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For Helping Practitioners

**5 Secrets to  
Getting Outstanding  
Client Results  
and  
Reaping Financial  
Rewards**

By  
Nancy Forrester

# Greetings Fellow Helping Preneurs

“If you want to increase your success rate, double your failure rate.”

- Thomas Watson, Sr.,  
founder of IBM

**I know if you're reading this report, you're likely a person who cares deeply about others and is passionate about helping them improve their lives.**

*Me too!*

I don't know if you're already an experienced helping practitioner or perhaps making the transition from an organization into private practice. Perhaps you already have a practice where you're feeling frustrated that clients aren't making substantial progress or overwhelmed with how much work you're putting in and the relative lack of financial returns you're getting out. Or maybe you are someone who has always enjoyed helping people and you're wondering if you could possibly earn a living doing what you love.

I believe this report on **5 Secrets to Outstanding Client Success and Reaping the Financial Rewards** will be of value to you no matter what category describes you.

I know this because I've been in each of those categories myself. And, although I've been a person who helps others for my entire life, it's only recently that I've made the connections that I describe in this report. I certainly haven't always known how these Secrets of Client Success are closely connected with your Financial Success. It is my pleasure to present them to you along with my sincere hope that they will hasten your journey to a place of deep fulfillment and financial satisfaction.

Thanks for reading and warm regards,  
*Nancy*





## Success Secret *Shhhh!!! ....*

# Client Results Financial Rewards

## A helping practitioner is a **BUSINESS PERSON.**

**This is the first secret for a good reason – it is essential to understand and adopt a ‘business mindset’.** A helpingpreneur understands that their business has needs and that they must meet those needs. A business needs vision, goals, and action plans. It needs a business model, financial systems, marketing and sales strategies and a support team. For example, since I operate my business out of my house and teach many out of town workshops, two essential people on my support team are my pet sitter and the person who cuts my grass! Other team members are my workshop registrar, my virtual assistant and my accountant. One of the results of holding a business mindset is that you begin to focus your time and attention on what is essential for you to be doing, what you do most easily and joyously and to delegate the rest to your support team.

Unfortunately many helping practitioners have more of what I call a ‘hobby mindset’. They seem to operate on blind faith and hope. They see clients occasionally, don’t charge very much and let personal activities take precedence on a regular basis. Their idea seems to be that because they are so passionate about what they do, somehow the money will just take care of itself. Now, there is nothing wrong with this hobbieist attitude. But it’s not associated with outstanding client success and financial reward! Oftentimes, the practitioner gets frustrated and resentful of the very people they wanted to help!

As you hold yourself accountable to a business mindset your clients get better results in their work with you! My very first psychotherapy supervisor told me that we get the clients we deserve. As a practitioner when you will not hold yourself accountable to consciously creating your business, you attract clients that also won’t hold themselves responsible for creating the change they say they want. Your practice will fill with clients who stop themselves from moving forward just as you stop yourself from moving your business forward. They find excuses not to afford your fees, they sabotage their progress and often don’t show up for their sessions! Eventually they disappear without explanation and without referring their family and colleagues to you!

So – let’s look in the ‘business mirror’. Your clients mirror for you the places where you stop yourself from stepping up as a helpingpreneur. As you hire the business support you need to take focused conscious action toward your business goals, you will see the nature of your clients shift. When you adopt a ‘business mindset’ – you will attract clients more committed to their transformational process, more willing to take action ... and more willing to pay you more to engage with them in their process of change.



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1 Success Secret: A helping practitioner is a Business Person

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# 2 Success Secret

*Shhhh!!! ....*

Your business is hungry – **feed it.** It needs fuel to sustain itself and grow.

**This secret builds on the first one. You are in business to serve people and to make money. A business, like any other system, needs quality fuel in order to prosper.**

Many helping practitioners don't realize they need to invest for business growth. I opened my psychotherapy practice with no investment in it as a business. Although my practice filled with clients quite quickly, my income stayed stagnant for many years until I recognized that I was running a business and I needed to provide it with good quality food to grow. The first year I gave my business fuel in the form of a business mentor, my income grew by 400%! I wish someone had told me earlier.

Generally speaking, people who are excellent helping practitioners do not have business skills as a natural part of their skill set. Therefore you either need to go back to school to learn it all or, hire someone to mentor you.

How to determine how much of an investment? Here's a rule of thumb: Take the amount of revenue you would like to earn in the coming year and multiply it by 10 - 15%. That's approximately what your investment in business mentoring needs to be. For example, if you want to earn revenue of \$50,000 in the coming year, you would be looking at \$5000 to \$7500 for business growth.



## Client Results

### Financial Rewards

One of the immediate results of investing in business consultation is that you get much more serious and committed. Having a mentor there to help you choose priorities and 'hold your feet' to the fire to take action leads to more profit for you.

