

# Allawos & Company

Commentaries and Insights from Allawos & Company

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## “Biggest Mistakes People Make When Trying to Attract High-Quality Clients”

*Michael Allawos, Principal Consultant*



There are a number of common mistakes business leaders, freelancers and service providers make when they are trying to attract high-quality clients. Avoiding these mistakes can mean the difference between struggling or running your business smoothly, with a steady stream of clients willing to pay you what you are worth.

### **Not Distinguishing between Price and Value?**

Many businesses worry about price, and are willing to sell their products and services for less than their competition. The trouble is that you can get locked into the cheaper price, and find it difficult to raise it in the future and may be forced to compromise on quality. In addition, the lower price might attract only bargain-basement clients, rather than quality ones you could have a long-term relationship with. Top business people might actually dismiss you for being too cheap. And to that point there have been many instances that by raising a price on a certain product and or service got the deal.

Then there's a question of value. Value and Price are not the same. Your value will be in how good you are with your work, how reliable you are, and how well you are able to stick to your deadlines. Your value is also determined by your experience. If you are a real pro at WordPress, for example, then you are more valuable than a person charging the same amount who isn't, because you are bringing your knowledge and experience to every project.

Recently I went to an auto body repair company for paint-less dent repair and was willing to pay to have a good job performed quickly. Not only was an appointment made right away with an estimate but after the job was done in a few hours the price was discounted because the repair company was not satisfied with the outcome (I couldn't see any problem) so to say the least I will refer business to this company.

### **Not Being Clear about What You Offer?**

Make a list of everything that you are good at that you could offer to your clients. Then narrow it down to things that you enjoy and can do quickly. Next, decide how closely related they are to each other. Can you offer a number of services that cover many of the basics that busy business owners would find it useful to hand over to others? They might include customer service, email marketing, uploading content to a blog, and so on.

For example, if you are able to do email marketing and you also have a health background, this might be worth mentioning in some cases, but not in others. A person interested in finance, for example, might not think you were the right person for them.

### **Not Choosing a Niche?**

Service providers who choose a particular niche to work in often find that it is easier to get work, because they start to build up a reputation as an expert in that niche. The top three niches are health, finance and self-help. If your services are too broad the potential customer may get lost in your offerings and choose to deal with the company that focus is narrower.

### **Not Having a Well-Constructed Portfolio?**

Your portfolio should give examples of each of the services you wish to offer, if at all possible. Give items a title, link to them, and if there are many samples, group them according to the category of services being offered.

### **Giving Away Too Much for Free to Make the Sale?**

It's great to want to prove that you are a talented worker who can deliver the goods, but time is money, and so is the work you do. A lot of new service providers give away far too much in terms of free information and their time. Free samples are not really needed - you have your portfolio to show what you can do.

You should also avoid long consultation calls. In an effort to be helpful and prove you are the right person for the job, you would probably give away far more information than you should. Then they really have no reason to hire you, because you have already told them what to do.

## **Not Marketing Yourself Enough?**

Once you are a service provider, you need to tell the world you are available for work. This is not a time to be shy. Chambers of Commerce, E-Marketing, and the plethora of social media opportunities are but just a few outlets to get your message out. If you really feel bold you may join professional business groups that rely on referrals to help with the messaging.

## **Not Marketing Yourself in the Right Places?**

Determine where your high-end prospective customers are likely to spend most of their time. Then come up with marketing material that speaks to their needs, offering real solutions at an affordable price. And don't forget your "[elevator speech](#)".

## **Not Asking Happy Customers for Referrals?**

Word-of-mouth marketing is the key to a successful business. Happy customers spreading the word about how reliable and professional you are can make all the difference between a full calendar of regular assignments, that sale, and you having to chase all over trying to get new gigs or sell that product. Don't be bashful, send a friendly note to a satisfied customer(s) asking for referrals, if you don't ask you won't get.

Allawos & Company has helped countless individuals and companies alike reach their goals and discover new potential.

## **About Allawos & Company, LLC**



Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

*Sincerely,*

**Michael Allawos**



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