

Unlock the Real Value You Hold For Your Clients

How to Transform Your Service Business
By Doing Less But, Being More!

"A helpful guide for the ambitious yet down-to-earth woman ready to dump the old boy's club rules of business in order to claim her valuable expertise. "

--Carol Surbey



By Wendy Johnson-Burge

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INTRODUCTION

Hi I'm Wendy Burge, founder of Radiant Edge Consulting, a 12-year old business and marketing agency. I am honoured you have selected to spend this time with me. Why? Because, I suspect you are a seeker--

a person who is trying to put all the pieces of creating a helping-based, service business together.

I know you are serious about understanding what it is going to take personally to create a real, honest-to-goodness, income generating business. As you probably have discovered, busy work alone won't fulfil your vision of being a successful business owner as a healer, coach, consultant, or heart-centered entrepreneur. Your desire is to have your business carry you forward as your expertise grows in the years to come. I know for certain you have the goods, the tools, and all the certifications to help people, however, I suspect your studies were not focused on how to create a thriving business. Like most of my clients your brilliance is in helping people so, you would not know there currently are shifts happening in the service-based business model, and that they actually may be blocking your success. You see, you are not alone in the struggle to make these kinds of service businesses thrive. Creating and sustaining a successful business is a whole other story.

Even though you may feel the deep calling to step forward into these fields, that I call

Transformational Services, there seems to be a disconnect between the ability to help others and actually grow a thriving business. This may even be the reason you are here seeking to fix the problem within your own business. You may be at the point where you do not feel you can actually make a living by offering your work out into the world. However, let me tell you this--**it is not your fault your business is struggling**. Please let yourself off the hook.

It's not that you are doing anything wrong. Your transformational and intangible-service based business is not succeeding if it's using business concepts traditionally formulated for physical-service based businesses. This model also operating from the *old boy's club rules of business*, the structure of which limits the kind of knowledge your type of intangible service-business actually relies on when creating offers, and needs in order to generate income. I will discuss this in more detail, later on.

Right now, I am going to share with you WHY your business is struggling, and why I have come to believe that 5 specific pieces, are truly the secret to thriving, transformational business and are shifting these types of businesses as we know it. Furthermore, I want to break down how to include these five secrets in your business plan and systems. It's easier than you think because you already have the upper-hand just by doing the work you love! I will share why later, as well.

Entrepreneurial Stewardship

Your desire for a greater expression in the fulfillment of your work is, in a sense, a form of stewardship to enhance the potential in others. And, while this sounds admirable, and really it is, the work you do can be life-changing for your clients. The old SERVICE MODEL of doing business, you have based your whole foundation on, does not support the transformative effect your intangible, service - business provides. This is due mostly to the restructuring of power elements between the client and the service professional.

Base elements like sales and marketing, client relationships, and monetary exchange are quickly evolving within these new transformational services through acts of intention, value, and experience. These power elements are used much differently in the traditional service-business model--except maybe for the non-for-profit model. Like many healers, coaches, consultants, or heart-centered entrepreneurs your brilliant in your skilled craft but, struggle endlessly in building a thriving practice without any just reasoning because these elements have not been clearly defined for you. You see, unless you study business and marketing, like I do, you may not realize that *something has shifted* and has taken your business out of balance.



While most of the Online Business Guru's would have you believe it's all about having the right marketing materials, website, number 1 best-seller books, or social media systems to help you build the business of your dreams, I am here to tell you that all the "doing" is not going to sustain your business as a **Transformational Service Professional** because you are missing the **number 1 biggest factor**.

Truth is, if in all that you're doing right now isn't giving you the results you expect to see, then, you just might believe you do not have enough pieces of the business puzzle in place, yet. You may go spend more money trying to plug the leaks with a new website, new free consult, or new social media site. Or maybe, you are at that point where you think you have not developed your skills enough and believe more accreditations will demonstrate your abilities and attract more new clients.

Both factors above may be accurate when you are seeking them for the right reason; however, I am going to tell you right now, no matter how many changes to your website or modality certifications you acquire, neither are going to be the "cure" to this problem in your business. So, before you make one more decision around tweaking your tactics, I want you to stop and consider what you are about to learn here in your time with me.

Let me tell you right now what the problem is...**your number 1 biggest factor blocking you from the real success you seek is YOU!**

It is how you've been told to sell your REAL VALUE within the SERVICE you provide.

Now hear me out, I am not going to jump into a dialogue about needing more business skills or personal affirmations. While these have importance, I want to get down to some *really significant points* that I AM CONFIDENT no one has taught you and why you are working so hard while receiving so little reward.

Listen, I may be the *radiant business coach*, now; however, I was once like you!

I struggled to really understand my deep desire to be a service-based professional. I was passionate about my work with people, but my business just never seemed to take off. Additionally, I really never really saw the kind of monetary return for my work, and like other service providers, I use to beat myself up for not being capable of establishing myself as a serious professional business. So my business struggled as I struggled. This even spilled into arguments with my husband, at the time, causing great distress for me and us as a couple. Even with all my education, hard work, and efforts

I really started to doubt my ability to work this way. So, please trust me when I say, I know first-hand how the information I am about to share can radically change your outlook on your business.

