

THE FIVE PILLARS OF A

**ROCK SOLID
AND HIGHLY
PROFITABLE
BUSINESS**

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Welcome, mighty entrepreneur!

Ever sit and wonder what you're supposed to be doing on any given day to get leads and new clients rolling in the door or filling up your calendar? Yep, it's probably because you don't have a system in place to keep you moving forward. *And that's ok.* Because now you've got mine.

I'm Bryn Brown - Business Coach, sales expert, recovering perfectionist, volleyball junkie, and momma.

I've been in business development, strategy, and sales for nearly 20 years. I've done it all, from single item sales at pop-up events to managing donations worth multi-millions. One thing I know for sure is that to be successful at growing any business, you need to have a solid, repeatable process in place.

What you'll find here is the *exact* framework I use to fill every one of my private & group coaching programs time and again. It's amazing because it is a step-by-step process that is not only repeatable, but works for any type of business – yours included!

When clients come to me ready to take their coaching, consulting, or creative business from zero to profitable, this is what I teach them. The genius of having a process like this is that if things are going wrong, you can always come back to the 5 Pillars outlined here to troubleshoot and get things moving again.

Ready to create a rock solid foundation for your business and become insanely profitable?

Yeah, that's what I thought. Let's get started.

With great love,

Bryn

Pillar 1: Plan for Profits

Here's where you get to create your plan for making money. In order to begin selling and enrolling clients effectively and with consistency, you need to be crystal clear on these four things for your business:

- 1 Your niche
- 2 Your ideal client
- 3 Your services & product offerings
- 4 Your fees & profits (tip: these might not be the same)

Got those things locked in? Great! Once you have a defined plan for who you're serving and what you're offering - from freebies to high end - you can outline the flow of your ideal customer experience. In other words, do they start small and grow with you, or do you start them on a bigger program and upsell from there?

QUICK NOTE:

these things can and will change. You don't have to feel like you're stuck with any of this forever, you just have to get a solid outline in place so you have something to work toward for now.

Let's talk pricing first. When considering pricing, you'll want to find a balance between what the market rate is for your service, whether you want to be high end or affordable, and what you're comfortable charging.

Most people can create their programs and packages based on how much time they spend per client, per package, and multiplying it by what they want to charge for their time. Just don't forget to include the time you spend emailing or creating & sending resources!

For example, in Package 1, the client gets a 30 minute service once per week. That's two hours per month. However, you spend about 10 minutes after each service taking notes, following up with your client via email, and recommending some resources. You usually hear from your clients by phone or text a couple times per month which takes about 5 minutes each time. Consider this extra 50 minutes when you're thinking about price. You're actually offering your client about 5 hours of service per month, not 4.

Now, let's look at profit. When you're early in your business, you probably don't know your client acquisition cost. If you do, you'll need it here. If you don't, don't worry about it for now. What you'll want to focus on is *operating expenses*.

How much does it cost to run your business per month? You might consider web hosting fees, any software or subscriptions you use, and any physical tools you need to perform your service. I know this may vary from month to month as you replenish supplies or make an investment in tools or coaching. If that's the case, tally everything for the year and divide by 12 to get your average monthly expenses.

The next part is easy: subtract your expenses from your fee, and voilà! You now know how much profit you make from each client.

This exercise will help you create your annual revenue targets. If you want to bank \$100k this year, you can easily work backwards to figure out how many packages and programs you need to sell in order to create the income you desire on top of your business expenses.

Pillar 2: Promote Your Mission

I'm assuming that you started your business because you're insanely passionate about what you do, am I right? If so, then this should be fun. This is the part where you get to create content, talk to people, work your network, and generally tell everyone you come in contact with what you're doing and how people can work with you.

This is also your opportunity to begin positioning yourself as an expert in your niche. Make a list of all the ways you want to get in front of people. The list can include: workshops and classes, keynote speaking events, podcast interviews, online summits, social media lives/videos, networking events, publishing a book, personal contacts and referrals, Facebook groups or Instagram, etc.

Harness that passion and get the word out!

