



Matt Henderson:

Everyone welcome back to The Business Mind podcast. This is Matt. Today, I'm going to tell you guys about my win yesterday.

Hey, welcome back everybody. You heard me, I had a win. I had a win and if you've listened to my podcast in the past, you've heard the episode about celebrating your wins, that's what I needed to do today. And I'm excited about it because you guys are my tribe, you're my people and I want to share it with you. So let me get right into it. I have a new client that has been with me a couple of months now and he actually just, we finished up his website about a month ago and we're holding on starting his digital marketing stuff up over the next month or so and he was lucky enough to be able to purchase a new building for himself and his practice that he's opening. So I have been so busy during this whole thing, COVID stuff and whatnot with my business that I haven't had time to go over.

And he just bought it probably in June, it's currently August, it's August 21st today, anyway, and so it's been like two months and I just have not been able to make it over there. And it stinks because he's so close to actually where I live, it's been crazy that I haven't been able to make it over. So long story short, I went over last night and I wanted to bring him over a couple beers and say, "Congratulations." And stop over when nobody else was there because it's COVID still and I don't want to be around anybody. So I actually went over after hours and stopped in to see him, see how he is doing and how things are coming along. And it was awesome. I walked in and he was happy to see me because I don't think he's ever expecting his digital marketing guy to come over and bring a couple beers and say, "Congratulations on your new place." And all of that.

But that's what I do. So it's networking, it's doing the right thing. So anyway, I go over and I say, "Hey, you want a beer?" And he's so excited he's like, "Absolutely let's do it. I'm pumped. I've been here all day." Now it's like seven o'clock at night so we crack a beer and with that, the phone starts ringing and I said, "Hey, if you got to grab that, don't hold back on my account you know I'm a business person, I get it." And he said, "No, I actually, I set up the voicemail already. That phone's been ringing nonstop." I said, "Oh, okay, it's a new phone number, right?" He said, "Yes." I said, "Well, so [inaudible 00:04:20] a website?" He said, "Yes." Well that's great.

It's ringing all the time and sure enough, he tells me that the phone's been ringing nonstop since about a week after the website went live and obviously the SEO, the search engine optimization things that I did for this site are clearly paying off. And I said, "Ah, well, that's great. I'm really excited to hear the phone ring." I was happy to see the look on his face that he seemed thrilled with the fact that the phone was ringing, even though he is not open yet and I said, "Well, how often is the phone ringing?" And he said, "It's ringing all the time, once or twice a day." And he's not even open yet. So I don't know, that's a lot. So he said, "I haven't even been really keeping track. I'm doing so much work around here I just know there's messages all the time."

I said, "Oh, okay." Well, I was only there maybe two or three hours, something like that. I gave him a hand with some stuff he was working on. Two or three hours went by and I listened to the phone

ring about every 15 minutes. And I asked him, it's eight, nine o'clock at night at this point I said, "Is that somebody you know like family or something giving you a call to see where you're at?" Because I just didn't think people would be calling an office this late. And he said, "No, this is what I'm telling you, it's been ringing nonstop." And the look on his face of just sheer happiness, excitement I guess, he's excited because he just got a brand new website that we just registered his domain name two months ago and got his website up a month ago and the phone is ringing off the hook.

And I said, well, "These are people who already knew you and they know that you're over here?" Apparently no, it is all coming through his website. And he told me that because he actually had to start paying somebody to answer his phone all day because the phone's ringing so much, he doesn't want to let it just go to voicemail, how people think that he's closed, even though he is not even open yet. So he's trying to get the clients and I thought, well, this is incredible. The guy actually has to pay somebody before he is even open to answer the phones because he's got too many calls coming in because he is already getting business. And that's the win I wanted to celebrate. It doesn't sound like a lot to you guys I'm sure but for me, this is a client who thrive on the phone ringing.

If you had asked them, and I did, "What's the one thing that if I could do it, you would need me to do? Do you want emails coming in and you want people to book appointments online? Do you just want to collect emails and then reach out and contact people?" He said, "No, I want my phone to ring." I said, "Okay, no problem." This is what I do, I generate leads and do all the digital marketing but let's start with your website, let's get your website up and going, let's get you competitive and ranking on Google and so on and so forth. So I did just that. He's getting a great traction for only being like two months in maybe, a month and a half, he's getting amazing traction and seeing some really good traffic coming through his website and the people aren't leaving.

And I thought, what caused this to happen? And I'm not saying it caused, but what's the catalyst behind this? Yes I spent a lot of time, a lot of time working on his SEO and optimizing his website and making sure he is listed and I spent a lot of time on things for his site, but I've spent a lot of time on other sites too and not had this necessarily the same outcome. But I think this time really what it is was that there's a level of positivity and value that I'm adding here, I walked him through the site, I kind of upped what he was doing at the site to get him to push himself even further so that the site would be more robust and lo and behold, it is and it's getting the attraction because it is.

And I wanted to leave you guys with some thoughts. When you meet with a client or you're starting your own thing or whatever it is, if you're going to just sell online, it doesn't matter but you need to provide value to your customers, provide value to your clients. If you give them value, they are going who want to pay you, they're going to ask you to pay them. He asked me to start billing him ahead of schedule because he's so happy with things. And obviously I will definitely do that for him, I have no problem at all. But this person went from being someone I didn't know that was, I just happened to meet up, he was a friend of a friend of a friend and lo and behold, talking to him and he needed a website and I happened to get the website work for him.

Now, what I've done is I've created a lifelong client because I went over, I networked with them. I've spent time on Zoom calls with them, I have gone over every aspect of his website and nitpicked things with him and gone over the SEO with him, competitors, the whole thing, everything. But because I provided value to him, he wants to continue to pay me, he's asking me to bill him and that's what he really wants. I gave value, I created a ... I now am retaining this client and I've made this client a friend because we talk so much and we went over so much he feels that we need to be friends in order for things to keep going his direction, which is even true.

But I appreciate him as a friend and it's been great to do business with him and to have somebody that wants to pay you even before it's time to start paying you your monthly due, the monthly

maintenance work and all of that because of the value you're adding to them. And I was just so happy to be able to add that kind of value and I make big promises when I meet with clients and I never make promises I can't keep, I'm not going to over promise, but one thing I definitely always do is I over deliver and that's what I think you guys need to take away from this is, over delivering is truly the key here because now I've over delivered, I've got a client for life, I got a friend for life and I'm celebrating a win today of having all of those things.

Great networking, good friends, great progress, and lifelong clients. So take the time in life as we've spoken about in previous episodes and celebrate your wins and honestly everyone, when you think you can't do anymore, just keep pushing. This is that time for you, I pushed through the hard times, this was all COVID that this happened during and I've been able to go way further than I would've ever imagined. So I hope that brings you guys a little bit of information, gave you a little something to take away from this today and if it did, please take a screenshot of the podcast and share it anywhere that you are.

Tell your friends, family, tell your colleagues, tell anyone, tell them there's this crazy guy, Matt that'll be spouting off some good stuff online and you have a great podcast to listen to. If you need any assistance, Matt@Nestadigital.com and I will be glad to help you out and we'll see what we can do for your business. All right, guys, I hope that you're pushing forward in your business. You have a great weekend when it's your weekend and mine's about to start tonight and stay safe out there. All right, we'll talk to you guys again soon.