What IS happening in service based businesses?

Well, I am not going to make you wait for the answer. I want to share with you the 5 secrets that are going to blow the doors open for you to really claim your value, transition your business model, and allow you to have a greater impact in the way you offer your client experiences and what this is worth to them. The shift is all about the power you hold in your business. You have been giving it away instead of claiming it as a form of leadership and guidance.

I can guarantee no one has told you this information!

So, once you read my 5 secrets, I want you to put this book down for a while and sit with these ideas.

I want you to consider what I am saying, because I actually don't want you to do more work just shift your energetic power!!

I know it sounds counter-productive to make this request, but in truth, most of my clients are exhausted from DOING more.



They are sacrificing their energetic radiance by all this action without giving space to their BEING.

So, my request is to read the next page.

Stop.

Reflect.

And then, come back and I will walk you through how to apply these points by simple re-engineering strategies that will have greater influence for you and your business right away. I will break down each secret and the impact it can have.



Five Secrets of Transformational Businesses

Secret Number 1: Intention

The **INTENTION** of transformational service businesses is just that **TRANSFORMATION** not **TRANSACTION**.

The business is not focused on money making activities--it's based on changing people's lives.

Therefore, the value of the client experience must be quantified into **REVENUE GENERATING PROGRAMS** to support the process and tools related to the transformational outcome and results.

Secret Number 2: Value

The point of **TRANSFORMATIVE WORK** is to bring forth **AUTHENTIC** changes within the client. A deeper connection can often be made because most Transformational Service Professionals' careers evolved from the same or similar **SHARED EXPERIENCES** they are helping people solve. Claiming this **VALUE** is essential to the work.

Secret Number 3: Expertise

ATTRACTING CLIENTS requires your **EXPERTISE** to help solve a **PROBLEM**. Positioning problems that you can **SOLVE** allows people to see you as a **TRUSTED GUIDE** and makes it easier for them to **IDENTIFY** your help as exactly what they need.

Secret Number 4: Character

The act of **SERVICE** is not charitable nor is it indentured. It is a form of structured **LEADERSHIP**, **GUIDANCE**, and **SUPPORT** when working with transformation. By no means can these be expressed solely in an hourly rate. These **CHARACTERISTICS** develop over time and through our experience.

Secret Number 5: Access

ENROLLING people into **EXPERIENCES** that help them **SOLVE** their **PROBLEMS** must be **COMPENSATED** based on **ACCESS** points to the level of **INVESTMENT** being sought out. Multiple **INCOME STREAMS** then can be created at these levels offering greater impact at various stages of growth.

Wow! Okay did you get that?

These are some big shifts in thinking about how you work. So, let me break them down and give you real, tangible examples and actions you can take to claim these elements in your own business.

But first, I want to share something with you.

How did these 5 secrets reveal themselves to me? And, who am I?

As I introduced myself, my name is Wendy, I owned a holistic wellness centre, with my former husband for over 15 years, and through that time, I watched our business ride the peaks and valleys of the financial roller coaster. It seemed this was just the nature of the business. We invested thousands of dollars with marketing and practice management experts to help us—like so many other wellness practitioners do.

When we expanded our wellness centre, I watched our additional practitioners struggle to grasp this place called ‘success and sustainability’. It really was difficult to watch these great healers, who were good people, try so hard just to make it work— with their hopes hanging on to just one more advertisement, networking event, or special offer—which so often undercut the real value they had to offer--all for the sake of getting people in their door.

Now, my background in our clinic was originally as an Art Therapist and Wellness Coach. I loved what I did, but like I said earlier, I struggled to bridge this gap between **transformation and transaction**.

Because we had added more services in our wellness centre, it became my job to handle the marketing of our business. This is where I began to see the cracks in the business model we were using. As with many Transformational Service Professionals, the depth of their work never translated well in marketing and or in the structured clinical setting. As I learned more about marketing, and especially relationship marketing and copywriting, I began to understand how to describe these intangible transformations in a way that added greater value. This unlocked the real value and benefits we could offer our clients coming to our centre.

When I started to redirect our marketing approach in the manner of **problems and solutions**, and then **benefits of the results**, things started to pay off. Our practitioners began to come to me and ask, *“Wendy, what are you doing? I have more new patients calling in to book with me.”*

So, I started showing them how to create marketing that was more directed to their work, felt authentic--like sharing not selling, and more supportive of the way they needed to work to get the results with their clients. I happily did this for many years. I realized the value it gave to our team.

For my own sake, I went on to learn how to tap into the voice of my message for marketing purposes, how to structure programs for deeper transformation, and how to leverage my expertise using an evolving business model to support it. It is here that this knowledge has taken me further than I could ever have imagined.

