

CLIENT ATTRACTION CHAIN REACTION

THE PROVEN SELF-SUSTAINING PROCESS
TO ATTRACT HIGH-PAYING CLIENTS



HENRY J. DEVRIES

CLIENT ATTRACTION CHAIN REACTION



**The Proven Self-Sustaining
Proprietary Process For Consultants,
Professionals, And Coaches To
Attract High-Paying Clients**

HENRY J. DEVRIES

Based On A Twenty-Year, \$3 Million Client-Attraction
Proprietary Research Study



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CONTENTS

Part I	The Three Whys Of Client Attraction.....	1
	Why High-Paying Clients Are Different.....	3
	Why Your Brand Should Be Generosity.....	13
	Why Me: My Mess-To-Success Story.....	21
Part II	Client Attraction Chain Reaction Process	27
	How To Host Small-Scale Seminars	29
	How To Get Invited To Give Speeches	35
	How To Get Published On A Regular Basis....	59
	How To Help Groups With Pro Bono Work ...	75
	How To Network At Target-Rich Environments.....	79
	How To Work Your Internet Game Plan	87
	How To Stage Research-Based Workshops....	93
Part III	Sustaining Your Impact And Influence	105
	Hard News: Nobody Is Going To Discover You	107
	Focus On What You Are Accomplishing	121
	Appendix: Acknowledgements	127
	About The Author	129
	Index	131

PART I

THE THREE WHYS OF CLIENT ATTRACTION





Why High-Paying Clients Are Different

Back in science class everyone learned that a chain reaction is a sequence of reactions that causes additional reactions to take place. In nuclear physics, what happens to a single neutron can result in a nuclear explosion.

A metaphor for a chain reaction is a rolling snowball causing a larger snowball until finally an avalanche results (aka the “snowball effect,” which Warren Buffett biographer Alice Schroeder uses to explain the world’s greatest investor’s success in *The Snowball*).

Chemically, the equivalent to an icy avalanche is a spark causing a blazing forest fire.

Those who want to attract high-paying clients are looking for the secret of creating a client attraction chain reaction.

Peter Drucker, a founder of management science, famously said, “There is only one valid definition of business purpose: to create a customer.”

To do this, each and every independent consultant or business coach must answer three classic questions: What is my business? Who is my client? What does my client consider valuable? (Drucker, 1954, *The Practice of Management*).

The number one challenge for independent consultants, professionals, and coaches is attracting new clients. Ironically, many consultants and coaches feel marketing is too time consuming, expensive, or undignified. Even if they try a marketing or business development program, most consultants, professionals and coaches are frustrated by a lack of results. They even worry if marketing would ever work for them. And no wonder.

According to David Maister, a retired professor from the Harvard Business School, the typical sales and marketing hype that works for retailers and manufacturers is not only a waste of time and money for consultants, professionals, and coaches, it actually makes them less attractive to prospective clients.

However, research has proven there is a better way. There is a proven process for marketing with integrity and getting an up to 400 percent to 2000 percent return on your marketing investment. My trademarked name for this client attraction chain reaction system is the Educating Expert Model, and the most successful professional service and consulting firms use it to attract high-paying clients.

To attract new clients, the best approach for consultants and coaches is to demonstrate expertise by sharing

valuable information through writing and speaking. For consultants and coaches, this I believe with my heart of hearts: the number one marketing tool is a book and the number one marketing strategy is a speech. Research shows independent consultants and coaches can fill a pipeline with qualified prospects in as little as thirty days by offering advice to prospects on how to overcome their most pressing problems.

What should consultants and coaches do to increase revenues? First, understand that generating leads is an investment and should be measured like any other investment. Next, quit wasting money on ineffective means like brochures, advertising, and sponsorships. The best marketing investment you can make is to get help creating informative websites, hosting persuasive seminars, booking speaking engagements, and getting published as a newsletter columnist and eventually book author.

Rather than creating a brochure, start by writing how-to articles. Those articles turn into speeches and seminars. Eventually, you gather the articles and publish a book through a strategy called print-on-demand publishing. Does it work? Here is a list of three business best-seller titles that started out independently published:

- *The One Minute Manager* by Kenneth Blanchard and Spencer Johnson: picked up by William Morrow & Co.
- *In Search of Excellence*, by Tom Peters (of McKinsey & Co.): in its first year, sold more

than 25,000 copies directly to consumers—then Warner sold 10 million more.

- *Leadership Secrets of Attila the Hun*, by Weiss Roberts: sold half a million copies before being picked up by Warner.

Even if you believe in the Educating Expert Model, how do you find time to do it and still get client and administrative work done? No business ever believes they have too much time on their hands. The answer is to buy out the time for marketing. You need to be involved, but you should not do this all on your own. Trial and error are very expensive learning methods. Wouldn't it be better if someone who knows the tricks and shortcuts helped you? We can show you how to leverage your time and get others to do most of the work for you, even if you are a solo practitioner.

Mark LeBlanc, author of *Growing Your Business* and my coauthor of two books, has coached more than 1,000 consultants and coaches and advises them to invest 35 percent of gross revenues into business development and 15 percent into office and administration expenses.

If that is what it takes to create a client attraction chain reaction, the investment is well worth the snowball effect it will generate in attracting a sophisticated clientele.

How To Attract A Sophisticated Clientele

If you want to attract just any client, then this book is not for you. The Client Attraction Chain Reaction is about attracting a clientele that is a cut above. When marketing

pros talk about a sophisticated clientele, what they are really talking about is attracting high-paying clients.

Based on twenty years of research in the field, my definition of a high-paying client is a client that will pay more than \$10,000 for a service, and there are many such clients.

