



*Special Report*

**HOW THIS ONE MISTAKE  
IS PREVENTING YOU  
FROM GETTING CLIENTS**

*and why ignoring it can  
keep you stuck and broke*

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## ***You can't afford to miss this new development - it's a costly mistake that you can fix to stop the leak and start bringing in your flow of money and consistent clients***

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I've got both good and bad news for you about what you know to be true about getting clients. The good news is, you're doing everything *RIGHT!* Unfortunately, the bad news is, you're doing everything *RIGHT* and it's *ALL WRONG*.

You're doing everything "right" to make money and get clients, but actually it's very *WRONG*. In this special report, I will show you the *exact steps* that led me to making \$20,000 a month, with an overflow of clients - and I'm going to show you why what you are doing isn't working.

The goal is to *UP LEVEL* your understanding of what strategic marketing is, how to apply it to your business, and how to ultimately get the consistent flow of clients you want and need.

But first, let's see what you're doing *wrong*.

You know you need to build your list, have a blog, post on Facebook, have a great website, have a sales page that sells... So you do all of those things and you're still hearing crickets?

You're doing all of the "right" things - what's going on? Why isn't it working?

### **THE ROOT OF THE PROBLEM**

Ok - so let's review the situation and start at the beginning:

"So you're doing all of the "right" things and it's still not working."

Did you see what happened there? Let's review just in case.

"So you're doing all of the "RIGHT" things and it's still NOT working."

Hmmmmm - what do you think is the problem there?

Here's the root of the problem - when is "right" really right? Just because it's worked for other people - is that really the way you should be going?

# THE WRONG WAY

A few years ago when I started my business, I tried to learn about how to build a business as most entrepreneurs do... from the massive amount of content online. I watched videos, bought a course, and then was at a loss that despite my 25 years of marketing experience, I couldn't get clients.

It wasn't until one my multi-millionaire mentor said to me, "Shana, you're doing it all wrong."

Huh? But I'm doing it all right? How can that be wrong?

He pointed out exactly what other entrepreneurs are doing everyday, and you may be too. They let their limited thinking about their business run them.

Does this sound familiar?

- √ You spend all day on Facebook trying to prove your value by trying to be "visible"

- √ You focus on building a list *rather than building a business*

- √ You lose or never discover your highest value in your business so you're not selling something people want from you

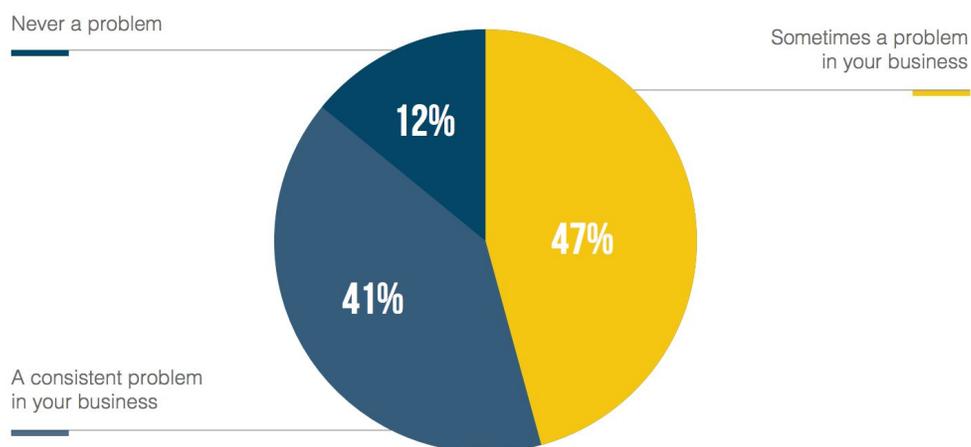
- √ You are trying to follow someone else's marketing strategy

- √ You are looking for a "magic solution"

And the result of your actions? **LACK OF CASH FLOW** - otherwise known as your **ACTIVE INCOME STREAM**.