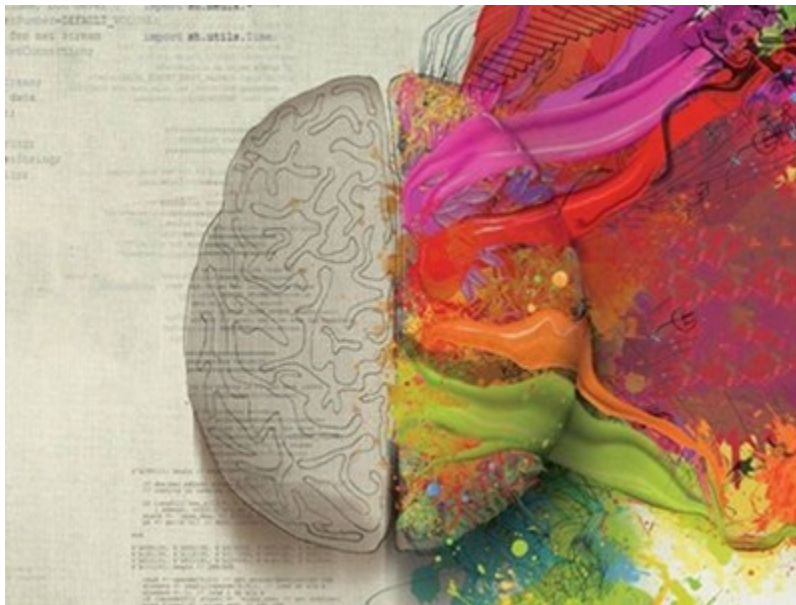
And you might think this is the place where my story ends. However, it really is just the beginning of how I came to see that these 5 secrets (which I have already laid out for you) dramatically changed the face of my transformational service business—just like I am certain they will for yours.

So let's get started unlocking these points!



Secret Number 1. Intention

The **INTENTION** of transformational service businesses is just that **TRANSFORMATION** not **TRANSACTION**. The business is not focused on money making activities—it's based on changing people's lives. Therefore, the value of the client experience must be quantified into **REVENUE GENERATING PROGRAMS** to support the process and tools related to the transformational outcome and results.



The most common thing I hear Transformational Service Providers (TSPs) speak about is the client experience, how clients evolve, where clients get stuck, and how to move clients forward. It's rarely about the money—unless they are talking about how much they don't have.

Now, it is not that money isn't important, it's just not the primary focus of most TSPs. So, when you ask a TSP to set up a business plan or set money goals, it becomes overwhelming for them to think about. It isn't because they don't want to create a thriving business, the issue is more about the service they provide which is often so dependent on the client's experience in the process and how much work the client requires, that it can be hard to quantify.

What to do to reposition this.

Creating a solution-based, client-results program will actually help prospects identify the problem you are able to solve for them through your service. A focused process built out to provide a specific, solution-oriented result becomes attractive to people as they understand more easily what you do when it applies to them or someone they know. Building programs gives structure to the process and tools you use as a form of tangible, marketable service. This provides higher perceived value.

The Shift...

The real value of your work cannot be calculated initially by the transaction but, by the actual transformation it can provide. This is the basis of how to actually package your services into a process that quantifies the outcome value the transformation offers (what is possible) and which the clients will invest in.

This higher value allows you to charge fees in alignment with your expertise and to develop an enrollment system into your program structured with solutions, support, and results. This is much easier to sell as it helps limit the objections people put up when they know change is needed to help their problem.

So, let us imagine for a moment that Susan, a weight-loss coach, sells her sessions at \$50 an hour. Her focus is on helping people stay accountable to their weight goals. She must maintain 30 clients to cover her over-head of \$1500, every month. This requires her to continue to market and spend countless dollars and hours to promote her service. Each client she takes on has individual issues which require a bit more time from her, which eats into her time, since she is accommodating to resolve their needs. She begins to feel overwhelmed that there is never a sense of sustainable clients or cash flow in her business.

The issue becomes a time and money challenge. How does she grow her business when her time gets capped or optionally, she doesn't have enough clients on the books each week to generate the revenue she needs?

She has proven results; however, she is only paid on an hourly rate and when the client shows up for

their session. If she is accommodating each client's individual issues they bring to their session, her ability to predict results and calculate their outcome gets side tracked.

Can you see how this actually holds a great cost on her business revenue and her inability to get into the deeper work with clients? This additional work might be the most beneficial support for the client's transformation.

Being paid on an hourly rate holds the pre-conceived notion that you 'the service provider' work for the client. The responsibility for the client to experience the transformation falls on the TSP's shoulders not the client who in part may feel less inclined to stay the course in achieving their goal, especially if they hit a snag or hiccup (which they always do!) *People often do not respect time--yours or the process necessary to achieve proper results.*

How do you keep clients engaged in the transformation when change requires more time?

At the end of the day, the client is still seeking a result that requires more than a \$50 an hour solution or the 6-sessions they purchased. This really under minds the deeper work that is necessary for the transformation. Going back to our example with the weight-loss coach, Susan is unable to showcase her results fully as the value she could really offer is not experienced within this hourly-rate service

model. The caveat of working under this model is this, the client transformation is limited to the time the client actually invests and it doesn't fully compensate the TSP's extensive knowledge.

