



Business - Understanding Your Value and How to Market it - Assessing Value

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ABOUT THE AUTHOR

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Sometimes solo professionals lose perspective when it comes to the product or service that they have to offer clients. Before you can do effective marketing, it is important that you are very clear about what you have to offer. If you meet the needs of the clients you have given value.

Think objectively about your products and services - Take some time to consider exactly what your client experiences from their very first contact with you right through until their last contact. What was their first experience like? Were they treated in a friendly and respectful manner? Were they comfortable? They they talk with you in an open and comfortable manner? What did you offer them? Did they take anything away with them after their first appointment? Did you do a follow up which encouraged honest evaluation of their experience?

Contact clients to get their opinions - It is important for you to ask what could have been improved. You are not on a mission to hear only positive comments. Ask them what product or services they might suggest that you offer in the future. Send them a written thank you for their input.

Research other private practices - Why re-invent the wheel? Most professionals are willing to share their ideas and would welcome your questions. In fact, they would likely be pleased and proud to show you the services, systems or products that they have developed. You might even ask them to critique an area of your business that you feel could be improved.

Record your findings - Documenting what you have learned does not have to be complex. In fact, three pages would capture everything in an organized manner. On one sheet of paper write "Strengths". On another write "Things To Improve or Develop" and on a third page write "Action Steps Required".

Assessing your business requires an openness to hear the truth and a willingness to change or create the things that will better serve the clients.