And you are not alone. It seems having an **ACTIVE INCOME STREAM** is the number one problem facing small business owners. And

Check out this recent study by LinkedIn about the state of small businesses today:



Without cash flow, you fall into the same problems as 88% of small business owners.  
Lack of **CONSISTENT CLIENTS**.

What those common entrepreneurial activities are causing you, is to be focused on the *WRONG GOAL*. Instead of focusing on your own money making abilities while actively running your business (not learning more, not trying to be “visible”, not hanging out in Facebook groups) - instead of setting your **OWN SUCCESS AND INCOME GOALS** - other people’s income achievements suddenly and silently become your goals, and instead of creating your own success, you follow other people, spend countless dollars trying to find “the magic solution”, drown in mountains of content that is barely read and appreciated, a lot of BUSYness, and ultimately,

you end up trying to create your individual success based on *someone else’s lifestyle*.

The reality is, if you think you have to play by whatever you believe to be the “rules”, your business success will become the sum of your story.

And don't get me wrong - that's great if it's working for you. But it wasn't working for me and I've noticed, it isn't working for a lot of other entrepreneurs. You're working on growing your email list - but no one is buying. You have an awesome freebie opt-in but no one is buying. You just did a webinar and put it out over the internet - and no one is buying. You may even LOWER your prices and because of it, maybe you make a few

measly dollars a month... but your dream of success, fulfillment, and freedom, seem like a dream instead of a reality.

You feel undervalued. Spent. Used. POOR. All of that self esteem busting work causes you to lose your self esteem. You withdraw (the exact opposite of what it takes to create success) or you try to learn more, buy more coaching programs, follow more people that look like they have the answer.

What is going on???

## THE DEFINITION OF RIGHT

How you define "right" will determine the quality of your actions, which will in the end, determine your results. This means, that there is a difference between somebody else's "right way" and "the right thing" to do.

The "right way", in actuality, is based on your belief about what the right way is. What you think is the "right way", someone else may think is wrong.

There is more than one way to accomplish any task - in both business and life. Too often entrepreneurs are sold a created "school" or "10 step formula" to creating a successful business, but as author of "***The Power Of Habit***", **Charles Duhigg** said, someone else's solution is just the way THEY created their solution. Things like GTD (the widely taught "Getting Things Done" method of organization by David Allen) was just his way of getting organized. Sure, it worked for a lot of people, but for many, it was just a great book and et another thing on their "to do" list.

As an entrepreneur, it's HOW you think about "the right way" and your ability to design a solution for YOU that will work in the end. If the "right way" someone is teaching you - "you have to do a webinar", "you have to have a list of 1000 before you sell anything" - whatever someone else is teaching you to be the answer, is just that, "an answer". It's not THE answer.

So then, could the "right way" actually be so wrong?

Recently I was helping a new client. She had built her second business, and she had meticulously built out funnels, was doing a weekly webinar that was attracting a good amount of people, running Facebook ads. She had a dream of building a BIG business - a business that would allow her the freedom to be with her family, to use her high value expertise on working with the mind to gain control of your life, and her love of fitness, into a business that paid her what she was worth.

She had bought expensive coaching programs, courses - spent so much to learn the “right way” to scale her business, yet her 6 figure income goal and all of that hard work was leaving her feeling spent, exhausted, running around like a crazy person, and pulling in less than \$50 a week.

She wanted freedom, was doing everything right, and yet, all of the results she was getting were so *wrong*.

## THE CLIENT ATTRACTION SOLUTION

It's time to take a stand and forget the rules. You see, when my friend and mentor told me I was doing it all wrong, I thought I was doing it all "right". But what I really was doing was doing it all **AVERAGE**. I was following what other people were doing, what other people's “10 steps to instant clients” methods, and what was engrained in my brain - do this and get rich, do this and you never have to work... yet no one told me to expect failure. To watch for comparing myself to others. To understand and TRUST my own strengths and life experience and intuition.

Now you have a business and your future is less secure. So you unconsciously play it “safe”. You see others that say they have the magic solution. And so you try to learn. You shut down the voice telling you “This seems sleazy”, “It’s so not me but all of these people following her/him must mean it works.”

