



The  
Concierge Academy™

## **Fastest Path to Cash: Top 4 Ways To Gain More Concierge Clients**

### **Networking:**

In order to network efficiently you'll need to be armed with an Elevator speech... But don't make it "canned" where people are completely confused by what you're saying. Create an elevator speech that clearly identifies what you do and WHO your ideal clients are.

Remember to ALWAYS be armed with business cards, no matter where you are. (see my examples and how mine have changed over the past 4 ½ years.)

(Do NOT stress and get caught up in this!! This will change multiple times throughout your business and depending on whom you're speaking to. So just get OUT there and TEST it!)

Craft an elevator speech (intro conversation) that feels comfortable to you. Then test it out and tweak it until it flows consistently and naturally.

### **How to craft a memorable elevator speech:**

To put a good pitch together you'll want to ask yourself a few questions ...  
When I work with clients:

- What value do I/we provide?
- How do we provide this value?
- What makes us unique? (What is your USP)
- Who is my target market?

How do you become more comfortable? The more you use it and say it!!

- Try it out yourself in front of a mirror
- Practice it on your spouse
- Call your best friend and ask them if you can try it on them
- Practice, practice, practice



Personal Errand and Concierge Services

An effective elevator speech (intro conversation) should be laid it in this way:

Hi!! I am \_\_\_\_\_

We/I work with (ideal client) \_\_\_\_\_

To provide/give/offer \_\_\_\_\_

(What they REALLLLLY need (this is not shopping or gift buying) *Connect with your ideal clients on an emotional level.* Are they losing time, money, missing out on family, stressed...?)

\_\_\_\_\_

We/I am unique because (insert your USP/what makes you so special at what you do or how you deliver it?)

\_\_\_\_\_

**Now is time to create your own Memorable elevator speech!!:**

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Personal Errand and Concierge Services

**Now armed with your speech and business cards, identify a minimum of 3 groups/chamber/business groups you can invest in consistently on a monthly basis.**

1.
  - Name of group
  - How often do they meet
  - How much is the investment of money
  - What is the investment of time
2.
  - Name of group
  - How often do they meet
  - How much is the investment of money
  - What is the investment of time
3.
  - Name of group
  - How often do they meet
  - How much is the investment of money
  - What is the investment of time

Bonus group

Bonus group

*Once you have joined these groups make it a priority and a commitment to attend for a minimum of 6 months in a row!! THIS IS **NON NEGOTIABLE** to build your business until word of mouth takes over.*

## Speaking

Speaking allows you to leverage your time more to be in front of more potential clients and COI. Speaking gives people a non-committed way to get to know you and build the KLT factor. **(know/like + trust)**

**Create three ways that you can instantly add value to your potential and current clients by way of an invitation.** What could you invite them to? A class on Time Management? A class on Top 5 ways to get your shopping done faster? Top 5 ways to get help and support in your life so you have more time and freedom?

**List 3 Ways on how you will bring people together to learn about your services.** Once you identify all 3, do at least **1 per month** then put them on your calendar and start inviting people.

1. TOPIC \_\_\_\_\_  
WHEN \_\_\_\_\_  
WHO WILL I INVITE \_\_\_\_\_
  
2. TOPIC \_\_\_\_\_  
WHEN \_\_\_\_\_  
WHO WILL I INVITE \_\_\_\_\_
  
3. TOPIC \_\_\_\_\_  
WHEN \_\_\_\_\_  
WHO WILL I INVITE \_\_\_\_\_

You can also offer to speak for other organizations and groups, which will begin to occur naturally through your networking.

**Identify 3 groups in your area you can offer to be a speaker for:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **COI: Centers of Influence**

**Centers of influence** are people who may never become your client, BUT once a relationship is established, will refer business to you.

- ✓ Has similar clients to you but doesn't compete
- ✓ Will provide referrals when appropriate (once you have proven yourself to them)
- ✓ Often has similar client service philosophies and standards

### **To create a relationship with a center of influence:**

- ✓ Share WHO you know
- ✓ Share WHAT you know
- ✓ Share your love and compassion

### **Other business owners who often have good synergy with concierge professionals:**

- Senior care providers who do NOT offer the same services
- Elder Law providers
- Senior communities
- Pet sitters who do NOT offer personal assistance
- Professional organizers
- Home chef services
- Cleaning companies
- Realtors

**Identify 10 people you know who can become a COI for your business:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Now that you've identified these people, reach out to them via email or phone and set up a "coffee date" within the next month.

**Once you have successfully booked a coffee date with each of these COI... check the box!**

## **Keep In Touch:**

- ✓ A way to stay in touch with potential clients and COI.
- ✓ Follow up in a kind “checking in” way.
- ✓ Your goal should be to connect with these individuals on a consistent schedule.
- ✓ You can offer to meet up individually, at trade events, or even just give them a phone call or send a letter.
- ✓ The key is to stay at the forefront of these individuals’ minds, so that they’re more likely to think of you when they need you and are ready to take action.

**Are there people you have met with or spoken to who have expressed interest in working with you?** Or perhaps even to refer you? Do a deep brain dump on the attached forms of everyone you can think of. Go back and check your emails as well, is there anyone there you should follow up with?



How often will you reach out to your clients in a caring anticipatory way? Will it be monthly? Once every two months? How can you be of more service to your clients?

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Now once you've decided how often you'll reach out... PUT that into your calendar immediately! Use your reminders in your calendar to keep you consistent with your marketing plan!!