And isn't this exactly what you provide for your clients? As you experience what it's like to be mentored, your ability to provide this for your clients improves and they get better results. And when they get better results???. Yes – more referrals and higher fees for you.

And there is integrity and energetic alignment in hiring a mentor. If you are unwilling to invest in mentoring for your business – does it make sense that clients will be willing to pay to work with you? In fact, there is a direct correlation here between the amount that you are willing to invest in growth for your business and the highest amount that your clients will be willing to pay you!

2 Success Secret: Your business is hungry – feed it.

# 3 Success Secret *Shhhh!!! ....*

Clients want what they **WANT**. They don't want what you think they need.

## **Decide to adopt a PROBLEM – SOLUTION/BENEFITS focus in your work.**

As helping practitioners we intuitively know what a client needs, and we really want to give it to them. For example: I know that no matter what a potential client says to me, everyone of them needs to create more peace and acceptance in their lives and nervous systems. However, it is more important that we learn to listen carefully and accept what the client says is their problem and what solution they want. By giving them what they want – we earn the right to give them what they need. It's a side effect! If we speak our own language and interpretation of their issue, clients will not feel understood by us and are less likely to purchase our services.

Another trap helping practitioners fall into is that rather than focus on a PROBLEM – SOLUTION/BENEFITS discussion with a potential client, they talk about their PROCESS. By PROCESS I mean how they work with clients, their modality. For example, I think EFT (Emotional Freedom Techniques) is phenomenal and I'll talk about it to anyone for any length of time! However, my clients don't come to me for EFT – they come to me to solve a problem and receive certain benefits. They are not interested in the how ... only whether I can deliver the SOLUTION they want.



## Client Results Financial Rewards

When the client believes that the practitioner understands his problem and the desired solution, they are more likely to choose to work with us. When we have had a good conversation about the benefits of the work, they are more likely to pay us well to get them.

By holding a focus on delivering the desired benefits, both practitioner and client hold themselves to a higher standard. For one thing, we pay much greater attention to testing whether our interventions are being effective. Is the client moving toward the solution? How can we alter what we are doing to ensure that they are?

The bottom line is that clients don't pay us for our time – they pay us for the transformation that we provide. When we are able to clearly communicate what that transformation is – clients will pay us well and get greater results.

3 Success Secret: Clients want what they WANT.

# 4 Success Secret

*Shhhh!!! ....*

## ‘EXPERTS’ in a problem/ solution area have more business success.

Often it’s hard for a helping practitioner to let go of wanting to be all things to all people. It seems to be part of our nature to want to help everybody. As a result we don’t serve anyone as well as we could. We end up scattering our time and energy over a number of problems, resulting in less effectiveness for clients and us being overworked, overwhelmed and underpaid. Instead, focus on being an expert in one type of problem and getting really good at providing the solution to that problem.

### **How to choose an area of expertise:**

- Is there a desire in the marketplace for this area of expertise? For example, I may want to be an expert in helping people play Monopoly really well, but are there enough people wanting that service to make my business viable?
- Do you have the capability and interest to position yourself as an expert in this area? Most often the wisest area of specialty is a problem we needed to overcome in our own life. “Our mess becomes our message.” For example, someone who overcame years of parenting anxiety may choose to position themselves as an anxiety expert for young mothers.
- Who do you really love to work with? Who is your ideal client? What age, what gender, what attitude, what geographical area, what personality? The more specifically you can identify who you want to work with the more clear your marketing message becomes and the easier time people will have finding you and choosing to work with you.



## Client Results Financial Rewards

People are willing to pay well to work with us when when they feel we understand them and the problems they have; when they like us and when they trust we can provide the solutions they want. Who doesn’t want to work with an expert in the area they are experiencing difficulty? And who isn’t willing to pay an expert more?

Having a unique area of expertise within an identified niche greatly simplifies the process of marketing. Marketing just becomes the start of our relationship with the client. It allows us to have a conversation with them to begin building the trust they need to choose to work with us.

And, when clients are working with an expert, they step up their level of commitment to their own transformation. So, as an expert in your problem/solution area, you provide excellent service by providing what the client wants, providing greater client results and higher fees.

4 Success Secret: Experts in a problem/solution have more success

# 5 Success Secret

*Shhhh!!! ....*

## Dealing with your emotional baggage is essential to getting great client results and financial rewards.

**This is, by far, the most important secret.** Your emotional baggage shows up in your business. Your limiting beliefs, fears, stuck places and unresolved traumas are all in the way of your client's transformation and in the way of your financial reward. You will unconsciously shut down your client's journey in the same places that you are afraid to undertake your own. Since these blocks are often below the level of our awareness, the authentic practitioner sees the daily practice of emotional self-care and having a non-judgmental place for on-going client consultation as essential to their professional practice.

