

“The 7 Hidden Mistakes That Kill Deals Before They Start (And How to Fix Them)”

Table of contents

1. Preface

2. Introduction

3. Mistake #1: Talking Like an Expert Instead of Solving Real Problems

4. Mistake #2: Trusting Word of Mouth Alone

5. Mistake #3: Selling Services, Not Results

6. Mistake #4: Relying on AI and Losing the Human Touch

7. Mistake #5: Avoiding Sales Conversations

8. Mistake #6: Letting Clients “Think About It”

9. Mistake #7: Making It Hard to Say Yes

10. Final Thoughts + Next Steps

Introduction



You're not lazy.

You're not bad at what you do.

You just don't know the silent mistakes sabotaging your sales.

This ebook isn't a fluff piece or any random BS.

It's a mirror rather and if you're ready to face it, fix it, and finally get the kind of clients who pay (and stay), you're in the right place.

There are two reasons why you're not closing clients & why people don't buy:

1. They don't trust you yet.

2. You're giving them reasons not to.

This ebook breaks down seven things you're probably doing (without realizing it) that make clients bounce, even if they're interested.

No gimmicks. Just real talk, and fixes you can use today.

Let's have it……

The 7 Mistakes (With Fixes)

Mistake #1: Talking Like an Expert Instead of Solving Real Problems

The Mistake:
You're dropping jargon, showing your qualifications, explaining your process. But your client doesn't care about how you do it.

They care about if you can fix what's keeping them up at night.

The Fix:
Speak their language. Forget "deliverables," talk about "getting your time back." Forget "brand positioning," say "more customers who trust you."

Ask yourself: What problem are they Googling at 2AM? Start there.

Mistake #2: Relying on Word of Mouth Instead of Positioning Yourself

The Mistake:
You're waiting for referrals. But you're invisible online.

People don't buy from ghosts, they buy from leaders.

The Fix:
Show up. Share your stories. Give Value, whether anyone is watching or not.

Don't wait to be found, be the first name they think of when they want their problems solved.

Build trust with content that helps, positions you, and proves you're the real deal.

Mistake #3: Selling Services, Not Results

The Mistake:
"I offer bookkeeping, consulting, and strategy calls." So what? People don't buy services, they buy what those services do for them.

The Fix:
Sell freedom. Sell peace of mind. Sell "you'll never be confused about your money again."

When you sell outcomes, your offer stops sounding like an expense and starts looking like a solution.

Anyone would be happy to pay for an outcome rather than a service.

Mistake #4: Thinking AI Will Replace Relationships

The Mistake:
You've got automations but you're scheduling posts with ChatGPT and you've lost that human feel or touch which every client can tell.

The Fix:
Use tech to save time, not lose touch. Personalize voice notes.

DM with heart. Remember: people don't remember what you said, they remember how you made them feel.

Mistake #5: Avoiding Sales Conversations

The Mistake:
You post content and pray for DMs. But you hate talking about money. So you freeze when someone asks, "How much is it?"

When in fact you're the one solving a problem for them that you should be proud to charge for.

The Fix:
Sales isn't pressure, it's clarity. Own your value. Say your price like it's worth 10x more.

Rehearse your pitch. Sell with conviction, not apologies because you're actually worth every dime being paid for your service and results.

Mistake #6: Waiting for Clients to "Think About It"

The Mistake:
You hear "I'll get back to you" and you just go ahead and say, "Okay, no problem." And then… silence.

The Fix:
Lead the convo. Say: "Totally get it. But let's figure this out now, what's holding you back?"

Let your clients open up to you, don't give them any room for escape(Remember you don't convince, you persuade).

Objections aren't rejections. They're invitations to lead.

Mistake #7: Making It Hard to Say Yes

The Mistake:
Your payment link is confusing. There’s no clear next step. The client is ready, but you’ve made it a maze.

The Fix:
Make the ‘yes’ easy. Simple offers. Clear CTA. One-click payment.

People pay faster when the process is seamless and understood.

My Final Thoughts:

This Isn’t About Being Perfect

It’s about being intentional.

Fixing just one of these could be the reason a client says “Yes” this week.

Fix all seven? You might just hit your first 6-figure year faster than you think.

You’re not far off. You just need to stop tripping over these invisible blocks.

I’M ROOTING FOR YOU, ALWAYS!

SERGE.