If you're getting hung up here, you're not alone. For the shy or introverted soul-preneurs out there (that's me!), much of that list can look like a nightmare. Start with what you're most comfortable doing and add in one or two that *kind of* scare you but you'd be willing to try at least once. Maybe a podcast or online interview sounds scary to you because lots of people will hear the recording but you'd be willing to try it because the interview itself is one-on-one. See where I'm going with this?

If you're at all hesitant about putting yourself out there, you **MUST** remember: ***There are people waiting to find you so they can heal, learn and grow in the way that only you can show them. These are your divine clients! Don't let them down by playing small.***

Pillar 3: Always Be Inviting

There's a popular philosophy forever taught in the sales industry: ABC – Always Be Closing. I'm here to say that I totally disagree! Sure, you want to have a strong close when you're in sales BUT I don't want to sell *at* someone. I don't even want to sell to *everyone*.

Some people won't be the right fit and you have to be ok with that. The real key here is to Always Be Inviting. Be brave about inviting people to experience your gift. When it comes to any kind of business, there is one simple truth:

the more people you talk to, the more clients you'll have. Period.

Send direct invitations to gather your leads. Whether that's online or in-person, if someone expresses interest in what you've got going on, invite them to experience an introductory offer. **Get them signed up for your freebie right then and there.** It doesn't matter if it's your newsletter, a free report, or a consultation call – you choose how you want to interact with them to start and then get it scheduled. My personal preference is to set up a call or complimentary session because there is no better way for someone to experience your unique gifts than to spend time talking with you.

Then, once they've experienced the first thing, invite them to experience the next. It's important that you take leadership and guide them. Since you're always inviting, if one person says no, it's ok – because you've got more lined up. Make sense? Work your numbers, friend.

Pillar 4: Service Over Sales

The most valuable thing that we humans have is our time.

When someone is generous enough to spend their precious time with you, you have to honor that. Give them your very best and make sure they see life-changing results, even if they don't end up working with you. You're the expert, it's your job to show them what's possible through working together.

Ask the questions that you want to ask but make you uncomfortable. Be silent when silence is needed, even when you want to speak. Under-promise and over-deliver. Educate them and offer them a crystal clear roadmap for getting exactly what they want. It's the only way you can find out if you're a fit to work together.

The trick here is to be able to give your all and simultaneously be completely unattached to the outcome. Remember Pillar #3 - ABI? You're working your numbers so if you show up and do your best, your right person will come along.

Serve everyone equally and you will begin to see that even if someone doesn't hire you or buy from you, they won't hesitate for a second to recommend you. Word of mouth referrals are the most powerful marketing you can get – make sure it's working in your favor, not against you.

Pillar 5: Propose & Close

In my practice, you'll often hear me say that sales is an art, not a science. It's true that this takes some practice and finessing. So much so, that I spend more time working with clients on this Pillar than any other.

Once you have given it your all to your potential customer or client during their introductory experience with you, it's time to share with them how they can work with you. When come from a place of service over sales, you will often find that they simply ask you how you can work together. Isn't that wonderful?!

Regardless of who brings it up, presenting your service and a closing statement is the natural conclusion to your sales conversation.

Take leadership at this point and direct them with your recommendations. Think about a doctor prescribing a treatment plan. It's a similar conversation in sales. In order to achieve the results they want, they must follow your prescribed treatment plan.

Remember, you are the expert and you know what the best option for their specific situation will be. For this reason, I recommend staying away from presenting a menu of options and letting them pick. It's confusing for your potential client. Pick one that you think will be best in your expert opinion. You can always present an alternate option to meet any unresolved objections.

I find that it works best if I get their agreement on the service before discussing the price. This is because the price won't matter if they don't believe the service will meet their needs. If they don't believe you can help them and you start talking about money, you instantly begin "selling" to someone who isn't interested. Make sure you are 100% on the same page with the service before you discuss fees.

Once a client agrees that the service you've presented is indeed the best option and you've shared your rates or prices, you can offer a closing statement to seal the deal.

