



Why Don't You Have Clients?

Hi, I'm Sharon Jurd and welcome to my Biz Blitz videos. Today, I'd like to talk to you about why you don't have clients. I'm talking about the number of clients because it's all a numbers game. The more clients you have who are paying you a higher amount of money, then the more money you make, and the more money you make, the more people you can help. I'm not saying that you need thousands and thousands of clients. You just need ideal clients who pay you the right amount of money or the value that you're worth, so you can help other people and do what you need to do in your business and life. Today, I want to explore those three areas where this might be happening for you, and the reason why you don't have a lot of clients.

The first thing I want to ask you is, where are you hanging out? Are you hanging out with your friends, or are you hanging out with potential clients? It makes a big difference if you're trying to attract more people into your business as clients, if you're not hanging out in the right places. That's online, offline, wherever it is for you, you need to be hanging out where those potential clients are for you and letting them know that you're there.

A lot of people start a business and expect clients just to come flooding into their business. But no one knows they're there. No one knows what they're doing. No one knows what they actually do, or help people with what challenges or problems they overcome for potential clients. Make sure that where you're hanging out, people know exactly what you do, and how you can help people.

The second thing is build relationships. Are you forming really strong relationships with strategic alliances who work with clients who you would like to work with? These relationships are really important. What happens is a lot of people come in and say, "I'm going to take from you. I want to talk to your clients or your tribe or your community." And come in there and just swipe the table of that community, and expect everybody in that community to buy from you. That's not what it's about. It's about really building strong relationships, adding value to that community or tribe, and really come from a giving place over a long term, and that will naturally flow you many clients. But if you're going in there and going "I need to get clients, I need to get clients," it's not going to work in



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the long-term. Make sure that you are thinking about the end game, and not just what you can get today.

The third thing is your beliefs. If you have really strong beliefs, where you're finger pointing out, going "It's the economy, it's the environment we're in, it's COVID, I can't travel, I can't get to my clients, I can't run events;" you've got all these strong negative beliefs, then you need to change those up because you can build a very strong business, have many clients coming to you in any environment. Sometimes we have to change our beliefs that are no longer serving us, so we can then move forward in our business, and attract those clients to us. Most of the time, when I see businesses who are not attracting clients, it's not from an external factor, it's actually from an internal factor.

I want you to check in and go, "Hmm, what do I believe? Do I have these negative beliefs that are stopping clients from being attracted to me who can easily come to me to do business with me? If you're sitting there thinking, "Yes, I do. I have some of these negative beliefs," and I want you be really true to yourself, because some of us are in denial, going, "That's not the problem. That's the problem out there." No, let's check in. I always go, "If there's shit in your business, check within first before you blame anyone else."

If you go "When I'm true to myself, there's stuff going on for me," reach out to me because I can help you easily change those beliefs. Those beliefs can easily be changed with just a little bit of help.

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We change the neurology, so you think differently. Once you think differently, then you'll attract a different outcome.

They're my three points today. One, where are you hanging out? Are you hanging out with your friends or are you hanging out with your potential clients? Are you building strong relationships with strategic alliances to help their communities and tribe? Are you really checking in on your beliefs and getting help about changing up those beliefs immediately to attract more clients into your business?



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If you found this video to be of value today, please share it out with your family, friends and colleagues, because I want to help as many people as I can and I need your help to do that.

I'm Sharon Jurd and we'll talk soon.