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Solo Flyer
The Solopreneur Zone
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subscribe@solopreneurzone.com
unsubscribe@solopreneurzone.com

Solo Flyer is the e-zine for those "flying solo" in their own business - Solopreneurs. Whether you've been in business for several years or haven't yet taken the plunge, you will find resources, strategies, new ideas, support, and ways to connect in every issue.

Fly solo, but don't go it alone!

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1. A NOTE FROM DAWN

No, it's not your imagination. You did just get the last issue of the Solo Flyer two weeks ago. By popular demand, I'm now publishing this e-zine every two weeks. This means you'll get twice as many business-building articles and more opportunities to learn about great resources and tools to support you in growing your solo business.

Now that you'll be reading the Solo Flyer more often, what would you like to read about in upcoming issues? Have you been struggling with whether to accept credit cards and want to see a comparison of service providers? Would you like us to survey your fellow Solopreneurs and hear about their successes and lessons learned? Send me an email mailto:dawn@solopreneurzone.com and let me know...

"See" you again in two weeks!

Dawn

2. DO YOU KNOW WHO YOUR CLIENTS ARE?

Is That a Trick Question?

Of course you know who your clients are, right? You have a file for each of them, nice and neat in your filing cabinet, in fact (ok, the stack on your desk counts too). But do you know WHO your clients are? Not just the name/address/type of business information - do you know what they want for themselves, or what they struggle with, or why they chose to work with you?

### **Could You Describe Your Clients in 30 Seconds?**

Are you clear enough on who your ideal clients are, what you work with them on and how you do it that you could describe all this in 30 seconds? (Give yourself 20 Bonus points if the person listening to you typically understands what the heck you are talking about!)

Many of us struggle with explaining what we do, for whom and why. Often it's because we aren't really sure ourselves! And then we wonder why business is only trickling in here and there.

### **Stop Focusing on Yourself**

Solopreneurs often get stuck trying to describe what they do or, even worse, simply state their title – "I'm a coach". Focusing on you limits you to, well, You. When you're that close to your subject, it's challenging to come up with the right words.

### **What are Your Potential Clients Thinking About?**

When a prospect is talking with you, what are they are thinking about? Themselves! So talk about them. Since their focus is already there, it just makes sense to talk about what's on their mind.

### **What Don't You Know About Your Clients?**

Another trick question? How could you possibly know what you don't know about your clients? If you find yourself struggling to get that "ah-ha" from a prospect you are talking with, it may be because you aren't speaking their language.

### **When in Doubt, Ask!**

If you aren't sure what's important to your clients - ask! Begin with your current clients. Find out why they chose to work with you and what your work together has created for them. Then, talk with people in your target market. Ask them about their aspirations and goals. Ask them what keeps them up at night. Find out how you and your services could help them get a better night's sleep.

Don't stop there. You can also ask other service providers who work with the same target market. Often, they provide a complimentary service and would be happy to talk with you – and possibly team up to serve your target market better!

### **Are You "Out There", yet Keeping Yourself a Secret?**

You may think you are putting your services out there, but if prospective clients don't see or hear something that makes them shout, "Ooh, that's me" your phone may never ring. Really knowing your clients will help you speak their language. When you speak your clients' language, your message will no longer get lost in translation...

**Want to know your clients so well that they effortlessly "get" your message?** Several of our upcoming classes (dates & times listed below) address this topic:

- The Secret to Finding clients will help you understand your target market better and create marketing messages that appeal to them.
- Interviewing Prospective Clients shows you how to conduct informational interviews as well as how to connect with clients during the interview process.
- How to WOW Others with your Elevator Pitch shows you how to craft a 30 second message in a way that makes the listener want to hear more!

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3. TELECLASSES

The Secret to Finding Clients: 10/15, 4-5pm ET  
Marketing Strategies that Suit Your Personality: 10/30, 3-4pm ET  
The 'Effortless' Marketing Plan: 11/11, 3-4pm ET  
Interviewing Prospective Clients: 11/19, 4-5pm ET

“Thanks so much and I REALLY LIKED listening to the teleclass. I could see myself making these kinds of "mistakes" by doing this marketing and that marketing, and I've blown a lot of money without following up. THANKS SO MUCH and I'm sure I'll be listening to it again and more.....” Jacky Lynch  
<http://www.justaskjacky.com>

For Package Pricing, Class Details and Registration, visit  
[http://www.solopreneurzone.com/Teleclasses\\_Live.htm](http://www.solopreneurzone.com/Teleclasses_Live.htm)

Can't make these class times? All of our teleclasses are available for purchase Today on Real Audio for only \$15. More details at [http://solopreneurzone.com/Teleclasses\\_Purchase\\_RA.htm](http://solopreneurzone.com/Teleclasses_Purchase_RA.htm)

#### Free Teleclasses

Successful Self-Employment through Multiple Profit Centers – Wednesday, 10/22 at 2pm ET

How to WOW Others with your Elevator Pitch – Wednesday, 10/29 at 3pm ET (offered by Karen Habegger of Revel Coaching <http://www.revelcoaching.com>)

For Details and to Register, visit [http://solopreneurzone.com/Teleclasses\\_Free.htm](http://solopreneurzone.com/Teleclasses_Free.htm)

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#### 4. RESOURCE LOUNGE

A couple of resources we love...

**GREAT SERVICE:** Bookmark printing from GFX Printing <http://www.gfxinc.com>  
Looking for something to give away at a networking event or talk you've given, but want it to be unique? Try a bookmark! You can have your logo or favorite image on one side and your contact info or helpful hints on the back side. You can get 1,000 double-sided book marks starting at \$105 plus shipping.

**GREAT BOOK:** *Get Slightly Famous* by Steven Van Yoder  
*Get Slightly Famous* is a great book filled with practical ideas of how to promote yourself as an expert in your field. It is an easy read and is especially useful because every few pages there is a highlighted real-life example of someone living out the concepts he is referring to in his book. I found it inspiring and was encouraged to go out and get slightly famous after reading the book. Heck, I even felt slightly famous afterward! The practical suggestions and tools are well worth the read. ~ review by Karen Habegger of Revel Coaching (see Karen's free teleclass listed above)

For a complete list of books we love, visit the Virtual Bookshelf at  
[http://solopreneurzone.com/Resource\\_Books.htm](http://solopreneurzone.com/Resource_Books.htm)

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#### 5. VIRTUAL CONNECTIONS

We know how tough it is to “go it alone”. That's why we created Virtual Connections.

Have you checked out The Virtual Water Cooler? The VWC is a free monthly community teleconference call where you can share ideas and questions with peers from around the globe. Join our next call on Thursday, October 16 from 4-5pm ET. For details visit <http://www.solopreneurzone.com/WaterCooler.htm>

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Dawn

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Dawn Nichol  
Chief Visionary, The Solopreneur Zone  
530.274.3807  
<http://www.solopreneurzone.com>