The client's primary understanding is that the service provider is doing something "for them" to change; their personal ownership of showing up and doing their own work in a collaborative structure is not necessarily conveyed within the hourly-rate service model. However, most services are offered this way.

However, building programs that can create structure, use boundaries, and are solution-focused on results is the keys to shifting this business model. Packaged results and experiences create a stronger container for clients to address change, and for TSP's to deliver a process using their tools which helps their clients address change get them there. In the end, it isn't the time they are investing, it's in the outcome...to finally tackle that issue once and for all! This experience may require a specific time frame in order to achieve the results, but this is calculated into the package and is understood by the client up-front that there is work to be done! As you can see, shifting the intention of the work becomes attractive by developing a deeper, transformational experience based on specific results more in line with your knowledge, skills, and support all blended together.

Packaged programs that address primary problems provide a container for TSP's to work through all elements they know will show up for clients during this result process, too. Resistance is part of

change. Having space already structured into a program to help people move through this aspect of change will stop that drop-off element when clients really need more support. At the same time, the experience is not lost on the transaction of the investment into the program, because it holds a higher value by the client when all of this has been clearly stated. Understanding this experience as a collaborative process with your help makes the goal of transforming a problem feel achievable.

Finding the best fit.

Quantifying your work with a program, also provides an element of pre-qualifying only individuals who are really geared to be invested in the process and transformation. They often are much more willing to pay you nicely for your expert support they know will be necessary to make the changes they seek. (In truth, this creates a huge shift in the quality of clients you get too!)

Going back to our weight-loss coach, now, if Susan were to create a 90-day Fast Track Your Weight-Loss program that helped to pin point times of cravings, give alternate foods to energize the body, and offer personal assessments to track the emotional triggers of why the eating occurs in the first place, it would be much easier for a prospect to clearly understand how the TSP's program could help her. She could easily charge in the range of \$1500 up to \$3000 for private work with her on this specific problem. This would allow Susan to fully create an experience that gives the client the time and tools to learn new ways to address their eating habits, and then, the time to implement the

process of for seeing results. This would not under value the transformational experience. In fact, the opposite would occur. The client would be better supported because Susan, the weight-loss coach, can really be present with her client when the time is more effectively structured.

In turn, Susan is energized by the work she is now collaborating on with her client. This allows her to be more present without the worry of how she will cover her over-head for another month. Offering packaged programs allows Susan easily to enroll, monthly, a few ideal clients, thus, creating the income she needs.

Consider this, it's now possible for her to set her money goals. Just by enrolling 2 to 5 new clients a month leverages the revenue generation, opens up time to work exclusively with invested clients, and provides space for transformational work to occur by supporting the client's efforts with her expertise. While transformation is at the heart of each program, TSPs are able to create gratifying transactions with people who are ready to get the work done—the higher investment elicits clients who have more commitment to achieving the results, too. There is no more chasing after clients to keep them on track and on task. This eliminates selling modalities and services a-la cart. TSP's can bring everything they need together into a packable process that the client's problem requires. This simplifies marketing and creates a platform for our next secret.

Secret Number 2. Value

The point of **TRANSFORMATIVE WORK** is to bring forth **AUTHENTIC** changes within the client. A deeper connection can often be made because most Transformational Service Professionals' careers evolved from the same or similar **SHARED EXPERIENCES** they are helping people solve. Claiming this **VALUE** is essential to the work.



As I shared in *Secret Number 1*, repositioning the *Intention* of your work can dramatically alter your bottom line by giving you more space to do your work and not overwhelm you!

And yet, do not think I did not hear you quietly whisper, *“Well that is fine for your example Wendy, but my services are pretty straight forward. How can I be that valuable? I am fairly new to the work I am doing, or I just am not comfortable claiming that I can create high-end results.”*

Fair enough, I understand this feeling. Really, I do. It took me a while, actually, sit with this notion myself. However, once I started to explore my past work experiences, all my education and training, my deep love of personal growth and business, I realized that there was a **common denominator** to it all...it was **my own growth** from these experiences. It was within that awareness that I was finally able to claim the real value I offered to people.

Become comfortable claiming your value.

I thought it was my knowledge about marketing and business that my clients were seeking-out. Then one day a client of mine said to me, *“The greatest gift I have gotten from working with you is a sense of courage to really step into my own expertise. Not just repackaging other people’s work but, to truly claim the processes I use as my own. I never would have had enough confidence to do this without your help.”*

I was stunned!


I figured my clients would say something like I helped them craft a great headline or come up with a new way to leverage a money generating activity; however, this was not the case.

You see people do not buy what you think they buy from you.


It is the intangible, emotional state of how you make them feel.

While your service holds much help, it is YOU and who you're BEING with people that creates real and lasting value for them.