Growing a business pushes all our buttons; even reading this report has likely triggered your fears. "I can't run a business." "Who am I to be an expert?" "I can't afford to hire a mentor." "This is too overwhelming". Most of the practitioners I work with have been engaged in personal development for many years. Even so, almost every day I hear, "But I thought I'd dealt with that!" Until the last 15 years, most often personal growth dealt only with the conscious, rational brain; reading books, attending seminars; talk therapy sessions. As we know from exciting new developments in neuroscience and mind/body techniques over the last 15 years, that's not the area of the brain where heavy baggage is stored! True resolution requires learning and using a technique like EFT (Emotional Freedom Techniques), which allows access and reprogramming of the subconscious, emotional brain where the fears that limit our possibilities are actually located.

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## Client Results Financial Rewards

As a helping practitioner, regardless of your modality, you are the vehicle through which transformation happens for your clients. The more you invest in growing and expanding your vehicle, the more you step into your own power and the greater the client results you will enjoy. It's not about learning more; it's about bringing greater value to the table for your clients so that you feel confident and in integrity around charging more.

As we show up fully for our transformation, our clients show up more fully for theirs. If you are not willing to – how can you attract clients that are willing to? We pretty much attract clients who are willing to pay us for their transformation as much as we are willing to pay for ours!

Growing a business is 'the graduate school of personal growth'. Practitioners who engage in a consistent practice of dealing with their emotional issues and limiting beliefs have greater client success and greater incomes.

5 Success Secret: Dealing with your emotional baggage

# Client Results Financial Rewards

“Ninety – nine percent of the failures come from people who have the habit of making excuses.”

- George Washington

## The 5 Secrets to Outstanding Client Results and Reaping the Financial Rewards

*In Summary:*

1. A helping practitioner is a **business person**.
2. Your business is hungry – **feed it**. It needs fuel to sustain itself and grow.
3. Clients want what they **want**. They don't want what you think they **need**.
4. **Experts** in a problem/solution area have more business success.
5. **Dealing with your emotional baggage** is essential to getting great client results and financial rewards.

Helping Practitioners who understand these secrets and who, with the support of their business and personal growth mentors, undertake an action plan based on that understanding, feel the fulfillment that comes with outstanding client success and the freedom that comes with reaping the financial rewards.







# INTEGRATED MENTORING EDUCATION

**Nancy Forrester** of Integrated Mentoring Education inspires current and aspiring helping practitioners to get more satisfying client results in a way that is:

- easier
- healthier and
- more prosperous for them.

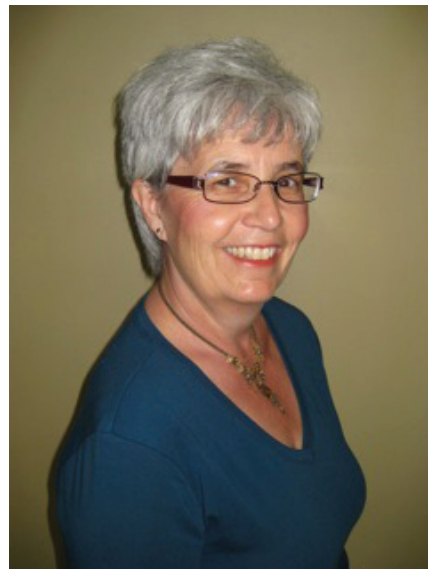
Nancy has been a mentor for her entire adult life, first as a high school math and science teacher, later as a college and university business professor and, for the last 20 years, as an individual and relationship psychotherapist.

She has consistently been on the growing edge of science, business and personal development and has a unique facility to translate this material into practical techniques for positive client transformation. Fifteen years ago, Nancy was one of the first helping professionals to enter the field of Energy Psychotherapy and master these advanced tools that facilitate faster, easier and more powerful client results.

Today Nancy is passionate about sharing her rich experiences and comprehensive skill set with other professionals who also care deeply about helping others.

If you would like to talk to Nancy about the possibility of mentoring with her, please call or email to set up a complimentary consultation.

[www.IntegratedMentoringEducation.com](http://www.IntegratedMentoringEducation.com)



**Nancy Forrester**

MBA, B.Ed., B.Sc.

Individual & Relationship Therapist  
Certified EFT Specialist & Trainer

**Mentoring and Consulting Inc.**

905 985 4296

[nancy@IntegratedMentoringEducation.com](mailto:nancy@IntegratedMentoringEducation.com)  
[www.IntegratedMentoringEducation.com](http://www.IntegratedMentoringEducation.com)

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*"Beyond Coaching and Therapy"*