Ask Fleur

Next Level Success

10 Steps to Grow YOUR Revenue

www.AskFleur.com

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Welcome

This workbook provides ten strategic steps to build a premium client journey that grows your revenue. From defining your goals and premium clients to leveraging McKinsey's 3 Horizons Model, these steps will help you transform your business, attract high-value clients, and achieve next-level success

Ready to take your business to the next level?

Let's dive in!

Psst - I have a very special invitation to those that make it to Step 10!

Introduction

Hello! I’m Fleur Allen - lovely to meet you

When people hear my business name, they often ask, 'What do we ask Fleur?'—and I love it! As a business success coach, I’m dedicated to building long-term, trusted, and meaningful business relationships, and this question frequently marks the beginning of such connections. I’m delighted you’re here and seeking to take your business to the next level.

Why You Are Here

You are here because you are the expert in what you do and you recognise that the right support will fast track you levelling up your business.

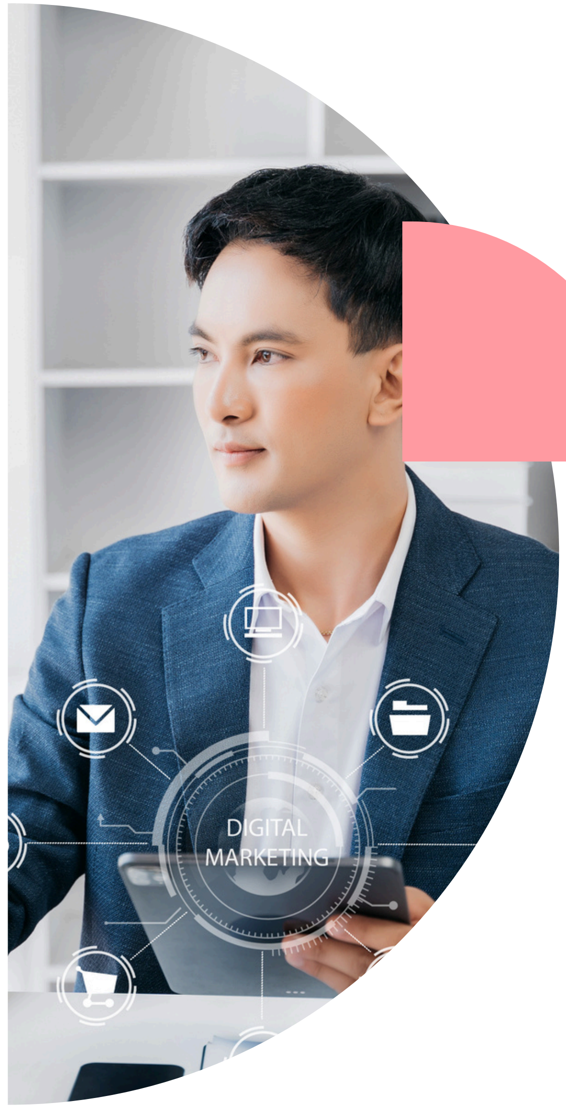
Let’s not delay and get started!

What Our Clients Say

Gary Sargisson
Snap Printing

Working with Fleur as a one-to-one coaching client has significantly enhanced our business operations, specifically in refining our sales and follow-up processes and developing strategies to attract more premium-level clients to our local print business. Her guidance has directly contributed to measurable improvements in our sales outcomes and business growth.
Thank you Fleur

Step 1 Take 100% Responsibility



It Starts with You

Event + Response = Outcome

As an accredited Success Principles Coach, I refer to Jack Canfield's proven Success Principles as the foundation to supporting you to go to the next level of success in business. Beginning with taking full responsibility. This means recognising that your response to any business event impacts your outcome.

Adopt a mindset of ownership over every decision and action and approach each client interaction with dedication and purpose. Sometimes it is easier to begin by Acting As If you have 100% responsibility for all events.

Step 1 Take 100% Responsibility

Event + Response = Outcome

Action Step:

Reflect on your current responses to client inquiries and engagements. Where could you respond more effectively to influence better outcomes?

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Step 2 Clarify Your Purpose

Why You're Here

Your purpose is the cornerstone of your ability to succeed consistently in business. Knowing where you are going brings credibility and focus to your communications. Articulating your vision means clients are able to connect with you with confidence over the long term.

For example, My Purpose is:

To use my Creativity to Inspire and Empower others, fostering a Connected Community that cherishes the Present Moment.