In this case, the support I was able to give my client by just being my best self gave her the courage to do the same. As I processed this a bit deeper I realized I had always loved supporting people and that gave them the courage to fully express their potential--especially because they knew someone was championing their efforts. It was something so natural for me that I never once thought of it as a **value benefit**.



The Shift...
Your ability to offer greater Value really is tied into not only what you do, but who you are fully being in the moment that you are delivering your work with your clients.



However, *courage and confidence* are two of those intangible states of being that most of us must work on and which requires some coaxing by others in order to claim them ourselves.

Why the element of courage, you may be asking?

I thought the same thing. However, after a bit more conversation with my client, she shared how she admired me and was inspired by most recent circumstances which allowed her to claim her desire life, too.

My story continues like this ...

After many years of partnering in the operations and functions of my wellness centre, I was bought out of my ownership when my husband and I divorced. It was really devastating to me. I had years of blood, sweat, and tears invested in that business. For months I could not even drive by the clinic, as it broke my heart. I avoided going to that part of town for fear I would run into our patients. It was awful. And, my client knew me prior to my divorce. She saw how difficult it had been for me. What transpired was my desire to continue to work with TSPs, after all was said and done. I was unsure how and in what way I could work with them. It occurred to me that if my own practitioners in my clinic valued my knowledge, then, maybe others in my community would too. Within a few short years I had completely created my own consulting company working with people I love within an industry I knew best...transformation and wellness.

The courage it took to do this was something I never really acknowledged deeply. To be honest, I really was in a survival mindset of *what next?* I focused all my energy to learn how to better serve my clients. This stretched me to begin to see the value I had created for many of my clients. Being able

to do this work this way has been such a great joy of mine. Best of all, it is my journey that has inspired many of my clients to step up and step out more intentionally into their businesses, too. So, I have walked in your shoes, and I feel your stress and I understand your desire to have your business succeed! The fact that I can say these things may make you feel a bit better when I say, *“You can do this – step into the business of life.”* I sincerely mean it.

It’s important to see how your own life experiences and personal challenges actually can inspire your clients, because healing ourselves has taught us how to heal others. There is no better marketing strategy than being authentic and being ourselves.

Now, let us go back to Susan, our weight-loss coach, again, as our example. What value would it be to her clients to know that she, too, has had a life long struggle with her weight? Do you think that offering a clearly, laid-out ‘back-story’ about how her experience of losing weight and finally keeping it off would inspire others do the same? What if she also shared a few key things that she discovered had helped her achieve this success? Would you be interested in working with someone who has accomplished a goal you desired? What if they were able to address the unspoken issues related to its challenge?

Begin to seriously look at your own experience as a critical piece to your value and marketing back-story. Your brilliance is in your blind spot, and once you uncover this special gift you offer, you will create even richer experiences for your clients.

Secret Number 3. Expertise

ATTRACTING CLIENTS requires your **EXPERTISE** to help solve a **PROBLEM**. Positioning problems that you can **SOLVE** allows people to see you as a **TRUSTED GUIDE** and makes it easier for them to **IDENTIFY** your help as exactly what they need.




As I became clearer about the value of the work I could offer, it became much easier to identify the problems I could solve for my clients. This was really important as it became the foundation of creating proprietary systems—the step-by-step processes we each use when we work with our clients.

The benefit of this is within the signature system experience (proprietary body of work). TSPs can include all their education and skills with their personal experience, if applicable. And, often blended


with their intuitive gifts they have developed by working with people over time. Packaging up your body of work actually allows you to speak about it more effectively in terms of what you know, not just by what you do.

Solving problems for people feels great, better yet, knowing that you can do so in a manner that really adds meaningful value is even more significant.

Moving forward, let us go back to the example of Susan, the weight-loss coach. Knowing she had a lifetime of struggles with her weight, she identified some key points that helped her move into a place of successful weight loss. She discovered her eating habits changed due to different stress points throughout her day. Tracking this she was able to help curb her eating habits and successfully began to lose weight.



The Shift...
Take your proprietary body of work and re-structure it into solution based offers. By repositioning it in this way, problem – solution approach, it is clearly defined for people searching for an experienced service provider to help with that specific change they are seeking.



From this first-hand experience, along with her certifications in nutrition counselling, she presents even more value. Now, when she is offering her 90-day Fast Track Your Weight-Loss program, the increased value she gives in the program is not merely based on her time or limited to her education.

Susan's ability to identify the problem and systematically solve it with her own strategies gives her a tangible position of expertise. Clients seeking this outcome can clearly see she has an established foundation to work from. Susan's experience packaged-up show cases the benefits, advantages, and the features of her program--easily positioning her expertise.

Now, when Susan is out speaking with people, she can clearly state who she works best with, what problems she can solve, and the benefits and the results she gets using her program. Because she took the time to clearly outline the steps she built her program around, she can confidently pin point the symptoms of the primary issue along with the solutions to solve it. Her knowledge around the depth of the problem can actually be comforting to a prospect as often the reason people are resistant to invest in getting help is that they lack clarity around the support they will receive—the concern: if issues come up during the process will they get enough help to move through it. Because Susan is clear about the benefits of her program and the outcome, this will often lower the objections to the higher price point.

