SMARTer Entrepreneurs

Why are we getting the wrong enquiries?

Five places to look, and how to choose where to start

Some enquiries arrive already a good fit. Others want something you do not quite do, at a price you do not quite charge, by a date that has already passed. More enquiries rarely fix this. Better ones do.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Be clear who you are for. You would describe your ideal client as almost anyone who will pay.			
2. Say it plainly where people look. Enquirers often misunderstand what you do, or who it is for.			
3. Ask better questions sooner. You find out it is a poor fit at the proposal, not the first call.			
4. Go back to where your best clients came from. Your best clients came by recommendation; the poor fits came from elsewhere.			
5. Be willing to say no. You say yes to almost anything when the diary looks quiet.			

An example

An IT support business found most website enquiries were very small businesses wanting a cheap one-off fix. Asking better questions on the first call scored highest. Three questions later, poor fits showed up in the first ten minutes, not at the proposal.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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