
USE THIS ONE QUESTION TO FILTER OUT 80% OF YOUR PROBLEM CLIENTS

A SIMPLE GUIDE TO USING
MOTIVATION FILTERS IN
YOUR BUSINESS

by Nick Reese
nicholasreese.com

WHAT MOTIVATES YOUR CLIENTS?

Chances are if you are reading this, you're motivated to grow your business or make sure that the business that you're about to launch, is destined for success.

I know this because the majority of people who read my stuff fall into this description...

...but you could also be in a different stage.

My guess could also be WAY off because about 20% of my audience is also made up of CEOs and other small business executives.

You see, if I wanted accuracy, I should be asking you directly like so:

“So what are you trying to accomplish in reading this guide?”

Similarly, I find that most entrepreneurs and executives often guess at the motivations of their customers instead of just asking them.

This is part of the reason they end up with so many “problem clients.”

When you don't know what motivates someone it's hard to tell if they'll be a fit for your business or not.

As outlined in the video that accompanies this guide, I highly suggest you use a simple “Motivation Filter” to understand what motivates your clients so that you can tailor your offerings to your ideal clients and weed out potential problem clients.

This guide will give you a simple outline of how to implement this in your business.

-Nick Reese

email@nicholasreese.com

PS. Make sure you've watched this video before continuing:

<http://www.nicholasreese.com/more-of-the-right-customers/>

STEP ONE: IMPLEMENT A MOTIVATION FILTER

As outlined in the video that accompanies this guide, you should absolutely be using a simple motivation filter to understand and better serve your customers.

To get started, simply choose one of the options below that fits in your customer acquisition strategy.

If you need help building an ideal customer acquisition strategy make sure to check out this guide: <http://www.nicholasreese.com/unstuck/>

“HIRE ME” PAGE:

If you predominately use a “hire me” page on your website, your best bet will be to implement the following question into your contact form.

To help me serve you better, what aspects are the most important to you?

Please rank these five elements in order of importance to you.

- 1- Speed
- 2- Quality
- 3- Cost
- 4- Overall Service
- 5- Results

(I usually recommend using this type of question after the product description.)

EMAIL TEMPLATE:

If you use email to pre-qualify customers before you bring them on board, then here is a simple script that you can use.

Before we get started, what I'd love to understand what is most important to you. Could you take a moment and order the following five items based on importance to you.

- 1- Speed
- 2- Quality
- 3- Cost
- 4- Overall Service
- 5- Results

Please reply in this format:

- 1- (most important)
- 2-
- 3-
- 4-
- 5- (least important)

OVER THE PHONE:

Use this script if your customer in-take process happens over the phone. (Make sure you read the whole guide before attempting this.)

“Just so I can make sure to offer a proposal that serves you best, what is most important to you on this project?”

(read out list)

- 1- Speed
- 2- Quality
- 3- Cost
- 4- Overall Service
- 5- Results

After they list their most important element, read the list and ask them the second most important.

STEP TWO: THE ROCKSTAR FOLLOW UP

Once the customer fills out your customer intake process, take some time to understand what motivates them so you can tailor your response accordingly.

If you didn't implement this system on the phone, now is the time to get on the phone with the client.

TIP: BE A ROCKSTAR AND PICK UP THE PHONE. IT IS SUBSTANTIALLY HARDER TO GET A DEAL CLOSED VIA EMAIL THAN IT IS WITH A BRIEF 15 MINUTE PHONE CALL.

Assuming that your business is similar to my first business, you are probably a rockstar at getting results.

With that in mind, your goal is to highlight the fact that you are focused on results while using the information collected to make your product/service seem like a no brainer.

Remember objections are just a request for more information.

COST FOCUSED:

If a potential client shows that they are cost focused, explain to them that you specialize in getting results above all else and that while you may not be the cheapest show in town you have the most experience and will deliver superior results.

Offer examples of your work you've done for prior clients and describe how the results are superior to what your competitors offer.

For cost focused clients it is all about tying the value you drive in their business, back to the business bottom line. If you do this right it can make working with you seem like a "no brainer."

But remember, you don't want a client that is going to nickle and dime you every time around.

Be firm that you are focused on results and not on the lowest price.

SPEED FOCUSED:

If a potential client is speed focused, explain what your process is for keeping them up to date on what you're doing and that while speed is a concern, getting them amazing results is your top priority.

You then should set expectations of the project timeline and explain that you'll be proactive about keeping them up to date on anything that might delay that timeline.

RESULTS, QUALITY, OR OVERALL SERVICE FOCUSED:

If potential client said they were interested in results quality, or overall service first, then this client probably isn't a "price shopper."

Your best bet is to explain how you specialize in getting results and while you may not be the cheapest, there is a reason that xyz customers have chosen you time and time again.

STEP THREE: ADVANCE THE SALE

One of my favorite transition lines to advance the sale is as follows:

“Referrals are my best form of marketing. My goal is to get you results, so you can tell your friends/colleagues how good of results you’ve seen in your business.”

Use this line to slowly transition towards the end of the call or to ask for the sale.

SET EXPECTATIONS:

“Thanks for taking time to chat about what you’re looking for, I’ll send you over a detailed proposal within 24 hours. I look forward to working together.

Let me know if you want me to send over any references.”

WRAPPING UP

While I know this guide has been brief, hopefully you see how powerful a simple motivation filter can be to your business.

If you implement this in your business, shoot me an email at email@nicholasreese.com to let me know.

Look forward to seeing your results.

-Nick “What Motivates You?” Reese

PS. If you’ve enjoyed this guide, would you please forward it along via email to just one person? Just send it as an attachment. If they like it, they might be a great addition to our community. (thanks in advance)

SHARE THE LOVE

(IT'S CONTAGIOUS)

IF YOU'VE ENJOYED THIS GUIDE,
TAKE A MOMENT TO SHARE IT WITH A
FRIEND. THEY'LL THANK YOU LATER.

NICK REESE IS A GENIUS

Nick Reese, helps freelancers, consultants, and executives, master their marketing so they can grow their business and live an uncommonly good life.

Having promoted over 400 different campaigns as an affiliate marketer, Nick has a unique, results focused perspective on what it takes to drive traffic and generate leads.

Since 2006, Nick has built several successful businesses and is currently the CEO of Microbrand Media, a company specializing in building highly profitable web assets.

Nick has also been invited to speak at the White House by the Obama administration on building a business in a tough economy and rang the bell at the NASDAQ with the Young Entrepreneur Council.

In his spare time, Nick has personally mentored over 100 entrepreneurs who have gone on to build businesses with more than \$100k in income.



This page was intentionally left blank.

If you want more guides like this one, make sure you are subscribed for updates here: www.nicholasreese.com/exclusive/