



## **Case Study: Are you Too Pushy?**

### **Email = Do you still need help in your business?**

1. Answer: Yes please xxxx

**My response: Great!!!!**

**How can I help?**

**I have 4 places available in my 1:1 Support Program for women who want to really get cracking in their biz this September. We work together every week - so you are kept accountable, full of enthusiasm, and taking consistent action which results in regular income!**

**Is this this what you were thinking about?**

**If it is, let's set up a time to talk properly :)**

**Warmly,  
Barbara**

**END OF STORY... sad face... TOO PUSHY!!!**

**Answer:**

Yes I do still need help with the building of my business and actually have been introduced to a local business advisor here in New Plymouth recently and I have agreed to have weekly meetings with him until the 17th of November.

So far it has been good as it's really forcing me to look at the practical (off line) how's and what's etc. and made me create a proper business plan and cashflow etc so hopefully this will really get the ball rolling. Am having a meeting with Venture Taranaki tomorrow who can help people out with setting up a new business (although I've been doing this for the last 10 years but mainly part time) It will be interesting to see what they can help me with. Also had some legal advice yesterday with regard to business structure etc. and good to know I'm doing all the right things so far!

Also really enjoyed your live Instagram zoom session the other night and hope everyone got something out of it. I'm still working part time as an interviewer so I'm on the road quite a bit around the province and beside that have been working on a design for someone rebranding her naturopathy business and just wrote a guide to buying property in New Zealand which hopefully will hit the public library shelves within a month from now. So yes been busy and not always able to attend zoom sessions sorry.

I hope things are going well for you and hope the full moon is treating you well too! :)

My reply: Thanks so much for taking the time to write and fill me in on your successes - GO YOU!!!

I'm so glad you enjoyed the instagram session. I've been getting great feedback from the other women who attended too. I think there is something amazing about being able to gather with like minded women for support and a bit of fun.

Please do keep in touch.

### **Meh... slightly disappointed in myself face .... NOT BRAVE! Assume vs Ask**

3. Answer: Hi Barbara,

I am busy planning my next phase in the business growth. I have all the ideas and I am signed up for a few courses for my CPD so hopefully that is enough for now. Also I have asked my niece to take over my social media messages and I am looking to take another therapist on in the next few months.

I do still read your emails and find them very helpful.

Namaste

**My response: Sounds like you are super organised and ready to rock. Excellent to see you are calling in support and have a niece who is just right for the role.**

**I'm really pleased you find my emails helpful -**

**Is there any issue(s) that are of particular interest?**

**Looking forward to hearing lots of success stories from you.**

**Warmly,  
Barbara**

have recently started to give loyalty points to regular clients but wanted a few different ideas for promotions and gift packages. Any ideas would be most appreciated.

I know that you are very successful but please let me know if there is any way that I can be of assistance to you.

Thank you so much for taking time out of your busy day to offer your support, it is great to have this help.

Wishing you a most wonderful day  
Namaste

**I'd love to give you a hand with ideas - especially around packaging (I find it really great in my business) And I'd love hear more about what you are already finding successful - especially how you are using your loyalty awards - it sounds like a great idea and I'd be delighted to help you really get that working fully to your benefit.**

**I offer 3 free strategy sessions every week where I speak with women 1:1 about where their biz is at and where they want it to go.**

**If this sounds interesting to you, please let me know and I'll send you a link to apply.**

**.... and she applied for Strat session**

**STORY continues... happy face... welcoming, encouraging... NOT TOO PUSHY**