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Step 2 Clarify Your Purpose

Action Step:

Write down your mission statement and keep it at the forefront of your mind to use as a basis of all communications with clients.

Step 3 Decide What You Want

Define Clear, Measureable Goals

Set specific financial and growth goals by deciding the level of revenue you're aiming for and identify the number of premium clients required to achieve this.

Use researchers, Locke and Latham's SMART goal setting approach:

- **Specific**, able to be
  Measured
- **Achievable**
- **Relevant** to what you want to achieve overall and
- there **Time** duration deadline.

This specific structure of SMART goals enables clear performance standards that can be measured with the added benefit that their relevance to the goal setter promotes commitment, and their timeliness creates urgency and clarity (Weintraub et al., 2021).

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Step 3 Decide What You Want

Action Step:

Practice creating SMART goals for your business:

For example:

“I am so happy and grateful that I have $10,000 per month personal income from my new business by 30 June XXXX”

“I am so happy and grateful that I have employed a successful sales manager in my business enabling me to work on the business 2 days a week by 31 March XXXX”

“I am so happy and grateful that I have sold half a million copies of my best-selling business book by 31 December XXXX”

Step 4 Set a Breakthrough Goal

Make it Big and Motivating

A breakthrough goal is one that drives significant progress. It should stretch you and your team, encouraging innovation and bold action.

In a nutshell, achieving this one goal creates positive change in all areas of your business and often life. It is often the first thing that comes to mind that may feel just out of reach or a little bit 'scary'.

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Step 4 Set a Breakthrough Goal

Action Step:

Set a breakthrough goal that would drive a major change in revenue such as a client retention and acquisition program. Check that it will stretch you without feelings of major overwhelm:

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Step 5 Conduct a SWOT Analysis

Identify Strengths, Weaknesses, Opportunities, and Threats

A thorough SWOT analysis focusing on the breakthrough goal created in step 4 will reveal areas of strength to leverage, as well as weaknesses. These are what you can control within your business and opportunities to harness and threats to address. Usually what is influential outside of your business. For example:

Strengths

Good long term client relationships
Low overheads
Team member of BNI

Weaknesses

Lack of timetable structure
Doubting belief that you can achieve it
Feels like a big responsibility

Opportunities

Network with business owners
Online channels e.g. (FB, IG, LinkedIn) networking & advertising
Partner with other VAs

Threats

Bad review/testimonial
Back ups fail/loss of data
Equipment failure

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Step 5 Conduct a SWOT Analysis

Action Step:

Complete a SWOT analysis for your business, focusing on your client journey and how well it aligns with attracting premium clients. A client journey is the ideal steps you would like your best client to take over the long term in your business.

Strengths	**Weaknesses**
Opportunities	**Threats**

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Congratulations!

You're over half way through the 10 Steps

I'm thrilled you're working through these steps with me. Keep going, the best is still yet to come. I know this works because this is the exact steps I take my one-to-one Success Coaching clients through with outstanding success!

A Reward Just for You

You are an action taker and I love to reward and work with action takers. Remember I have a special invitation waiting for those that get through the 10 Steps.

Let's not delay - keep going!

Step 6 Know Your Premium Client

Refine Your Client Profile

Who is your premium client?

Review your existing and past premium clients.

What are their demographics? Gender, Age, Profession
What are their interests, political views, values?
How do they communicate? Prefer Phone, face-to-face, email or SMS?
Where are they? Networking? Reading newspapers, magazines, Hanging out on LInkedIn, Facebook, YouTube or Instagram?

Identify what is already working in your approach and where improvements can be made to attract and retain high-value clients.

Step 6 Know Your Premium Client

Action Step:

List the top characteristics of your premium clients. Evaluate which elements of your client journey appeal to them and where you could enhance the experience.

Ask yourself:

What do my clients love?

What do I already know needs improvement?

Demographics	**Interests**
Communication styles	**Networks**

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Step 7 Develop Conversion Documents

Proposals, Letters and Email Templates

Conversion documents are essential for securing high-value clients. Invest time in creating compelling, value-driven proposals and email templates that speak directly to premium clients.

The purpose is to communicate the problem you solve for your premium client and the benefits they receive when they work with you.

Include social proof in the form of current and relevant client testimonials. For example, use testimonials from premium clients when communicating with potential premium clients.

The critical element is to include a clear action step you wo like the client to take.

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Step 7 Develop Conversion Documents

Action Step:

Draft or update your proposal and email templates to reflect your commitment to a premium client journey, ensuring they communicate value clearly and persuasively.