Novelist Ernest Hemingway is responsible for a famous misquotation of fellow novelist F. Scott Fitzgerald. According to Hemingway, a conversation between him and Fitzgerald went:

Fitzgerald: “The rich are different from you and me.”

Hemingway: “Yes, they have more money.”

High-paying clients have more money and are more discerning than someone who will pay less than \$10,000 for a service. Author Neil Rackham, who analyzed more than 35,000 sales calls to write his classic book *Spin Selling*, called it the large, complex sale. Others term these people as sophisticated prospects.

“Sophisticated prospects make a series of decisions in buying services, but the first decision is to buy from those who can solve problems,” says business development thought leader Scott Love.

Love is a high-stakes headhunter for international law firms and has a high-paying clientele. I know him as a professional speaker for business groups who speaks on recruiting, retention and client development.

For those who deal with sophisticated prospects, Love says there are four keys to keep in mind when discussing your services:

Value leads to trust, which leads to relationship. “Many people try to build a relationship first without showing value and without building trust,” says Love. “Many people think they must build a relationship first, but this is incorrect. You must earn the right to build a relationship by showcasing your value to them, and at that point you have gained access to the path that leads to a relationship.”

Understand that you are not the only provider with whom they are speaking. “Differentiate yourself by asking intelligent questions,” says Love. “Probe more than pitch. Listen first for the problem, then show your services as a solution. The very notion of asking questions is so unique that it will actually differentiate you from your competitors. Further, your own uniqueness is magnified as you do so.”

Lead them forward. “Once you sense that they see you as a solution to their problem, then discuss where you are headed in the relationship,” says Love. “Discuss the next step and ask for their permission to go forward. I refer to this concept as the two magic questions. Explain how you will go forward, and then ask them this: ‘Does that make sense?’ Assume that they respond affirmatively, then gain agreement and permission to go forward by asking this: ‘Are you okay working this way?’ By them giving you a verbal response, it heightens their commitment to you.”

Give them a way out. “When you squeeze a prospect, then the prospect usually disappears,” says Love. “Hard core closing skills are what sophisticated prospects fear most. They are either going to work with you or not. If they are, then you increase the odds of getting their trust by showing them the exit door. I recruit partner level attorneys and I tell all of them something like this: ‘As we go forward, and if you believe my client’s opportunity is not for you, then please be honest with me. The only thing that counts in this whole process is that you do what is clearly in your own best interests. All I ask is that you are honest with me about what that is.’ When they see that your motivation is clearly aligned with their own self-interests, then they will trust you.”

A final piece of advice from Love. “You do not know the buying motives of prospects until you ask. If you ask them, they will tell you.”

Why You Need To *Think And Grow Rich* Your Brand

True story: The year was 2005 and I was waiting in a hotel lobby in Denver to meet a client. I had a name but not a face.

A man hurried into the lobby, scanned the room, and came up to me. Obviously, he, too, had a name but not a face.

“Are you Rich?” he asked.

I shrugged. “I make a good living,” I said.

He did not see the humor and continued to look for his appointment.

My advice for attracting high-paying clients: collect the information that your prospects want to know about how they compare to their peers. Then generously share this in workshops, whitepapers, articles, blogs, podcasts, speeches, and of course, books. This generosity is part of the Client Attraction Chain Reaction Process and will help you think and grow rich.

Time to go old school and consider the OG of career and life advice and motivational self-help books. I am a big fan of Napoleon Hill's approach as the author of the book, *Think and Grow Rich*. This 1937 classic sparked the self-help genre. Thanks to the advice of my business coach, Boaz Rauchwerger, I used to read a page a day.

By the way, more than 100 million copies of *Think and Grow Rich* have been sold. I have read and also have listened to the audio version of the book countless times. (Once I had an office down the hall from a man who worked for the Napoleon Hill Foundation reading Hill's books for audio books.) I am a big fan of Audible and if you are an author I recommend you get your book on Audible.

At the start of the 20th Century, Hill interviewed the 500 most successful people in the world and then made a career out of writing and speaking about the results. In marketing research terms, we would call what he did depth interviews.

Marketing research authors and experts like Chris Stiehl (we used to teach together at the University of California, San Diego) tell me you can learn more with nine depth interviews than you can with nine focus groups with ten participants in each session.

So, Napoleon Hill asked these 500 successful, very rich people what constituted their riches. Hill then came up with a rank-ordered top-twelve list of “The Riches of Life.” Here is the list.

1. A Positive Mental Attitude (PMA)
2. Sound physical health
3. Harmony in human relationships
4. Freedom from fear
5. The hope of achievement
6. The capacity for faith
7. A willingness to share one’s blessings
8. A labor of love
9. An open mind on all subjects
10. Self-discipline
11. The capacity to understand people
12. Economic security

Now, I am not here to deify Napoleon Hill. Some researchers say he was more scam artist than success guru. Were his research methods bogus? Maybe. But a wise man once said you judge a tree by its fruit. What fruit does this list of twelve riches produce? You be the judge.

The most interesting thing to me about the list of twelve riches is only one has to do with money or finances, and it finishes number twelve.

To me, economic security means you know how to provide a valued product or service at a price people are willing to pay that makes you an attractive profit.

Number one on the list is a positive mental attitude. No matter what happens to you or to your business, maintain a positive mental attitude.

As the late great Zig Ziglar used to say, a person with a positive mental attitude will go chase Moby Dick in a row boat and not forget to bring the tartar sauce.

If you think you can, you can create a Client Attraction Chain Reaction Process. It begins with generously sharing your expertise.