about business is simply wrong. They're not giving you the REAL ANSWERS to what it takes to build a profitable business....and I mean a profitable business doing what you LOVE.

So is it really possible?

Yes it is. Is surely is.

The trick is to take an ACTIVE role in how you create the business and income you want, as opposed to sitting back and passively waiting for "your luck" or "things" to change. Creating more money flowing into your

business has nothing to do with luck, and everything to do with knowing the RIGHT actions to take.

Which is why I'm sharing **SEVEN simple tips** to help you get a handle on your cash flow now, so you're sitting in the money "driver's seat."

"I saw an immediate increase in my sales!"

Ileana Kane
www.IleanaKane.com

"I've been in business and sales for years, and **Dinneen is simply the best I've seen.**



She has the exceptional ability to see hidden opportunities and give real-world strategies that are immediately applicable, practical AND profitable. Her practical, no-nonsense style will not only get you into action, but get you results.

Once I implemented a few of her tips, **I saw an immediate increase in my sales and the quality of clients I attracted.** In addition, I've saved a lot in time, money and effort in working with Dinneen. Her services are worth every single penny."

So let's get down to business, YOUR business, so you can make your passion stand out and be a successful and profitable business, on your terms.

First let me say, forget about the "one thing" that can turn your business around. There's no big secret or special talent that successful business owners have that you don't. What they DO have is a determination, a plan, structure, and the right support to achieve their goals. And they realize they only THEY can make it happen. And they are the ones you make the success.

So follow these tips so you have the success, fulfillment, and income that you want and desire.

(These mistakes are not in any particular order, but learn, act and implement on them one at a time):

Tip # 1 -- Get Out Of Your Comfort Zone

All too often we stay doing the same old things. But if you want to see changes in your business and your income, you need to get comfortable being a bit uncomfortable. In other words, you need to get out of your comfort zone.

So what do I mean?

It might mean picking up the phone and calling someone and letting them know you have something great to offer (your services). Or creating a video and putting up on your website or blog. Maybe it's sending a message to the people on your list. Or getting out of your office -- yes, getting out there speaking to people about how you can help them.

Stop thinking people should find you...you need to go find them.
You need to take an ACTIVE role in your business.

And that's when things happen. That's when opportunities arrive. Or you meet somebody that can help you meet somebody else who will be a big help in your business -- or a big client!

You don't find all your clients sitting at home or at the computer. You've got to get out and make things happen. Meet new people, connections, and opportunities.

Bottom Line: You need to go out and make it happen, "it" doesn't just happen to you.

Tip #2 -- Look at How "Busy" You Really Are

It's too easy to spend your time on 'things' -- things that *feel* like work, but are not doing much to bring you clients nor income. We all have the same 24 hours in a day. Successful people have no more time than you or I. What does make the difference is spending time on the RIGHT things.

Business owners are constantly telling me, "But I'm already so busy! There's no way I can DO more to build my business." But when we take a deep look into what they're actually *doing*, it's not really work. It's just things to make them feel like they're getting stuff done, that at the end of the day they think they've accomplished a lot, but in reality they're still not doing the things to get the clients or the income they want.

And it's easy to do. Heck, I've done it (for far longer than I'd like to admit). But you've got to set boundaries and have a structure in place. It's tempting to just being "busy", as opposed to doing what is needed for **profit**.

Take a look at your day. Are you really taking focused steps to get clients? Or are you just 'out there' doing things? Hanging out on social networking sites like Facebook, Twitter and LinkedIn? Now let me emphasize, these sites are great tools for building business. I've used them very effectively. They're a great place to connect with potential clients, but if you're just out there without the right strategy in place, then you're missing the boat.

Now this doesn't mean you can't be yourself on social networking, quite the opposite. Like everything, it should be the real you. But look at how much time you're spending there.

Also, are you answering emails as soon as they come in? Or do you have a structure in place where you only answer them, say, twice a day? Do things in bulk, and in a clear and focused fashion, and you'll get a heck of a lot more done.

Are you picking up the phone and calling people who you know you can help and serve? One of my mentors says you should be getting at least 10 "No's" a day. (Meaning, you should be out there asking people for business, and getting 10 No's....but along with that will come some "yes'!") Ten can be a lot, but strive for even three. In other words, use your time on efforts that put you in a position to be **monetizing your work and services**, but in an authentic way (more on that a bit later).

