

15 HABITS OF A SUCCESSFUL WOMEN ENTREPRENEUR

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Diane Shawe Author

TABLE OF CONTENTS

15 HABITS OF A SUCCESSFUL WOMEN ENTREPRENEUR.....	I
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TRADITIONAL BELIEFS UNDER THREAT	1
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1. Successful rainmakers treat their clients as the most valuable asset of their practice.....	2
2. Successful rainmakers treat their current and former clients as well as, or better than they would treat a prospective client.	2
3. Successful rainmakers nurture their relationships	2
4. Successful rainmakers make business development a priority.	2
5. Successful rainmakers have a plan.	3
6. Successful rainmakers focus on high-potential marketing opportunities.....	3
7. Successful rainmakers focus their limited marketing time where they can get the biggest return on their investment	3
8. Successful rainmakers invest their time in high-payoff marketing activities....	4
9. Successful rainmakers follow up consistently.	4
10. Successful rainmakers listen more than talk.	4
11. Successful rainmakers recognise that before they can sell something, they need to know what the prospective client wants to buy	4
12. Successful rainmakers ask for business at the appropriate time.	5
13. Successful rainmakers have figured out a way to comfortably ask for business.....	5
14. Successful rainmakers are made, not born.	5
15. Successful rainmakers us social media	5

TRADITIONAL BELIEFS UNDER THREAT

"The traditional belief that we must prepare ourselves to be 'employable' is under threat. The counter argument encourages us to 'gear up' for earning our *own* money, rather than seeing income as someone else's responsibility. With the population dramatically ageing and low-level jobs increasingly swallowed up by machinery, entrepreneurship will be a necessity for many, rather than a life-style choice for some"

Why does the average woman in today's society still find themselves debating the perceived concept that they deserves more or should be rewarded with more?

And why are many women still less comfortable asking for changes that would improve their working conditions, enhance their job satisfaction, or help them expand a business more efficiently and profitably?

“What you think you become, what you feel you attract, what you image you create”

So what is a Business Rainmaker?

*In business, a **rainmaker** is a person who brings in new business and wins new accounts almost by magic, since it is often not readily apparent how this new business activity is caused. It means generating substantial new business or additional cash flow from sources sometimes outside established business channels, sometimes by connecting with people in non-traditional or hidden markets, and sometimes by prompting current clients to spend more money. A rainmaker is usually a key figure in the business or organisation. not merely a salesperson, but a principal or executive who is usually highly regarded within the enterprise.*

So I am going to introduce some researched habits, However, cultivating these habits is well within the grasp of any successful female entrepreneur with sufficient commitment in order to become your own Rainmaker.

1. Successful rainmakers treat their clients as the most valuable asset of their business.

For most business entrepreneurs, the vast majority of new business derives, either directly or indirectly, from existing or past clients and referral sources. Past and current clients can be a source of new business by sending new matters. They also can be powerful referral sources.

Yet sometimes business entrepreneurs focus their marketing efforts on cultivating new relationships with people they have never done business with before.

They ask these “strangers” out to lunch, invite them to firm seminars, and call and e-mail them. Meanwhile, their most valuable assets—their existing clients—are being neglected. There is much to be said for customer acquisition strategy vs customer retention strategy.

2. Successful rainmakers treat their current and former clients as well as, or better than they would treat a prospective client.

They recognise that existing clients are the most important people in their marketing mix.

3. Successful rainmakers nurture their relationships

Nurturing your clients by providing outstanding, not just good, service, staying in touch on a regular basis, seeking feedback, celebrating clients’ successes, and showing appreciation by sending gifts or hosting special client-appreciation events.

4. Successful rainmakers make business development a priority.

Successful rainmakers recognise that to be successful at business development, they need to make it a priority and work at it on a consistent basis. They treat their business development activities with the same level of commitment that they bring to client service.

Making business development a priority is as much about mind-set as it is about time management.

There are opportunities to market each day. Throughout the day, business entrepreneurs talk to clients, competition, and even staff. Spending a few extra minutes deepening a relationship at the end of each of these conversations, whether on a professional or personal level, will dramatically increase the probability of winning business.

But mind-set is not enough.

Consistent business development requires a system. The approaches are limitless and highly personal. Some people spend the first ten minutes of each day involved in a business development activity. Some schedule business development on their calendars, just like client meetings.

The important thing is that there is a structure in place that keeps marketing a consistent priority, as opposed to something that is done when there is a lull in a busy workload.

5. Successful rainmakers have a plan.

“The people who are most successful at business development do not commit “random acts of lunch.”

For example, less successful rainmakers, upon hearing that the best friend of their college roommate just became head of department at a company, rush to have lunch with that person and “try to drum up some business.” Successful rainmakers recognise that such “random acts of lunch” are not usually successful and therefore not a good use of limited marketing time. Successful rainmakers ask, “Where am I going to focus my marketing efforts this year?” and then translate their answers into a written plan.

Plans can take on many different forms.

They may be strategic and detailed, based on a vision, goals, targets, strategies, and activities. Or a plan may be something as simple as consistently pursuing three marketing activities that have been successful in the past. One of the simplest plans consists of writing an annual goal (for example, get three referrals from a corporate department) on an index card and placing it in a pencil drawer. Every time the drawer is opened, the goal is there. Either consciously or subconsciously, that goal becomes a filtering device to determine what activities to engage in that day.

6. Successful rainmakers focus on high-potential marketing opportunities.

Business entrepreneurs are very busy people. Under the best of circumstances, they have a limited amount of time to invest in marketing. Because of this reason this is why some of them operate in reactive mode as appose to goal orientated strategic planning.