As billionaire **Sara Blakely**, creator of the billion dollar brand **SPANX** has said,



**“You have to break the rules and be willing to take risks.”**

# THE RIGHT WAY FOR YOU

Most people think they are doing everything “right” - building a list, selling low value things, having a freebie opt-in - they build the *outside tactical* pieces of their business without understanding and building the **SOLID FOUNDATION** - based on your highest value, your personal values, and your end goals.

Your highest value is made up of what you do best, what people want, and what you love to do - in the center of that is YOU - your highest value. When you understand your highest value you are able to understand what people are really searching for.

Research shows in 10,000 studies over the past 2 decades shows that **GOAL & PROBLEM** based business models are the main drivers for human motivation.



# THE PROBLEM YOU SOLVE

It turns out the problem you solve for clients will end up solving **your financial problems** as well. It's based on your highest value - made up of your

1. Expertise (the skills you learned at your past job, your natural talents, your schooling, or certifications)
2. Your life experience - your past challenges, failures, discoveries - all of the things that make you who you are today
3. Your personal values - the standards you run your life by

A business without a purpose is a waste of time. Just because you build it, doesn't mean "they will come". Hence the purposeLESS, busYness model of so many clientless entrepreneurs.

As it turns out, discovering your business purpose - **your highest value** - is at the **root of your solid foundation**



The intersection of your expertise and life experience

## THE RIGHT WAY

If you're trying to "get clients" and "make money" - I have a wake up call for you...

“ **NO ONE IS GOING TO PAY YOU TO MAKE MONEY.** ”

No one is going to pay you to make money.

What is the value you are selling?

What is YOUR value that you are selling?

Is that your highest and best value or just a dumbed down version you "think will sell"?

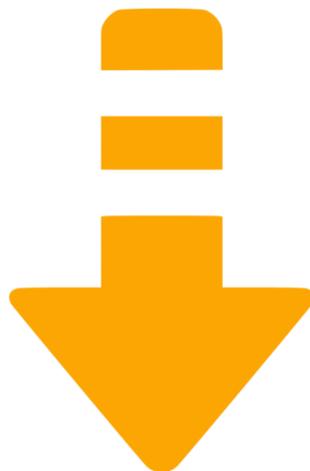
If you believe that your goal is to "get clients" and that you have to dumb down your value and offer something low value (read: LOW VALUE) then that is what you are going to attract. People who don't want to pay for REAL VALUE. They will want to pay for QUICK FIXES.

And that's fine if it's working for you. But what usually ends up is that the people I see lose yourself esteem because you aren't BEING your HIGH VALUE SELF so you feel a bit cheated and undervalued.

If you believe that getting clients means that you are going to have to do so much free stuff that you spend all of your time throwing your value at people - and just like what happened to the retail store, The GAP - they went through a VERY LONG period and finally just worked it into their marketing plan because they would get desperate at the end of each week and started to offer 50% off every weekend - so it TRAINED PEOPLE to NEVER buy full price. :o Their sales plummeted for years and they almost filed bankruptcy.

So if offering a bunch of free things is working for you, that's fine. But what I usually see is that it leaves people feeling cheated, not understanding your high value, and then ultimately, not feeling good enough, comparing yourself to others and then NOT doing what you need to do to have a profitable business.

**INSTEAD, the goal is to START OUT WINNING. (SEE THE EXACT STEPS)**



# THE CLIENT ATTRACTION SOLUTION

1. **Solve an urgent problem that uses your expertise and life experience** - use the GOAL/PROBLEM SOLVED approach
2. **Create a HIGH VALUE program that is worthy of the HIGH PRICE you charge**
3. **Set up your business systems and marketing so you are able to attract THAT niche market**
4. **DEVELOP a marketing & selling system based on your goals and the process**
5. **MARKET to them in the forms of webinars, social media, advertising, audio and video**
6. **POSITION yourself as THE answer** for this niched down audience with the confidence you have in the solution you provide (positioning is that thing you would SCREAM FROM THE MOUNTAIN TOPS because you KNOW IT, BELIEVE IT, and talk about it everyday)
7. **ATTRACT your ideal clients**, "get clients" - people you love, who you really can help, and have them rave about you so that you attract more.

