**Episode 1: A New Business Partner for You**

Narrator: Welcome. You're listening to Prosper On Your Own Terms, a podcast with insights and information on how to successfully build your business on your value for your life. Today's episode features Lenora's respected colleague, attorney Andrew Ackley, a plaintiff personal injury and wrongful death attorney committed to fighting for justice and the rights of his clients. Here, Andrew asked Lenora how clients engage with her. Let's listen in.

Andrew: Hi, Lenora.

Lenora: Hi. Hi, Andrew.

Andrew: Let's let people know how we know each other.

Lenora: Well, we had the pleasure of serving for four years together on the Yellow Wood Academy Board. Yellow Wood Academy is a private school on Mercer Island, which specializes in one to one learning.

Andrew: So, what is it that you do?

Lenora: Well, I teach entrepreneurs how to do business development. And so, what that means is people come to me because they want to generate revenue and it might be for something they're starting up. But most of the time, they're a business owner, where they've had a business for anywhere from three to 30 years. My job is to help them make sure their work is sustainable so that they can generate income and support their families and prosper the way they wish to.

Andrew: This is for a broad audience, especially lawyers who don't really do business plans or anything like that, but really could benefit from it. So, what does development look like?

Lenora: Well, business development is a nice big old umbrella and underneath that is marketing and underneath that is sales. And the business development concept is, who is your audience and what's your value proposition and how does it match up with what the audience needs now and when and why? And then the next thing below that is marketing. Okay, well, now that we understand who your audience is and why they would be interested in your value proposition, let's look at the best ways to find them and attract them so that they know that you're there to help. And then what follows is sales. It's also the personal development, the professional development that an individual has to do in order to rise to the occasion, whether it's what kind of image they have or how they package up their services, how they show up online. There's a whole set of habits and ways of being that goes with that.

Andrew: I want to ask you more about value proposition.

Lenora: So, a value proposition is when we make it really clear to someone, what the impact or result is going to be of the work and how it is special the way we provide it.

Andrew: I want to come back to something which is not just for promoting the business itself, but promoting personal and professional development. What does that look like for you?

Lenora: I'm helping change habits around how they talk about their impact. It's also the information I provide from interviews. I interview people who've worked with my clients, and then that way I can show them, look at the language they're using. And look at this, you've got five or six people who keep using the same words and phrases, none of which you're using on your website or in your proposals or how you talk about yourself. So, that gives us an opportunity to enlarge their perspective about their importance or their value to the marketplace and speak more appropriately.

Andrew: How do you conduct your business on a day to day basis?

Lenora: I work with clients one on one. Typically, people start with me working on a six month intensive. And so, we're meeting weekly for 60 minutes and they always have pre-work to do before we get started. And I do my interviews for my discovery. And then we get into it and week to week there's homework and the homework work is stuff that's integral to business development. One week one client said to me, you're like my super savvy business partner who never tries to take equity. I provide them with resources and show them I believe this is the way it'll work for you. And I also on my own end do research and make connections for them so that they can move things forward. Because basically, the whole idea is to accelerate this process. And then I'm also available between meetings for text, email, phone call support, because business development doesn't wait till the next meeting. I'm totally up for that because I want it to keep moving. It's all about momentum.

Andrew: It sounds like a lot of this relates to people working on themselves. Is that fair?

Lenora: It definitely is. It is. And I think that's a big surprise for people because sometimes they think at the beginning, "Oh, you're going to help me market myself and give me a bunch of marketing tasks to do." And I need for my clients to not talk about themselves as though they're commodities, but to begin to talk about their unique value proposition as to how it relates in the way that they specifically care to deliver.

Andrew: How long have you been doing this with this one to one model?

Lenora: One to one model I've been doing since 2001.

Andrew: Wow. Okay. So, what have you learned about people in that time and about motivating people?

Lenora: The biggest thing I've learned is how vulnerable and how naked people feel at first, when they start marketing their services. They're like, "I wish I was selling a thing rather than my services." And so, I always tell my clients, I need to do these interviews because you're going to leave 80% of the good stuff on the table and not tell me because you don't want to brag. But when I interview people about you, they're going to be thrilled to share with me all of these attributes that are going to help you market yourself.

Andrew: How do you encourage people or facilitate people to move into that vulnerability zone?

Lenora: Practice, practice, practice. Our weekly conversations, where I point out things that I notice about them to help them become more self aware is part of that practice. My encouragement to have them move about my community of clients I've worked with over the years. I have a very, very generous group of alumni clients who are always welcoming and helpful to new clients as they come on board. And I seem to be a pretty good matchmaker when introducing them to one another. Sometimes as colleagues, sometimes to work with each other, here we go again with the one to one theme, where I match make, and I introduce them to each other. And sometimes I'll have lunch with the two of them and get the party started that way. And most of the time it's an email introduction and it takes off and it's a really beginning of a beautiful relationship.

Lenora: And I was telling you before we jumped on our podcast together, that I had gathered a group of alumni clients together on a Zoom call and there were 45 people on there. And when I asked the question, I said, I want to make sure that you get something of value out of this time together. What is it you need from the call? 80% of the responses that got typed into the chat box were connection, connection, connection. I help them understand that connecting isn't just connecting, it's connecting with the right people. And the right people are the people they can trust and feel comfortable with and confident and competent with.

Andrew: I would imagine based on what you're saying, that you probably see a lot of people who say something along the lines of I'm just not charismatic, or I just don't have the gravitas and I don't feel like I can just command people to come, to have that commanding presence, to have people just come flock towards me.

Lenora: Absolutely, that is definitely something I hear. What's important is to understand the value of what you do, who it matters to, and find those people.

Andrew: And I think the most important thing is authenticity. People need to be comfortable with themselves. And it sounds like you're building off of that mold.

Lenora: Absolutely. You need to get into the right niche with the right people and then it's going to feel comfortable. And there's another thought that goes along with that. Sometimes when people come to me and they have an unusual idea, a special recipe for how they want to put together different services to apply to one type of client, they'll be like, "Oh, but somebody's already doing that." I'm like, "Well, you really don't want to be the only one doing that, because being first is almost as bad as being last." I mean, when something is a thing and somewhat familiar, it is easier for people to understand and talk about and to help you to find your clients.

Andrew: Yeah. All right. Well, that's interesting. So, I really appreciate your time, Lenora.

Lenora: Thank you for moderating our great discussion. It was really fun.

Narrator: Thanks for listening. And remember, prosperity is more than just cash, it's about having choices suited to your values and your life. Lenora's focus is to empower you to prosper on your own terms. See how at lenoraedwards.com.

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