



EXERCISE

Navigating to Consistent Client Flow

Paddle boat



Sail boat



Yacht



Read through the scenarios below and consider ...

1. Which boat are you in? 2. How does it feel?
3. What do you think needs to happen?

1. PADDLE BOAT scenario - You're struggling to get traction

Growth feels like a continuous push, a BATTLE, you feel like you're hitting more snakes than ladders, which can easily end up in you feeling totally demotivated and frazzled. You need to find a SAIL so you don't have to paddle all the time to get anywhere.

When you're in this boat, taking a break feels like a luxury you can't afford. Yet it's incredibly vital - yes VITAL - to ensure you stay afloat when the going gets tough. When you stop paddling, you move away from push energy, recharge your batteries, reflect on what might need to change, and refocus your compass.

Even after years in business, some consultants max out around six figures, they may hit \$200K or even \$500K yet never feel a sense of ease and flow. Here you're in the hustle stage, it is tough - business is tough - especially without a clear roadmap to get to solid ground. Counter intuitively, rest and recovery is a critical piece of the solution and helps build entrepreneurial resilience.

To upgrade your boat - focus on lead generation





2. SAILBOAT scenario - you're trapped on the Revenue Roller Coaster, you're at the mercy of winds you don't feel are in your control

When you're in a sailboat, and you're not an avid sailor in terms of skills or crew, we often feel tossed around, hurtling from thrilling high months to scary low ones.

One client described this as living in constant anxiety, trying to manage those emotions whilst still looking for stronger sails, and paddling much of the time. They often have a sense of sailing against the wind. What they needed help with is working out why things can work so well for them but only sometimes?

You need to set your sails in the right direction to catch the wind that will propel you. Sometimes you'll need a backup plan when the wind is low, you change tack to find a new wind.

To upgrade your boat - focus on market research / consult calls and tracking

3. YACHT scenario - you look super successful but often find yourself drowning in client work

This group is usually the envy of the other two. If you're in this boat, you likely have more work than you can handle and you feel like you have this huge ship to run singlehandedly or with maybe only a few crew hands around. It's not a very stable or organized operation.

So in this situation, even though revenue looks great, it's unsustainable because the business owner is exhausted and feeling out of control. The quality of what you're delivering and the client experience isn't what you want, and that creates a sense of failure and guilt. How can you even think about growth when you're hurtling towards burnout?

So here what we work on is building capacity, putting in systems to support the operational side so they can focus more on the high-end delivery side.

To steady the ship - focus on streamlining and team building