Bottom line: Structure your day, week, month and year and have a plan on how to reach your goals. Then go after them. Do it in a way that fits your business & lifestyle, but be clear, focused and with a map.

Tip # 3 -- Treat Your Business Like a Business.... (and not like a hobby!)

I know you are here on the planet to help people. And that's probably a big, big reason why you started your business, you want to help people and make a difference in the world.

But the purpose of a business is to make *money*.

So if you're not making a profit -- you have a hobby, not a business.

You can help people AND make money, they are not mutually exclusive. In fact, you NEED to be doing both! But it's imperative that you take in more than you spend, and charge well for your services.

In fact, it's a requirement that you charge well in order for you to truly deliver to your clients the value you want to deliver, and the quality service they expect.

Now this doesn't mean you need to charge an exorbitant amount or take advantage of people. Quite the opposite. **But you need to charge what you're worth.** Even though you may see what you do as your "gift" and how the heck can you charge people for it? But like I said above, if you're not making a profit you have a hobby, not a business.

So start treating as a business. And often that means restructuring your time & energy (like mentioned earlier), or things like your offerings.

The first thing I do with my clients is help them redesign their current service offers so they're offering greater value to their clients, at a much higher price (more on that later). Everyone wins because your clients get a better package with more value, and you're leveraging your time so you make more in less time.

Don't worry if right now things are coming up for you internally. Things like "Who am I to charge this much? What if they can't afford it? What will my peers (family, friends, whatever) think of me?"

Just remember this: **If you're not making a decent profit, then you're not able to really help people.**

Because if you're spending too much time worrying over how to pay the bills, the rent, the mortgage, etc. then that's time you could instead be helping people.

Bottom Line: Treat your business like a business, not a hobby. (And Charge what you're worth. The more money you make and the more people you reach, the bigger difference you make in the world.)

“Just ONE of Dinneen’s suggestions is already on track to make my firm \$5,200 this year!”

Don Orlando, MBA, CPRW, JCTC, CCM, CCMC, CJSS
The McLean Group

“Dinneen's ideas can make people money. I am living proof.

But Dinneen went far beyond the usual recitation of sound advice.

First, she did her homework, taking time to really understand our relatively new industry and its challenges. Second, she approached our businesses not just from our point of view, but from our clients' vantage point as well.

Third, **she pulled it all together with easy-to-understand and applicable suggestions.**

As soon as I returned home I took her advice. I've only been using her ideas for two months, yet **just one of her suggestions is already on track to make my firm \$5,200 this year.** Implementing it was quick and easy.

So, if you could design the perfect business coach, you probably couldn't do as well as hiring Dinneen."



Tip # 4 -- Selling is NOT the Enemy

Let me make this clear: Selling is NOT the Enemy.

Sales has gotten a bad rap in our society. With the telemarketers calling us while we're trying to have dinner, the infamous used car dealer image we have, not to mention the in-your-face sales tactics some people use.

Yet, I see so many amazing, gifted and talented people struggling to keep their head above water because they're not selling.

"But I'm not a good salesperson"

Okay, I know that's what you're thinking. You can't possibly sell. I get it....big time.

I'm not a "natural" salesperson. Far from it. Heck, when I was in Girl Scouts as a child I hated having to sell those cookies! As delicious as they were, as much as I knew they were a great product, I was absolutely awful at selling them. In fact, most (if not all!) of my cookie sales came from relatives and friends and co-workers of my parents. I just hated the thought of going door-to-door trying to sell.

But as I got older, and certainly when I became an entrepreneur, I understood the value of selling. And just how important it is.

And it turned my business around.

You see, I started looking at selling in a whole new way, a way that forever changed the way I did business. And I'll share it with you:

Sales = Serving

Think about it. You have a great service or product that you KNOW can change lives. And that's a big reason why you got into business in the first place -- to help people and make a difference in the world.

And if you're not selling to people -- then you're not helping them.



So by seeing it as a way of serving, which it IS, you start to look at selling in a new light.

If you're not telling people about the amazing product or service that you KNOW can make a big difference in their life -- then you're not serving.

So to be truly serving people, then selling becomes so much more authentic.

Because that's what we want -- authentic selling. But you've got to sell!

To make money in business, you have to have a sales strategy and constantly be selling.