So, as you can begin to see, instead of trying to accommodate every single problem that may walk in the door, a TSP can offer greater value by clarifying their proprietary, signature program. Expertise naturally attracts people who are seeking solutions, while the accommodation of each individual problem a client can throw at you will slowly kill your business.

Now, if you think this packaged service model will limit your ability to serve people, I can tell you honestly it doesn't. There is a saying in coaching that states, "For every level, there is a devil." I can truly say I have yet to have a client run out of problems! In fact, my clients come back often for tune-ups to additional issues they need to find a solution for in their business. I am the first person they turn to.

So, truth be told, *most clients* show up with a bucket load of problems and expect a solution for them all in a Dixie cup amount of time. Get clear up front about what problem you can help first, then move on to create greater value in solving additional problems, one at a time, more effectively.

People are addicted to insta-solutions when in truth, transformation requires time, implementation, set-backs, and awareness. This all needs to happen to get people comfortable to see and experience the growth they are going through. By creating a container with clear boundaries for this process, success is inevitable.

I encourage you to seriously consider how you are moving people through your business. Look at how solving one problem at a time within the appropriate time frame will *give transformation a chance* to really take hold and make a difference.

Secret Number 4. Character

The act of **SERVICE** is not charitable nor is it indentured. It is a form of structured **LEADERSHIP**, **GUIDANCE**, and **SUPPORT** when working with transformation. By no means can these be expressed solely in an hourly rate. These **CHARACTERISTICS** develop over time and through our experience.



What if I told you that the greatest issue you may have been facing within the context of building your business was based in following a traditional service model and how it translates in your marketing. This may actually be the underpinnings of your success. How does this relate to the act of SERVICE? Well let me back up here and explain a few very important core concepts that will make the biggest shift in your value to clients and within your service model.

It is not uncommon for TSPs to tell me they HATE sales and marketing. For years this is the reaction I would get when I told them what I do. Then one day, while on the phone with another marketing company's salesperson who *wanted to sell me a program*--something he said in our conversation was like a big 'thunk' on the head. **"People don't buy wellness, they buy pain!"**

This got me thinking!

If marketing is to create tension in people "on the pain of their problems" to provoke them to buy, then, just by using traditional marketing and sales tactics caused distress and distrust with prospects. The traditional strategy of pain vs. pleasure positioning was adding to the issues people were already struggling with when I was soliciting to them. Worst it was doing the same to me because it always felt uncomfortable to 'make a pitch' to buy from me.

This felt completely counter-intuitive to the process of helping people heal their problems. Remember what I said in ***Secret 1. Intention***, TSP's are transformation based not transaction based. So, of course I would drop the conversation and walk away. I didn't want any part of the discomfort the sales conversations were creating.

After this awareness, I went to my drawing board and started breaking down the marketing and business strategies I had been taught. I re-engineered them for my consulting agency based on the principles that I knew worked for my industry, and honestly for my holistic lifestyle.

This led to the conclusion.

“Traditional” marketing and business models PUSHED, PROBED, and PROVOKED the very same PAIN POINTS in people that TSP services are trying to heal!

Most marketing and business strategies are based on Lack, Dependency, and a Hierarchy of Power. So, people feel this energetically—even you feel it.

This is a huge breach of VALUES for heart-centered, holistic entrepreneurs on so many levels since our work operates from a value position of vitalism, possibility, and abundance. This is why many marketing and sale strategies do not work for you.

And, if no one had pointed this out, you would never know this. However, there is a way with prospective clients to create the emotional desire for change necessary to get them to buy without pulling power-trips on them. Understand that through...

- well positioned problem / solution programs,
- identifiable outcomes and benefits,
- and directed conversations,

The Shift ...
Where PAIN was used to originally provoke a sale from a client citing a Lack of something on the part of a client, the transformation process redirects to release the pain as the cost of staying stuck in a problem. This creates opportunity for a solution to open up What is Possible within a new Vitality-based sales conversation and experience.

It is much easier to create an *opportunity for awareness around the true cost of a problem* that may be preventing them from the *growth* and *changes* they seek. When our conversations are structured around the support our programs create, the definition of *cost* transforms from a monetary value to that of *loss in vitality* for living a fully expressed life.

The immense value your program creates expands the client's ability to experience the freedom they are wanting from their pain. However, in order to communicate this, the value must shift to that of a language with which you are most familiar: Vitalism. (A language you are already using!)

Can you see why I stated in the beginning you are already well positioned to ***do less, but be more*** in your business? You already hold the key. You already believe they can have what they seek! You will make sure they get it because you have that solution. You have the experience, the steps, the language, the support, and the love for them to experience a well-lived life.