Problem you solve

Client benefit

Client testimonials

Next Action Step

Step 8 Test and Measure

Get Feedback and Refine Your Premium Client Journey

Test each step of your premium client journey:
gathering data and client feedback to refine your approach.
Measure key metrics like engagement rates,
conversion rates, and client satisfaction.

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Step 8 Test and Measure

Action Step:

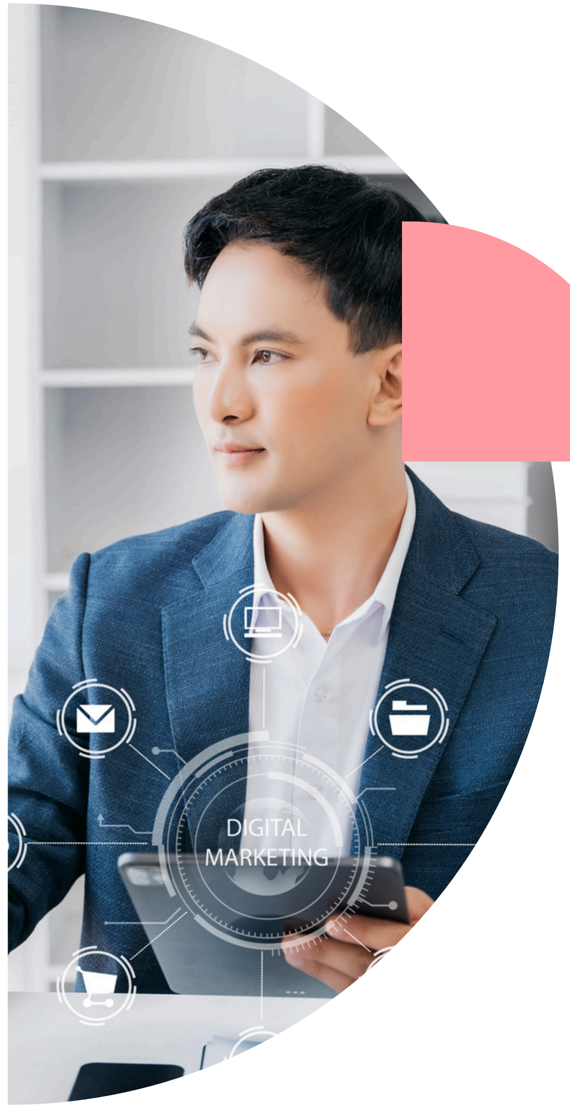
Implement a system for gathering client feedback at various points in their journey. Use this data to make necessary adjustments to improve their experience.

Engagement rates

Conversion Rates

Client Feedback

Client Satisfaction



Step 9 Take Daily Action

Use the Rule of 5 Strategy

The Rule of 5 is simple: commit to taking five specific actions every day that contribute to your revenue goal. These actions could include follow-ups, outreach, or client check-ins.

This is often where all the best plans and intentions fall down. When there is not consistent action. A disciplined approach is required. The Purpose and Vision you set in Step 2 is the fuel to keep your motivation burning brightly. It is a given that some days will be easier than others. Remaining focused on your end result needs to be top of mind no matter your level of motivation each day.

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Step 9 Take Daily Action

Rule of 5

Action Step:

Identify five revenue-driving activities to complete daily. Track these actions to ensure consistency and progress.

