

G.K. Authentic Outreach Mindset

- Cold calling / thoughtless emailing
- Promising results or using hype
- Free events that are supposed to deliver value but are really for selling
- Sales script that is “supposed” to get you clients but don’t feel genuine
- Influence and persuasion tactics that feel manipulative
- Using any tool or marketing method in any way that you *don’t* enjoy

What marketing methods have turned *you* off? (Don’t do that to others.)

What has already worked to get you new clients? Do that consistently.

Many ways to accomplish your goals... always be testing.

If you don’t enjoy it, try something else first.

Only practice that which you want to become great at.

Do more of the outreach activities that energize you.

When does selling feel scary? When we don’t believe in the win-win. When does selling feel pushy? When the other person isn’t ready.

As you work with more clients, notice: Who is most ready for you?

In your copy: promise not results, but the experience you’ll provide. However, sometimes your testimonials will mention results, and that’s ok because it came from them, not from you. The more common the experience of the testimonial, the more authentic it is.

“I choose only those clients who deeply support my work, and *like what I do and who I am.*”