This is the character flaw in traditional service models. We are not to do more for our clients, we are to be more for them--not as a form of servitude or charity but as a leaders and guides. TSP's must be compensated appropriately for our expertise in this manner because we literally have the ability to up level and transform a person's greatest life force expression. BOOM MIC DROP!

If you feel people will not invest in a \$997 - \$1997 (or higher amount) in a program with you then you are under estimating the real value you have in how you really do help people. Clients will invest in the process, you have developed, and which you offer them so that they can have a transcendent life.

You can be in higher service when you create the appropriate space, time, and support for the implementation of your transformational solutions. This new *Radiant Service Model* allows you to build a platform for your business, your message and your mission based on helping people more effectively change the quality of their lives while making more money!

Finally, I want to share something else I cannot side step, either, about this particular secret. It's that deep calling which I felt, and I know you feel, compels you to continue this work. This deep calling is your *Desire*.

Desire is a factory direct installation from the Divine. When you felt the inklings to follow this path of service, it was put within you for a reason. So, do not doubt it. Just understand that many aspects of life, like business are evolving to support your efforts. Believe me when I say the Universe is conspiring to bring you the tools, resources, and information you need to make this possible. (That is exactly why you are reading my book today! We had a Divine appointment already set. Trust this.)

In a way, Desire creates whispers which are telling you, *“Yes, you are to serve this way.”*

To not fulfill your heart’s desire means you are playing small in the world as a Transformational Service Professional. By stepping up and stepping out into this spotlight, your desire will be actualized and will inspire those around you to fulfill their own destinies, too.

We work in the world of possibility. We engage in transformational work to seek changes for the betterment of people, and often, initially, for ourselves. By acknowledging that you are being called to be an Expert, as a guide, leader, teacher, healer, coach or mentor, means that the life you’ve lead has taken you to this exact moment. It now asks and requires you to finally be a leader for those who need the courage to step up in their own roles of pursuing transformational lives, as well.

It’s Time. Your Time!



Secret Number 5. Access

ENROLLING people into **EXPERIENCES** that help them **SOLVE** their **PROBLEMS** must be **COMPENSATED** based on **ACCESS** points to the level of **INVESTMENT** being sought out. Multiple **INCOME STREAMS** then can be created at these levels offering greater impact at various stages of growth.



Due to the fact that most TSPs work on hourly rates, there is a cap as to how much money they can make and how many people they can actually work with because of how their sessions are structured.

Initially, booking an 8-hour day with clients sounds good in theory, but if you are a massage therapist you must schedule time for your own resting periods, as your service is so physical in nature.

Most TSPs need to build time into their week for the purpose of keeping themselves rejuvenated, to catch up on client files, to handle their bookkeeping, to attend networking events, and often, to engage in continuing education programs. The list goes on and on. A typical 40-hour work week is not exclusive to client only activities.


While we can calculate how many clients would be necessary to generate \$3000 for the month, at \$50 an hour, a TSP would have to book 60 hours a month of actual client time. Is this doable? Sure it is. I have done it. However, it's a challenge to keep 60 hours of booked client time well, BOOKED!

Would this create a sense of overwhelm around how this is to actually happen *consistently* week in and week out? You bet it does. I have seen it firsthand. I really believe the reason many TSPs hit a wall in their business growth is because they get stuck on this never-ending roller coaster cycle of trying to keep people scheduled on their appointment books.


If you have a set schedule -- by the hour and with only so many hours in the week, finding the right amount of time to actually see clients, get everything done in your business, and still find time to have

a life outside of your business seems impossible.

Since we cannot add more hours to our 24-hour day, the only other option is to increase the dollar value of the service offers provided. Repositioning your value as an expert allows your service structure to shift from that of an hourly rate to that of access specific points with various fee levels. This transition actually lends itself to charge more by the hour--as access to an expert is seen, well, to have a higher value.



The Shift...
Access to your expertise knowledge can demand more investment in an experience than that of just a service offered at an hourly rate. Varying fee structures provide new income opportunities without any more work on the part of the expertise provided.



Let's use Oprah for an example as an expert at building business empires. If you were sure she was the person who could help you build your own business empire, you might have a strong desire to use her as a mentor.

If Oprah wrote a book about what it took for her to build her empire, all the trials and tribulations, all the key strategies and decisions she made to grow her brand, you would expect to pay around \$35 for her book. You would gain her wisdom and experience, but you might be left with some questions as to how she overcame specific challenges.

Then, what if she was coming to your town on a business building tour to speak at a local lunch event and tickets were \$100 a plate. If you knew you could have access to hearing her in person, I am sure you would gain more value from seeing her live than only reading about her experience in a book.

Now, what if there was a special VIP opportunity to sit at the same table with her for \$300 instead?

Those questions you were curious about just might get answered, and even more details might be shared about her experiences. Would you pay more to gain even more access to her expertise?

Finally, what if an opportunity to have a private mentor session with her was available? How much would you expect to invest to have access to her for an hour, a day, a week or a month?

This could easily range from \$5000 for an hour up to \$75,000 for a month of access with her.

