



“MARKETING YOUR PRACTICE” NEWSLETTER

“6 Do’s and Don’ts for Running a Successful Practice: Taking a Page from Seinfeld”

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Dear Friend & Success Member,

"You have to motivate yourself with challenges. That's how you know you're still alive."

- Jerry Seinfeld

On July 5, 1989, NBC introduced *The Seinfeld Chronicles*, a show that would live on for nine seasons and become known simply as *Seinfeld*, one of the best TV comedies of all time.

Maybe you watched every episode, or just caught a rerun or two. Either way, you probably recognize at least a few Seinfeldisms:

- *No soup for you!*
- *Yada yada.*
- *Serenity now!*
- *These pretzels are making me thirsty.*

Last month marked the iconic show’s 25th anniversary. Can you believe it’s been 25 years? Since then, *Seinfeld* has made its way into the psyche of lots of people. Perhaps even into yours.



To honor the anniversary, I thought it would be fun to map some of my favorite Seinfeld moments to “Do’s and Don’ts” for your practice. My goal is that this lighthearted issue brings you some value, and a few chuckles along the way.

Let’s get right to it.

1. Don’t be a low talker.

How do prospects perceive you when you’re giving a workshop, or providing a free consultation or discovery interview?

I realize that you might find it hard to answer that question, as all of us, myself included, are often unaware of flaws that influence how others perceive us.

But perception is everything. If you speak with a loud, clear voice, you’ll sound confident. And if you sound confident, people will perceive you as confident.

If you speak quietly, or too low, you may come across as timid, or lacking confidence. And, unfortunately, prospective clients won’t readily entrust their dollars to people whom they perceive to lack confidence.

Think about this: If prospects can’t hear you, they may feel you’re trying to pull one over on them or get them to do something ridiculous, like wearing a puffy shirt.

Jerry: I agreed to wear this?!

Kramer: Yeah, yeah.

Jerry: But, when did I do that?

Kramer: When we went to dinner the other night.

Jerry: What are you, crazy?!

Kramer: What were you talking about when I went to the bathroom?

Jerry: I don't know! I couldn't understand a word she was saying! I was just nodding!

Kramer: There you go.



The key is to speak loudly and clearly. Record yourself giving a trial presentation in the actual venue, or running through an in-office presentation at your desk. Ask a close friend or partner to play prospect: Have them sit at the back of the room, or across the desk from you, and to stop you if at any point they have trouble hearing or understanding.

2. Don't be a close talker.

Another way you can affect perceptions is by giving people a culturally acceptable amount of personal space in meetings.

Or not.

Here in the United States, most people are comfortable with 18 to 20 inches or more of space.

But if you're speaking with prospects from the Middle East or Latin America, cultures that tend to prefer closer distances, 18 to 20 inches of space might make prospective clients feel as if you're speaking with them from across a room. They may perceive your distance as coldness, and choose not to do business with you.

Frankly, I'm not really worried that you'll break the space barrier as much as Elaine's boyfriend, Aaron, did. Here, the pair is on their way up to Jerry's apartment to visit with Jerry's parents.

Jerry: Elaine wants to say hi, she's with her new boyfriend.

Jerry's mom: What's he like?

Jerry: He's nice, bit of a close talker.

Mom: A what?

Jerry: You'll see.



The takeaway? Give people the space they need, and pay attention to cultural differences. If you know you're meeting with prospects whose heritage you're unfamiliar with, do a quick Google search to see what, if any, cultural bugaboos you should avoid.

There is no truth. There is only perception. ~ Gustave Flaubert

3. Outsource wherever and whenever you can.

When you're an entrepreneur, or a solopreneur, one of the hardest things to do is to let go—to stop trying to do it all yourself. But you need to let you. In fact, letting go, letting others help you by outsourcing, is one of the wisest things you can do, and a major stepping stone to new levels of success.

Consider Kramer. To free up time so he could work on his “bladder system” for oil rigs, he hired an intern. Naturally, much hilarity ensued.

Kramer: He’s a go getter!

Jerry: Who’s he?

Kramer: My intern from NYU. Well, you remember my corporation, Kramerica Industries.

Jerry: Alright.

Kramer: Well, apparently NYU is very enthusiastic about their students getting some real world corporate experience.

Jerry: But you only provide fantasy world corporate experience.



Granted, the bladder tale didn’t end well. And Kramer lost his intern when NYU found out that his intern’s work involved doing laundry, mending chicken wire, and having high tea with Newman.