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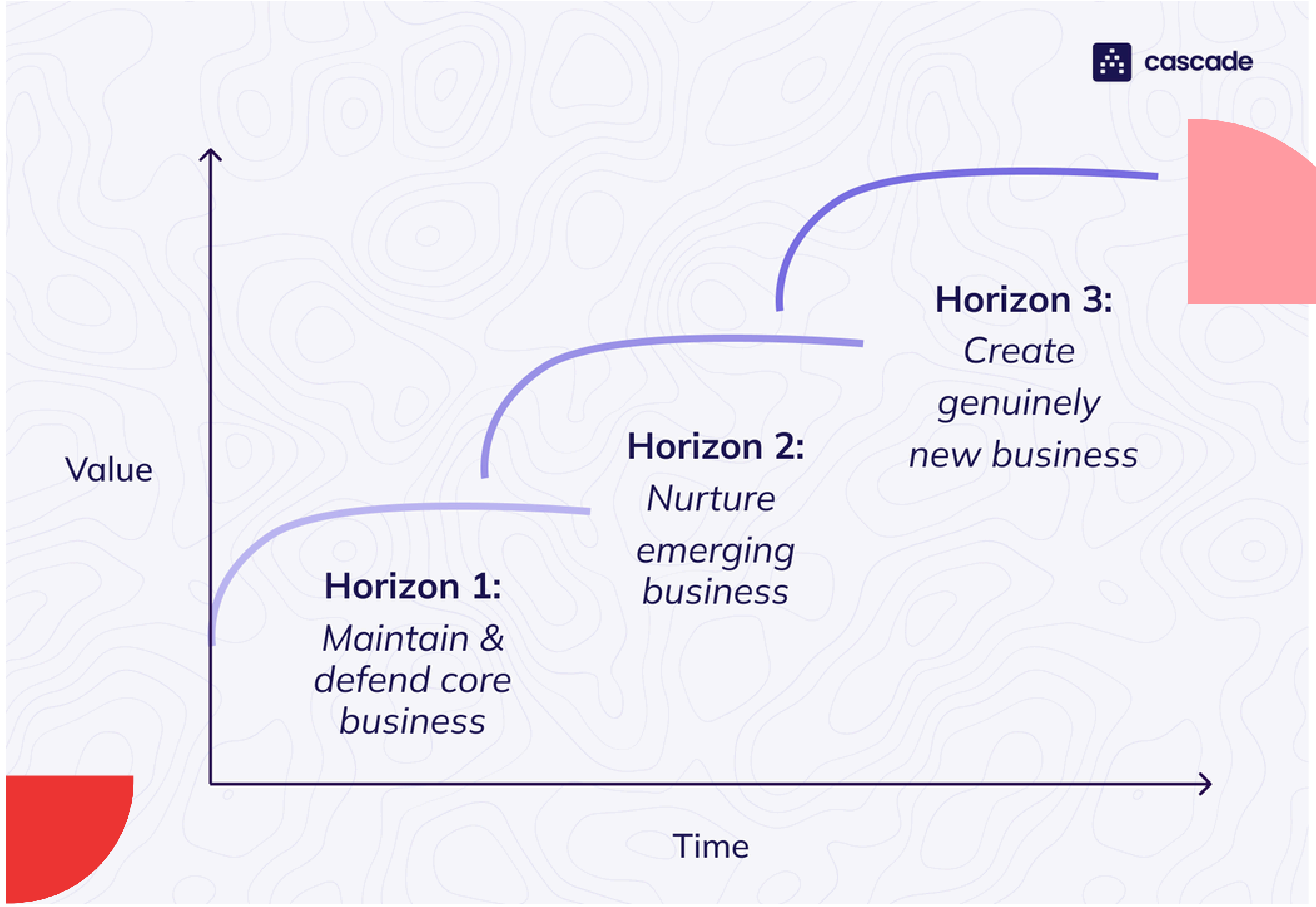
Step 10 McKinsey's 3 Horizons Model

Manage Short, Medium and Long-Term Growth

McKinsey's 3 Horizons Model helps businesses balance present needs with future growth. Focus on:

Short-term actions that drive immediate results, Medium-term initiatives that solidify your position, and Long-term projects that ensure sustained success.



Reference: https://www.cascade.app/blog/mckinseys-three-horizons-of-growth

Step 10 McKinsey's 3 Horizons Model

Action Step:

Identify one action for each horizon:

Horizon 1: Immediate client actions that drive revenue now.
Horizon 2: Projects that will deliver growth over the next 6-12 months.
Horizon 3: Longer-term innovations that set your business apart.

What Our Clients Say

Veronica Smith
Coach

Fleur Allen's coaching has been truly transformative. With her extensive experience across various sectors, she offers a practical, client-focused approach that's rooted in dedication and genuine care. Fleur helped me clarify my goals and create strategies that aligned with my vision. Her unwavering support and belief in me enabled me to secure my dream opportunity, which will profoundly impact my family's future. Fleur's encouragement has empowered me beyond words, and I'm incredibly grateful for her guidance on this journey to success.

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What Next?

A very special Inviation just for YOU

Receive 25% off my one-to-one Success Coaching 3 month pack - subject to availability.

Why am I offering such a large discount?

By working through this workbook you have already demonstrated you are serious about your success - you are exactly the type of person I love working with.

Accept your gift using the link below:

25% OFF GIFT

Phone :

+61412 473 248

Email

coach@askfleur.com

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Thank You!

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