Do you think there are people who would invest that much money? Sure there are. There is always a percentage of people who are serious about getting to their success on the most direct path and are willing to invest in guided expertise from someone who has done it first-hand them self.

Do you see the point of this example?

Access to the expert allows for multiple levels of investment to gain valuable knowledge.

If you think you could never make this shift, I assure you, you can and must! If you ever wish to

achieve the mission you seek to create, and the financial goals that will help to make your dreams come true, then, shifting your service offers from an hourly rate to that of access fees is the only way you can create success and sustainability as a TSP.

So, how would this work for a TSP?

Having a signature program allows for individual and group offers, as well as having content for teaching workshops and seminars, speaking engagements, and books and workbooks that can easily translate into home-study programs. Any topic can be broken into multiple delivery channels. The varying ways your signature program is delivered requires a different level of access and would require varying fee structures.

Let us use our weight-loss coach, Susan, as our example. She can now generate more revenue in less time because she is leveraging her expertise and access to her knowledge by various delivery methods. Susan's 90-day Fast Track Your Weight Loss program could be turned into a simple 4-hour workshop giving people a brief overview of how to set themselves up for weight loss success at a price point of \$50 to \$100 respectively. From this workshop, she could sell a simple workbook outlining these ideas for an additional \$20 to \$40. On the back end of the workshop she could offer a group program at a higher value investment, but enough to make the clients stretch a bit to get into action—so around the \$295 to \$495 range. Loving her coaching style, clients could invest in one-to-

one private coaching with her for the 90-day Fast Track Your Weight-Loss program to get deeper support for their process, an investment of \$1500 to \$3000 would be appropriate.

No more boundary breaches here. Her time is now taken off the table as a means of discerning the quality of the results or an hourly rate, to which a client would never equate the real value otherwise.

It's time to tag you in as a valuable expert.

I encourage you to make a commitment to yourself. From this moment forward, you will finally claim your radiance and step into the business of life as a Transformational Service Professional.

I am so serious that you can do this, that I have even created a Transformational Service Professional Oath which you can print off, sign, and then hang in your workspace to remind yourself daily--**Your Work Matters!**



Transformational Service Professional Oath

I _____, from this moment forward, will:

- ❖ claim my radiance, value, and courage to lean into my being,
- ❖ bring my highest intentions to my business on a daily basis,
- ❖ confidently charge what my knowledge is worth in order to serve at a level respectful to all that I am, have developed, have studied, and have experienced.

I must fully embody this new way of showing up to become an expert in the area of knowledge I can apply to helping others as it has helped me. As this is my birth right to access my desires in order to create more life for all by showing up fully in my work, my business, and my life.

This is so from this day forward.

Sign Your Name Here

Today's Date

CONCLUSION

Now it's your choice.

Over the past 40 + pages I have shown you how the idea of transformation can create possibilities with greater depth for your clients and your business. The notion of creating a win-win in this process of growth is the largest value you can share with your clients. As you evolve in your expertise and experiences you can lead the growth of others. This really is the only way to leverage your ability to have more influence and prosperity.

It is frustrating for me to watch talented, service professionals struggle. I know they could serve so many people but, they have lost their radiance and confidence because they can't figure out the business model needed to grow their businesses.

As a result, they start to lose confidence in every area of their lives because they feel they have failed in their businesses. They know they want to be an energy healer, a nutritionist, a relationship coach, or open up another kind of heart-centered business. But, they just can't seem to figure out how to make it all work. They can't figure out how to attract enough clients to survive financially, and they end up walking away from their dreams.

It is my desire to help *heal the healers* of the world. By giving them, and now you, the tools to support you with greater influence and affluence from the value created by your expertise.

Because, here is the truth.

Success is an inside job!

Success is based on the ability to be confident and courageous being yourself, uncovering the true wealth hidden inside of yourself in the means of gifts and talents, skills and abilities that are natural to you...that can help one to one million people through your fullest expertise expression. Best of all, this work, furthermore, is fulfilling to you in the process as you *step into the business of life*.

I hope you have seen where you can shift and challenge your old beliefs and step into something more effective for delivering the love and care you have for people. It is essential to really grasp how you can evolve this process by claiming your real value as an expert in your industry.

“Business is your highest spiritual understanding, demonstrated.”

~Neale Donald Walsch
Author of
Conversations with God

In this book, it has been my intention to share what I have discovered over a 25-year career. Our own process of self-awareness can be the catalyst for creating greater value in our businesses.

Business is transforming quickly as it is not about what you do to make money anymore; it is about who you are being in exchange for offering value to others.

Now, as you think about your transformational service business, it is my hope that it now has a very different look for you. I hope I have demonstrated new opportunities you never imagined.

Here is to your Radiant Success!

Much love,



Wendy

Are you ready to transform the way you do business? Would you like to see how we can work together? Then I would be pleased to offer you a Radiant Business Breakthrough Session where we can explore the needs of your business. Click Here to Request a Time for Us to Speak -- [Book into My Online Calendar](https://www.RadiantEdgeConsulting.com)