

5 Steps for Firm Owners to Free Yourself of Headache Clients

Not all clients are good for your firm. Some clients actually lower your income. We've all had them – the ones who never seem happy with what you do.

Potential clients fall into one of two categories:

- People who pay a little and want a lot.
- People who expect to pay for great results.

Once you onboard a headache client, you hold onto them for way too long. Sometimes your biggest client causes all the headaches. Other times, your low paying clients have high expectations. Either way, these clients kill your business.

Follow these steps to free yourself of potential headache clients.

- 1. Stop competing on price** High-value clients consider your service an investment instead of a cost. In fact, if you price your services too low, they'll question your expertise.
- 2. Position your service as an investment** Potential clients view you as a commodity when you emphasize what you do. Instead focus on your expertise. Start to communicate the benefits and value your client receives from your firm.

3. **Don't sell your services** No one wants to be sold. Consistently educate your potential client about why your services are the best choice for their needs.
4. **Pre-qualify potential clients** You're not obligated to talk with everyone. Create a process to screen potential clients.
5. **Slow down your onboarding process** Onboarding a new client too quickly causes headaches down the road. Because of that, I teach my clients how to slow down their onboarding process.

Holding onto non-ideal clients reduces your revenue and interferes with your success. If this appeals to you, and you wonder how to apply this to your practice, then let's talk.

Take advantage of the complimentary **Path to Profits Strategy Session**. We'll discuss how to increase your income and work with clients who value your firm's services. Go to <https://www.businesssuccesssolution.com/letstalk/>