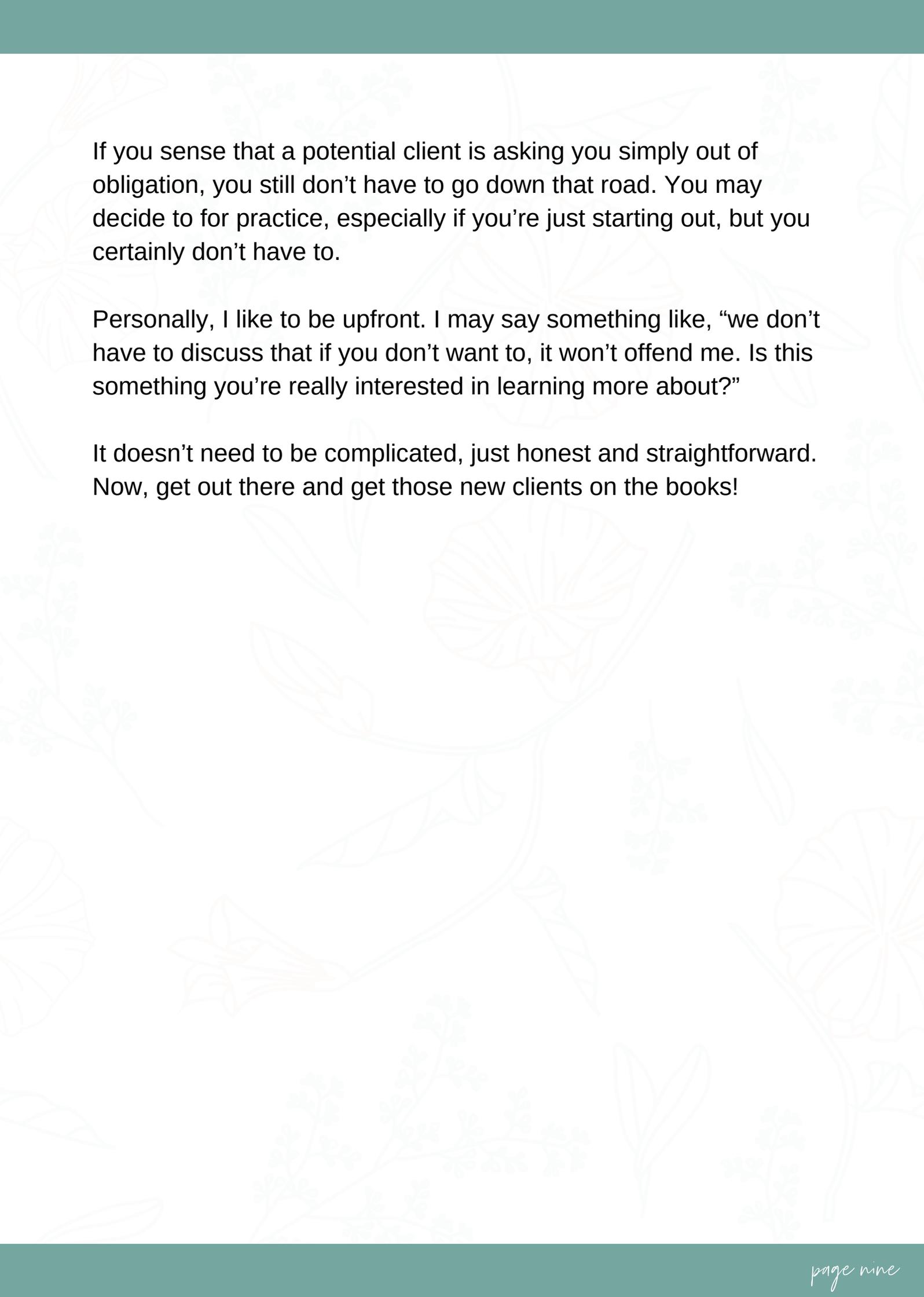
Here are a couple of different options that you can play with to see which works best for you:

One option is an either-or statement: "We can do either 3 or 6 months to start, which do you prefer?" or "I offer a full pay or payment plan option, which is better for you?"

The other option is to keep it simple (my personal favorite): "When would you like to start?"

If your potential client or customer has any questions or objections, they're sure to bring them up at this point. If not, congratulations you've got a new client! Be ready to take their payment information and get them started.