7. Successful rainmakers focus their limited marketing time where they can get the biggest return on their investment

High-potential targets that are most likely to become clients or refer them to potential clients. Typically, these targets are existing or former clients or those who have referred in the past. These are people with whom the rainmaker has a relationship based on demonstrated trust and knowledge of capabilities.

Successful rainmakers do not market to people who don't know them or their work until after they've mined their existing relationships.

8. Successful rainmakers invest their time in high-payoff marketing activities.

These activities vary from person to person, depending on their business, their personal strengths, and where they are in their careers. But the important thing is to focus on those activities that actually produce business or, at least, leads. Few marketing activities produce results immediately, but, if after a reasonable amount of time an activity is not generating new work, it is not a high-payoff activity.

For the vast majority of business entrepreneurs, the high-payoff activities are those that involve building personal relationships with clients and referral sources—taking people out to lunch, staying in touch on a regular basis, and asking clients about their kids or another personal or professional subject that is important to them.

9. Successful rainmakers follow up consistently.

The biggest marketing mistake that business entrepreneurs make is failing to follow up. Many embark on a marketing campaign by taking prospects out to lunch or giving a speech to a local industry group. Then, because of the demands of a busy practice, they fail to follow up. Eventually enough time passes that they then feel very uncomfortable about following up.

Statistics show that less than 3 percent of all sales—and, after all, pitching services is a form of sales—are made on the first attempt. It's unlikely that the prospect who's taken to lunch will make a buying decision on the spot.

Many business entrepreneurs worry about being too intrusive in their marketing, and obviously nobody wants to do that. Successful rainmakers look at their marketing contacts from the client's perspective rather than their own. They consider what the client wants to learn, not what they want to tell the client. With this mind-set, the client's reaction is likely to be, "Thanks for sending this information. This is really useful," not, "Quit bugging me!"

10. Successful rainmakers listen more than talk.

Listening can be a big challenge for business entrepreneurs who are used to being the ones with the answers. People come to them with problems, and they want advice on how to solve them. This leads business entrepreneurs to think people are looking for a persuasive argument as to why they should hire them. But nothing could be further from the truth!

11. Successful rainmakers recognise that before they can sell something, they need to know what the prospective client wants to buy.

Even the most articulate marketing pitch will fail if the client does not need the services being marketed.

Successful rainmakers take time to understand what their clients' needs are—not what they hope or think the clients' needs are—but what their actual needs are. The only way to discover what clients require is to ask and then listen to their answers. Only after clarifying their clients' needs do successful rainmakers try to sell their services.

12. Successful rainmakers ask for business at the appropriate time.

Once they are clear about a prospect's needs and are confident they can help, successful rainmakers ask for business. This is perhaps the most difficult of all habits to cultivate. Business entrepreneurs fear rejection and take it personally. But successful rainmakers realise that people can only hire them when they have a need. The probability is that there is nothing personal about not “making the sale.”

13. Successful rainmakers have figured out a way to comfortably ask for business.

Some people bring a marketing lunch to a close by asking, “When do we get started?” Others might find that approach difficult. They may choose to ask, “So, what's our next step?” or “You know, I'd really love to have an opportunity to work with you, because I think I can address your needs. I think you'd be a great client and I'd really enjoy working with you. How do we go about doing that?” No matter what approach is used, like the Nike ad says, eventually the time comes to “Just do it!”

With the other habits firmly in place, asking for business may not be so daunting.

Once a client's needs are understood and a relationship is established, asking for business becomes an extension of the roles of counselor and problem-solver—familiar and comfortable roles for business entrepreneurs.

14. Successful rainmakers are made, not born.

Most successful business developers are not born that way. Consciously or unconsciously, they have adopted certain critical habits. Employing these habits consistently has given them confidence in their marketing abilities. It also has positioned them in their clients' minds as a trusted advisor and a natural choice to handle pressing legal issues.

15. Successful rainmakers use social media

Search engine optimisation (SEO) and search engine marketing (SEM) are critical. Let's consider search engine optimisation (SEO) first. Everyone wants to get their name on top of the search engine rankings. You may have heard tales about secret techniques — like invisibly imbedding your site with hundreds of hidden words — that will ensure you disproportionate prominence. This may have been true in the Wild

West days of the Web. But today, search engine companies know their survival depends on the quick delivery of useful information.

While a number of carefully guarded factors determine ranking, there seems little debate about the following:

1. How your pages are indexed is important. This is a bit technical, but when Web pages are created they are labelled — sometimes with words, sometimes with strings of code. These labels are read by search engines, and words tell them far more than code.
2. Depth of interest is important. Do visitors come to stay, or do they leave right away? The longer visitors stay on your site, and the more pages they click through, the better.
3. Linkages are important. If information on your site is useful to others in the field, as demonstrated by the number of other sites that point to your pages, it is thought that you rank higher.
4. Natural rankings take a while to establish. There is no silver bullet that allows your site to come out of nowhere instantaneously.

If someone claims there is, be wary. Search engine marketing (SEM) is not the same as natural optimisation. You can buy your way to the top of the rankings for any keyword you wish. It's a pretty simple process, too — you bid on a keyword, and, if you win the bid, you pay for every time a prospect clicks on your link. You can determine a budget figure, meaning you won't get charged millions, and the search engines will take down your link after a specified number of hits.

I have met many women who are almost proud to confirm that they are not techie savvy, what's that all about?

The Internet has changed the way we learn, communicate, socialise and even complain. It has become more evident that in order to compete and break all types of psychological ceilings, constructive negotiation skills must be learnt, understood and executed by women who could potentially become the largest global group of growing small businesses.

To learn plan and execute your rain making strategy, order your copy of Diane Shawe number one guide and get your sales focused strategy for your business on track the right way.

<https://needahairmakeover.selz.com/item/pre-order-practical-negotiation-and-selling-skills-by-diane-shawe>

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