

## **The Big Picture Podcast — Episode 4**

# **The Art of Putting Your Clients First**

### **Introduction**

- In this episode of The Big Picture Podcast, Dominica Lumazar and Rory Carruthers use their business marketing expertise to assist you on your path to reaching your big picture goals.
- This episode touches explicitly on the topics of allowing yourself to breathe amongst the chaos, public speaking, building connections, and admitting when you are at a loss in a situation.

### **Learning to Breathe Amongst the Chaos**

- When things go wrong, don't panic. If you are meant to work with somebody, then they will notice that you are giving it your all and that things are just not going your way at that moment. So, there is no point in beating yourself up over things or stressing.
- You need to know what you do so well that regardless of the situation around you, you still can manage to get the message across as if nothing is happening. You don't have to always be on top of the world, but at the very least, you'll still know the content so well that you won't even have to think about it.
- The number one thing that people are most afraid of is talking in front of people. However, the vast majority of people watching or listening to you do not want you to fail; they're rooting for you.
- Growing up, Rory was not comfortable with public speaking. In high school, he was forced into speaking at an event. Rory memorized one single speech, not realizing that you have to choose at random from 6-8 speeches. However, in a situation like that, you need to still find a way to make it work. Luckily for Rory, he had gone late enough that

someone had read his practice speech before him so that he could see where they placed it back down, which led to him getting his practiced speech and coming 4<sup>th</sup>.

- This story is one of strategy and always finding a way, no matter what, to make the situation work. Even this situation didn't make him more comfortable with public speaking. It wasn't until becoming an authority at something that he accepted the responsibility of public speaking.

## **Putting Your Client First**

- If you're thinking about yourself and your gains first, then you will inevitably fail. Although you cannot fail in business, the biggest failure you can have in business is not considering your customer first. Their needs and the solution to their problems should be first.
- There is the ego way, which is thinking about yourself and your gains. Dominica's focus on the needs of her customers is a primary reason for her success.
- Both Rory and Dominica have many clients who have gone on to become more successful than them as a result of their help.
- Dominica touches on the importance of making mistakes - and how to learn from them.
- When you're able to show results like that, you can ask for more down the line. Dominica has gone up in pricing five times since she started working with them, with them passionately agreeing to the price increases thanks to the results she has provided.

## **Being Real and Building Relationships**

- Clients can tell when you're putting on a front, especially higher-level clients, so it is best just to be yourself and simply try to help them.
- Remember the importance of adding value. Sometimes even doing something for free with certain clients can be of huge benefit to you.

- Consistency, being professional, and on time are all important to building relationships. Lateness is Dominica's biggest pet peeve. If someone is more than 15 minutes late, she is leaving. If someone cannot be on time, then clearly, they do not take themselves seriously and do not respect their own time and pricing or Dominica's.
- The chance of clients receiving a significant turnaround in the first two months is highly unlikely. That is why Dominica offers a minimum three-month commitment. She under promises and over delivers to try and blow the client away.
- Once your commitment is close to an end, it is important for you to make them an offer, lower the price of your usual package for them, and combine the results you have gotten them to edge closer to that long-term commitment and relationship.
- On the other side, if you have not gotten the results you'd hoped for, there is nothing wrong with admitting that. However, if you are approaching the end of the road, do not just abandon them. Make sure you connect them with someone else in your network.
- Remember to arrange a commission by referring them, which you should establish beforehand. This is why it is so essential to build powerful relationships in business.
- Be open to building connections rather than competition. Dominica is not afraid of admitting someone is better than her at something, However, not everyone is honorable to these commitments, so that is why it is crucial to VET these people before trusting.

## **Adapting and Acknowledging Advice**

- Dominica got an email from a client saying they saw her email regarding her pay-what-you-can plan. This is an idea she brought up in the last episode. She is offering a deal of paying what you can due to COVID. This client borrowed her email format, put her own words to it, and earned \$8000 on the first day.
- There are so many different business models. It is critical to change with the times as so many things around the world are constantly shifting.
- Some clients have this response when given advice: "Well, you're not doing that, so why should I?" Clients who listen, adapt, and implement the advice are so much more

successful. Sometimes, Rory and Dominica cannot implement their own advice because it is specific to the client's circumstances they're talking to.

- It is important to note that Rory and Dominica might not have all the answers. You need to be prepared to follow them through their testing process and you need to be open-minded to any setbacks that are encountered and be ready to recover and learn from something that has not worked.

### **Resources and Links Mentioned in Episode:**

- [ScheduleOnce](#)
- [Zoom](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Rory's Website and Books](#)
- [Big Picture Business VIP](#)