Which model do you follow? (no judgements!) just make sure it is working for you.

**Whichever model of success you follow, you need to ask yourself**

1. **Are you willing to do what it takes - like really go at it - to achieve the success you want?**
2. **Are you willing to win, lose, fail, and GET BACK UP AGAIN until you do?**

And most of all...

Is what you're doing now serving you to getting to where you want to go? Are you making the money you want? Creating the freedom and independence you wanted?

Look in the mirror - be honest with yourself.

If you're not ready to change your success story, stop now. You'll save yourself a lot of heartbreak and starts and stops trying to find the solution. Continue to follow people online and spending time looking for the magic solution.

But if you're ready to create change and do what it takes, **get started now**. STOP doing things, following things, downloading things if it's not working for you. **You are an entrepreneur - and possibly a visionary business leader (take the free quiz below to find out) - that means you CREATE SOLUTIONS TO PROBLEMS**. Every hard decision will bring you one step closer to where you want to go.

## A ROADMAP FOR THE PROCESS THAT WORKS

Being a business owner is HARD - I get it. But the truth is, it's a lot harder for the visionary, the change maker, and the business luminary.

A regular entrepreneur builds their business on a proven path. They see what others are doing and follow the lead. Sometimes they break out of the pack - and then they are able to lead.

But for the Business Luminary, it's so much harder. Maybe you can relate. With your years of experience - probably in a previous job or with some sort of certification and degree, you are taught to "follow the rules". And all of your life, you do, you achieve great things - but there is a rebel yell inside of you - just waiting to be let out.

And now that you have your business... it's the fight between what is "right" and ordinary, to doing what only the brave - the Steve Jobs' of today - dare to do. To put yourself out there to be judged by others, but on the others side, attract a strong, and loyal tribe of raving fans.

I know, I can relate. With 25 years as a high level Marketing Director of shopping centers and even the famed Rodeo Drive, I had HIGH STANDARDS. And I *definitely* didn't fit into the cookie cutter entrepreneurial world that I see in Facebook groups.

It feels so small and petty compared to the BIG VISION you have for the impact you want to make on the world and in your own bank account! You have BIG DREAMS, HIGH STANDARDS, and seriously... why **should** you settle for less?

That's why when I started out, I wasn't going to lower my standards. Everybody told me to do "100 free sessions" to "wet my feet". Ummmm... that was what my 25 years of paid dues was, honey. And undercharge? If you are, you are doing yourself a BIG DISSERVICE.

Experts (that's you genius!) who have *expertise* need to charge your WORTH. That would be your PERSONAL VALUE. And when you can position that value the *right* way, in your profitable personal brand - it shines a light inside of you.

That's what a Business Luminary is. You're a lightworker, someone who inspires and influences others. Who makes a difference AND makes money.

So if you're ready to build an everlasting personal brand that never goes out of style, join me, November 17 for this FREE CLASS where I'm going to be sharing **6 Secrets to Positioning Your Value Into A Powerful Personal Brand**

Sign up if you want to change your money story and financial success in your business forever. **(Click the image to sign up)**





*Shana Yao is CEO and Founder of TOTAL GENIUS , where she works with high achieving entrepreneurs to discover your genius - the combination of your greatest strengths, talents, and life experience - to create a profit generating business based on your purpose, that fulfills your life and makes an impact on the world. She is an award-winning Business and Personal Success Strategist with over 28 years of experience managing multimillion dollar retail and shopping center locations, including the famed Rodeo Drive.*

*With a background in neuroscience, neuro-linguistic programming, positive psychology, emotional and positive intelligence, and high level business strategies, she works to develop her client's to develop their unique vision by uncovering their purpose, their message, then building their profit-generating business. Schedule a chat to get your business **positioned to sell.***