I'll also add here that you are never obligated to make a proposal to someone. If you don't feel that they're a good fit, you can wrap up with a simple, "Thank you for your time, I hope this was helpful."

The background of the page features a delicate, repeating pattern of light-colored floral and leaf motifs. The design includes various types of flowers, such as what appears to be a hydrangea-like cluster and a single bell-shaped flower, along with several leaves of different shapes and sizes. The pattern is rendered in a soft, muted green or teal color, creating a subtle and elegant backdrop for the text.

If you sense that a potential client is asking you simply out of obligation, you still don't have to go down that road. You may decide to for practice, especially if you're just starting out, but you certainly don't have to.

Personally, I like to be upfront. I may say something like, "we don't have to discuss that if you don't want to, it won't offend me. Is this something you're really interested in learning more about?"

It doesn't need to be complicated, just honest and straightforward. Now, get out there and get those new clients on the books!

Bonus Pillar: Know Your Resolutions

Since objections are so closely tied to Propose & Close, it's no surprise that I spend a fair amount of time working with clients on how to overcome objections. You probably already know the most common objections you receive – because you hear them All. The. Time. Overcoming objections is no problem when you can easily explain how to resolve them through your work. The trouble is, most people don't know the resolutions.

Here's what I suggest. Take a moment to jot down all the possible objections you might hear in a list on the left side of a blank sheet of paper. On the right side, across from each objection, I want you to write down the #1 way that you can resolve the objection through your work together. Keep this as a reference sheet when you're speaking with clients.

NOTE:

You don't need to state the resolution verbatim. Done right, this will be a supportive, coaching-type of conversation rather than a firm or salesy comeback.

Here are some examples for you:

OBJECTIONS

RESOLUTIONS

I can't afford it.

My health coaching program will actually save you money on medical bills in the future.

I don't have enough time for this.

My system will actually save you time by automating XYZ.

I'm not sure I can get those results.

You can start from anywhere and find success with this program. Let's define success for you so it feels achievable.

I have to get my spouse to agree.

What is spouse's possible objection?
{Refer to objection(s) on list.}

In the spirit of bonus information, here's a ninja move for you: When a client presents an objection, first you must find out whether your potential client is actually a 'yes' or a 'no'.

Objections are sometimes just excuses to get out of having to say no. My favorite question to ask is, "if it weren't for {the objection}, would you be a 'yes'?" You'll be surprised at how honest people will be when you ask this!

It's Time to Get to Work!

That's it! You can work these steps over and over to achieve the exact results you want!

I want to know – how is this working for you? Are you getting stuck? Do you need to hone your skills in one area in particular? Still feeling overwhelmed and unsure about where to start? I get it, I've been there.

Here's how to get more from me:



Email me with your questions: bryn@brynbrown.com



[Schedule a FREE 30 minute strategy session to get your business back on track.](#)



[Join me in my Facebook community to get more goodies!](#)

About Bryn



"I believe that the key to building a successful soulful business is loving the business as much as you love serving others."

~ Bryn Brown

Hi, I'm Bryn Brown. My mission is to help you fall in love with the business side of serving others.

As a Business Coach, I help coaches, healers, consultants, and entrepreneurs build a solid foundation for their business so they can quickly fill their practice, reach more people with their message, and create passive income. Along the way, I help my clients remove the mental blocks around numbers and money so bank statements and spreadsheets are no longer a source of panic and anxiety.

Using heartfelt connections as the roadmap for growth, I guide my high achieving clients as they realize their deepest passions and turn them into the kind of work that feeds their soul. From there - or for those who are already nose-deep in their business - we build and scale quickly and with integrity (no sleazy sales tactics here!), so they can lead with their heart and make a BIG impact in the lives of their clients.

In my experience, it's the little habits that create the biggest results and focusing on the fundamentals will always be the starting point for success. My structured systems and sense of practicality, combined with a client's vision and gifts, gets results fast.

Today, I am very fortunate to follow my passion of coaching and consulting with clients on a one-on-one basis and in small groups, providing a highly customized and actionable plan, with a spiritual foundation, designed to build your confidence and profitability as an entrepreneur.

Want to know more? Schedule your FREE [Business Strategy Session](#) to see how I can support you in going BIG in your business today!