But just because Kramer fumbled doesn’t mean you can’t outsource successfully. After all, you’re running a real business that helps real people solve the very real problem of funding their retirement lifestyles.

You already know about the success team, a group of great folks who handle everything you need to get your workshops going and flowing. But consider these other areas that are ripe for outsourcing as well:

- Bookkeeping and data entry
- Creating and managing spreadsheets
- Managing and marketing your blog
- Running personal errands
- Tracking deadlines and deliverables
- Setting up and managing social media accounts
- Creating shareable images for social media
- Answering inquiries and messages

The list goes on and on.

To figure out what you should outsource, ask yourself: What tasks do you hate doing? What do you find yourself procrastinating on again and again and again? Consider outsourcing those tasks so you can focus on the work you love.

“If you deprive yourself of outsourcing and your competitors do not, you’re putting yourself out of business.” ~ Lee Kuan Yew

4. Don’t put the matzoh ball out there before it’s time.

In the world of Seinfeld, the “matzoh ball” is a potentially game-changing line that George was itching to say to his latest flame – the “I love you.”

George: I'm thinking of making a big move.

Jerry: What?

George: I might tell her that I love her. I came this close last night, then I just chickened out.

Jerry: Well, that's a big move, Georgie boy. Are you confident in the 'I love you' return?

George: Fifty-fifty.

Jerry: Cause if you don't get that return, that's a pretty big matzoh ball hanging out there.



We in this business have some pretty big matzoh balls of our own to juggle and to time just right. By matzoh balls, I mean statements you should hold onto until just the right time – until you’re sure that your prospects are ready.

For instance, you can’t immediately start talking about our services during the first few minutes of a free consultation. You also can’t ask the BIG question before you talk about the upfront contract, or you may scare prospects away.

You need to build trust first, and the way to do that is to follow the proven 10-step process you’ve heard so much about:

1. Introduction
2. Upfront contract
3. Questions
4. BIG question
5. About us
6. The analyzer
7. Presentation of services
8. Qualification
9. Pricing
10. Close

Do it right ... follow the process ... and your motzoh balls will be consumed on time, at just the right time, every time.

5. Don't just "make" appointments; keep them!

You'd think that this guidance would be common sense. And it is, really.

Which is why I'm always surprised by how many people don't consider their appointments as contracts unbreakable by any force other than severe illness, injury, disaster, or death.

Postponing or, worse, missing appointments on a regular basis can be the kiss of death to your business. It's almost as bad as a car rental agency taking your reservation for a car but not having the car you reserved when you show up.

Jerry: I don't understand, I made a reservation, do you have my reservation?

Agent: Yes, we do, unfortunately we ran out of cars.

Jerry: But the reservation keeps the car here. That's why you have the reservation.

Agent: I know why we have reservations.

Jerry: I don't think you do. If you did, I'd have a car. See, you know how to take the reservation, you just don't know how to *hold* the reservation and that's really the most important part of the reservation, the holding. Anybody can just take them.



The takeaway here is clear: Don't just *take* appointments—anyone can do that. It takes a true professional—someone like you—to keep them.

“Professionalism means you get paid.” ~ Erica Johg

6. Got questions? Ask—but don't ask the 8-ball!

You've heard me say this before, and you'll hear me say it again: If you have questions about or problems with anything—ask.

When your questions or problems relate to your practice, ask the Success team.

When you're moving through the consultation, ask lots of questions. Ask:

- What struck a nerve at the workshop.
- Whether they feel they're ahead, behind, or right where they need to be in terms of the process.
- If they agree to your process before moving forward.
- The big question at the end of the meeting: "What would you like to do?"

The key here is to ask. You can't wonder. You can't assume. You can't guess. Doing so is just as bad as asking the magic 8-ball. Or Puddy, Elaine's on-again, off-again fellow.

Elaine: What is that?

Puddy: It's my new coat.

Elaine: You ditched the fur?

Puddy: Yeah, I saw Jerry wearing his. He looked like a bit of a dandy. Check it out! 8-Ball! You got a question, you ask the 8-Ball.

Elaine: You're gonna wear this all the time?

Puddy: All signs point to 'Yes!'



Until next month...

All the best,

Name, CEO

P.S. Remember, if you have ANY questions about what you need to be doing right now, please pick up the phone and call the Success team right now at **1-800-123-4567**.