

# Current Problem

- I need more clients. and as quickly as possible.
  - **Brainstorming**
    - What is the problem ?
    - What's stopping me?
    - How can I solve the problem?
    - Get to the root of the problem.
    - Find a solution to find clients faster, more effectively without objections that stop me.

## Brainstorming results

### The Problem:

- Since my clients are sometimes very different, it is often difficult for me to come up with something that I can offer and charge them. Even if I have a niche and an idea for an offer, I cannot present my offer the same way every time and have to adapt it individually. This often makes me hesitate when it comes to new clients because I'm not sure how I should design my offer in order to present my client with an offer that has value and at the same time earn well from it.

### What's stopping me:

- I have realized that it is not my clients who are holding back my progress, but rather that my lack of competence in offers is preventing me from advertising as many offers as possible

- How can I solve the problem:

- I need to find a solution to package my idea into an offer that I can offer to different clients. I have to manage to offer my service to the client in such a way that he benefits from it, that it is profitable for me but is suitable for different clients so that I don't have to think about how to charge the same idea differently for every new client so that both sides benefit from it. Because this uncertainty as to whether my offer has any value for both sides keeps me from going to as many potential clients as possible.

- The root of the problem:

- After thinking for a long time, I think that the cause of my problem with my offer is that I only wanted to charge a variable commission on purchases I generated and set a very low advertising budget.
- The problem that arises from this is that I cannot track how many appointments lead to a purchase and from this I conclude that it would be wiser to charge a commission on the leads I generate than on sales by the client themselves.
- I should also describe my services and offer different packages that have a fixed price. This way I can present each client with an offer that I only have to create once. They can choose which services they want from me and pay a reasonable price for them. and for each lead I generate, I charge a variable commission that is negotiated individually. Because every lead that I generate is added value for my client. and I want to benefit from that. At the same time, it is security for my customer because my ultimate goal is to generate as many leads as possible and he benefits from this.

- MY SOLUTION:

- With the ideas I have collected, I am now writing a new offer that I can present to all my clients.
- In which I will describe all my achievements in detail. By giving my client options to choose from different bundles. And there is no fixed advertising budget that would be too much for some and too little for some.

- so that I can go to every potential client immediately to present my offer to them without having to worry every time about whether my offer is even worth considering.