Now this is not about sleazy tactics, this is about outlining and understanding the transformation that takes place once a clients says yes to working with you or purchasing your product.

Because when a client says yes to working with you -- they can then begin transforming or changing their life.

Sales is the opportunity to transform someone's life.

It is. Literally. Think about it. By giving someone the opportunity to work with you, or buy your product or service, you're giving them

And the more you can transform, the bigger difference you can make in the world.

This is powerful.

Bottom line: Sales = Service. Selling is giving somebody the opportunity to transform their life in some way. And if you want to run a business, you need to have sales \$\$.

Tip #5 -- Passion is Great, But Like Any Good Marriage it Takes Commitment

Don't get me wrong, passion is very important. I believe passion is HUGE in being an entrepreneur. In fact, it's a requirement. And having that passion helps get you over the hurdles and more challenging times. No doubt.

And yes, you can take your passion and turn it into a profit. That's what I love helping people do -- take their passion and make it a profitable business.

But don't make the mistake in thinking passion is all you need. Or that the passion will take care of the 'stuff' you don't want to do (like selling and marketing). Or just think you only need the passion and things will come to you.

And for the heart-centered entrepreneur, you want to help people, and that's great -- you should! But you need to take that passion and put it in the correct business model. Sometimes that's all it takes for a business to be profitable, a shift in the business model. Like refining the target market, how the product or service is delivered, creating a crystal clear message targeted to the ideal client, or tweaking the marketing.

And I love helping people do that.

But don't be fooled into thinking you ONLY need passion.

Bottom line: Passion is a requirement, and it's part of the business but not the entire structure.

"Gave me clarity, focus and motivation!"

Lizzie Edwards
www.babetstyle.co.uk



"My experience of working with Dinneen was excellent and I have no hesitation in recommending her.

We worked together early last year. I had been in business 5 years and **needed support to get some clarity and motivation about where I was going.**

We met in a coaching group, and I **thought she was better than the coach we were both working with** so I employed her instead!

I have worked with other coaches and **Dinneen is one I will work with again.** She is very thorough, passionate, supportive and takes time to get to know what you need and your goals.

Without hesitation I would very much recommend her and think she is fantastic!"

Tip #6 -- Create a Valuable Program That Your Clients Want and Will Pay For

Now this is about a critical mindset shift that you MUST get if you want to be successful. And unfortunately, many entrepreneurs, especially those who sell services, don't implement.

Most small business owners are stuck in the "hours for dollars" model. They charge by the hour for their services, usually single session at a time. For example, \$100 for an hour long lesson.

And most will tell you that they do this because this is what their clients want. But it's not really what clients want.

Clients want RESULTS, a solution to their problem or their needs met.

So what happens in this dollars-for-hours model, is that you start trying to give more. More of your time. But if you want to have a high income, there are only so many hours in the day. So even if you have a filled practice, you're overworked, overwhelmed, and getting frustrated by all the time you're spending with clients. And you're still not making the money you want.

So what to do instead?

Here's the deal -- and what can make a HUGE shift in your business and income:

Instead of selling single sessions, create a high-value program that delivers a specific result to your clients.

When you focus on the RESULTS, all of a sudden clients start lining up to work with you. See how this works?

No matter what industry you're in, you can create a high-value program.



For example, my clients don't pay me for my time. They pay me to help them increase their income by 20, 30, even 50% or more. They pay me to help them quickly transition from frustrating low 5-figures that generate high 6-figures while taking up less of their time and energy.

The difference in my programs is how fast they want that transformation. Some want to reach their goals really fast. So I have a Private VIP Day where we spend an entire day focused 100% on them and their business, working on whatever areas they need help with and planning out all of their strategy.

Working together in-person allows us to go deeper and create bigger results -- **which is exactly what a lot of clients want and need.** They get plenty of clarity and action items to get them moving forward more quickly to creating a thriving and consistent business.

Clients LOVE this because at the end of the day they walk away with a new business plan with multiple streams of revenue and a complete marketing roadmap so they can hit the road running, yet without overwhelm (I make sure of that).

And I created this because clients were ASKING for it. So I provide it.

Bottom Line: Create a high-value offering as there is always a segment of your market that wants it, and will happily pay you for it. Any business. Yes, any.

