

# A Business Step a Day...

## A Month of Client Outreach (Month 10)

October 2019

As I write in *The Coaching Business Builder*, and *PlanDoTrack*:

### Daily Steps+ Consistent Action = Momentum

Small actions every day create momentum. Every month for 2019 I'll be publishing a monthly calendar of quick 15-minute activities or daily steps, getting you into consistent action to create momentum around the things that matter most to you.

In today's busy world, we often get so busy **Reacting**, that we don't have time to be **Proactive** about the things that are important to us. It is these proactive activities that usually move us ahead in the long-term, often one-step at a time.

These daily prompts are geared to nudge you into daily steps and consistent 15-minute windows of action. This month we focus on **client outreach**. As I write in the workbook, our clients will shape everything from pricing to what we offer.

These monthly sprints are intended to be a 15-minute blitz. Set your timer and see how far you get.

#### DAILY PROMPTS – OCTOBER 2019

Our focus this month is on **client outreach**. Client outreach may include newsletters, events you host in person, webinars or community calls, articles, videos or blog posts. *What are the outreach vehicles your clients want? You want to create?*

So far this year our roadmap has been - January on Getting Focused on Your Business, February on Relationships and March on Marketing, April's focus on Getting Things Done, and May's focus on Content Creation, and June's on Niche, July's on Signature Programs, August on Systems Check, September on Major Projects.

- 1 Make a list of your top goals for the month. Take stock of last month's achievements. What was the main thing you got done? What are you committed to doing this month?
- 2 Clients and customers take several different forms. Make a list of the different stakeholders you serve both internally and externally.
- 3 Looking to yesterday's list of internal and external stakeholders, note the strength of your relationship. Which ones need attention? Who would you like to reach out to?
- 4 With one or two clients in mind, consider their most pressing needs in terms of how you serve them. What are the top 3 areas you support them in? What's not clear to them, in terms of what you do?
- 5 With yesterday's question in mind, what are the ways you could outreach better, or support clients better? Consider: is there a new product they would value? Is there something in your process which is unclear or not supportive?
- 6 With your first outreach item in mind, draft out what you want to include in the messaging. If it's a brochure, what will you say? If it's a newsletter, what are the items? If it's a call you will host, what will you cover? Spend 15 minutes on this.
- 7 Spend an additional 15 minutes working on your client outreach project from Day 6 today.
- 8 Make a list of the topics your clients want more resources around. Consider what you have already, where there are gaps, and what can be built upon.



#### A Business Step a Day! - 2019



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- 9 Review photos and videos you have. What is the story you want to communicate to your clients? What can you connect with the resources and focus areas you have identified? With your clients needs in mind, what else might you create?
- 10 Looking at the list of topics your clients want resources around, consider one new item or creative vehicle you could add (i.e. post card, bookmark, video). Research this.
- 11 Considering the client outreach vehicle you have chosen, draft it out.
- 12 Considering the client outreach vehicle you have chosen, spend another 15 minutes on the draft.
- 13 Get feedback on the client outreach vehicle you have been working on. Make adjustments.
- 14 Further refine your client outreach vehicle.
- 15 Order or schedule your client vehicle. Send it, or be sure to schedule it.
- 16 Note and reply to comments you have received about this client outreach. What do they value? What do they want more of? What else do they want?
- 17 Write a thank you note to a client(s).
- 18 With the topics you know your clients are interested in, create a content calendar schedule. What topics are they interested in? How do they want to receive this (social media, article, blog, podcast). You may want to spend today's time doing a MindMap of all your ideas then starting a draft content calendar.
- 19 Spend another 15 minutes working on your content calendar (it could be for the month, the quarter, the next year). What do you know about the frequency at which people want to receive communication?
- 20 Free Action Day – What do you really want to cross-off your list?
- 21 Reach out to at least 3 other people/clients who have responded to your content list.
- 22 If you do a newsletter, draft your next newsletter. If you don't do a newsletter, is there a brochure or post card you want to create, highlighting what you offer?
- 23 Spend another 15 minutes on your day 22 task.
- 24 Open Day – What needs attention/updating or action?
- 25 Book/Schedule a new event for your clients – i.e. consider hosting a quarterly call, an in person event or a virtual gathering.
- 26 Make a phone call or two today to your clients. Thank your clients. Listen for their needs and feedback.
- 27 Review your outreach plans for next month. Are the plans detailed? Prioritized? Are they scheduled?
- 28 Open Day. What needs attention/updating or action?
- 29 Review what worked for you this month, noting what you achieved and what's no longer on your list. What needs to be carried forward or scheduled for future months? Schedule it now.
- 30 Review what metrics you have been tracking. Note changes for next month.
- 31 Celebrate and note your learning. What's shifted in your business this month?

If you want to take an even deeper dive around the topics listed here, consider checking out the posts at the Coaching Business Builder Blog at [www.CoachingBusinessBuilder.com](http://www.CoachingBusinessBuilder.com), or at the Group Coaching Ins and Outs blog – <https://groupcoaching.blogspot.com>.

Share with others your **#1BizStepaDay** on Instagram or other social media channels using the hashtag **#1BizStepaDay**. You'll also want to follow the **#90DaysPlanDoTrack** series on Instagram @CoachingBizBuilder. Enjoy!

Jennifer Britton - Potentials Realized

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