Tip #7 -- The Money is in The (Authentic) Marketing

The number one thing entrepreneurs need to focus on so they can grow their business FAST -- is Marketing. Yes, the marketing. Marketing is the best skill you can learn.

Now before you go running off -- let me state exactly what marketing IS:

Marketing is communicating.

Marketing is the ability to reach people and change their behavior.

Marketing is connecting with people and sharing value.

Marketing is communication to support people in making changes that they want to make in their lives.

People WANT to make a change, they're looking for the product or service that you have. **But you need to be able to reach them and communicate to them so they can get it.**

Even if this economy, some of my clients are having their best year ever. Yes, EVER. Pretty amazing!

So why are they doing so well?

One big reason is because they've understood and together we've implemented a sound and effective marketing strategy. They're not just dabbling around. They've put marketing at the TOP of their list of importance.

It's about changing people's lives and making a difference. Making good stuff happen in this world. But that can't be done if your not marketing (just like selling, for me the two go hand-in-hand).

Marketing is learnable, easy and fun if you let it be -- really. Honest to goodness. And part of what I do is take the marketing and turning it into a simple, easy process, that once you know how to do it authentically, will dramatically change your life and your business.

Bottom Line: If you really want to be successful, you've got to learn how the marketing.

BONUS Tip -- Don't Be Too Focused on the "Fluff"

Are you constantly planning the party, but not actually GETTING people to attend?

Here's what I mean: You spend hours on choosing just the perfect color for your new website, you constantly tweak your ezine (or other materials) so it's really pretty, you take hours designing the brochure (or business cards, or sales page, etc)....you know, all the "fun" stuff of a business.

And sure, that stuff needs to be done. But that can be delegated, so you can focus your time on selling & marketing.

For example, a woman called me for help. She had put together a great event, but very few people actually attended. She told me this, "I invested a lot of money in hosting this event. The agenda can't be beat, the location is convenient, and the price is extremely affordable. So why aren't people signing up for my great program? What's wrong?!"

When I probed a bit about what went wrong, it was obvious in an instant. She spent 90% of her attention on creating a sensational program, and not nearly enough time on marketing and selling to ensure that enough people knew it existed so they could opt to attend. A great event is only a piece of the pie -- marketing was the massive missing chunk.

I get it. I agree it's a lot much fun to focus on the glamorous stuff -- choosing the location, creating the invitations, picking out flowers, planning the food, shopping for items for the gift bags -- than it is to market and sell your event.

I see this all the time (and have been guilty of it myself!) but you ignore the un-glamorous at your own peril.

What I focus on with clients is not only the planning of an event but how the heck they're going to find someone to pay for it!

And that's exactly what YOU should focus on too.

And it's not just with live events. We do it with the teleclasses, or coaching programs, speaking gigs...whatever. We spend a ton of time on the fun stuff, and not on actually filling the event, or class or program. Now the fun stuff needs to be done, but there's no point in having the best flowers for your event if there's nobody in the seats!

Bottom line: Being a business owner isn't always fun and glamorous. There's still legwork that has to be done along with the marketing & selling (can you see by now how important both marketing & selling are for the success of your business?!)

"I have more clients calling than ever before!"

Jeri Hird Dutcher
www.workwrite.net

"Thanks to the help of Dinneen, I don't have to guess anymore. Instead of spending hours or days (or putting off completely!)....now I'm so excited about writing my blog and Website pages, I can hardly stand it!



Plus, **I have more of my own clients calling than ever before.**

Your coaching opened up a path I've walked since then. I feel more in tune with my mission and goals, and like I have more energy available for my clients. I'm excited about and grateful for my progress.

Thank you Dinneen for helping me set things in motion and get the clarity I needed to take my business to the next level."

The BIG Bottom Line, And Where to Go From Here

Successful entrepreneurs and small business owners have three things in common: They have a plan, they put the plan into action, and they start TODAY.

If you have a service-based business and are serious about your own business success, email me at **info@DinneenSpeaks** and we'll schedule a conversation to talk about your business. No selling. No hype. No strings attached.

And don't forget to check out my website and blog for fresh ideas, insight and tips every week at: www.DinneenSpeaks.com

You can also join the conversation and with me on Twitter, where I also post tips and other fun stuff, and yes, I do personally reply and 'chat' with you there: <http://twitter.com/Dinneen>

I'm here to support you in any way I can -- so please do reach out!

To your fabulous success!

Dinneen