BROWN PAPER PLAN

The Easiest Way To Sell VA Services

Welcome to the training manual of the Brown Paper Plan!! So glad to have you on board and so excited to share with you my not only simple way of selling your virtual services BUT also have a ridiculous amount of fun whilst doing so!

The Brown Paper Plan naturally evolved over time in my own personal Virtual Assistant Business. I realised that the more of an opportunity I received to share my magic with potential clients actually SHOWING them the solution to their problem and removing overwhelm, the easier it was to sell my ongoing recurring support.

So I created the opportunity myself. I gave clients MASSIVE value in our "coffee chats" instead of just exploring about what they could outsource.

I solved problems. I gave them ideas. I found solutions. I gave them hope that it could be done if they just worked on consistency and repetition and removed overwhelm.

Then what happened? I actually charged for my sessions. People were now effectively paying me for my sales conversations. Why? Well because they were no longer just sales conversations. They were valuable sessions spent with me and my brain.

Gone were the days I was having so many sales coffee chats, or skype meetings to discuss whether I could be the VA for that client. Sure I could still have them if I wished, but I was wasting too much time giving away my knowledge for free, so this was the perfect solution.

So how can you use this plan?

There are multiple ways you can incorporate the Brown Paper Plan into your business;.

- As your LCC (Low Cost Conversation): Regardless of whether you have an official sales funnel or not, there is a high chance that people come into your world via a "free" path. Whether it be by downloading an eBook, meeting you at a networking event or even being referred. They didn't have to financially invest in you to meet you or learn about who you are. Then depending on how your business is set up clients either had the chance to purchase a small priced product or service to get closer to being an ongoing client. Perhaps you offered a simple template design for a once off price for example. Something low cost and with no big scary commitment.

  EVENTUALLY at some point between meeting you for free you are going to try and get them to sign up for your ongoing package or ongoing support. Ultimately that is your goal. To get clients to work with you. So what if you could take people from meeting with you to investing financially an hour of time with you so you can show them the solution to their problem?

- As A Free Offering: You definitely don't have to charge for your Brown Paper Plans if you don't want to. You can have a certain number free per month for example? It certainly doesn't impact your conversion too much – I still signed up many clients with free BPP's vs Paid BPP's. You could even offer it as a door prize for a business event or as a gift for a local business.

- Added Value Extra: Perhaps you already have your ongoing packages set that you sell to your clients and you're looking for other inclusions to add extra value. The BPP is a perfect inclusion and you could most definitely offer it every 90 days given that businesses change to much so quickly. A good tool to review and adjust goals where necessary.

- A Stand Alone Product: There is nothing stoping you offering this service as a stand alone service…..*here is your overwhelm removed and on paper so you can being implementing*. Fantastic and some people definitely prefer to do it this way as they are wanting to just have a small source of income with no ongoing commitment to clients.

My personal favourite is as an LCC. When you wow the person at the other side of the table/computer screen they will want to work with you more. Not only to solve their problems BUT more because you have put fire in their belly and re-ignited their passion for their previously overwhelming business.

Making them feel excited and happy makes me feel awesome and there is nothing left to do but help them more (by signing up to more services)!

My goal for each and every one of you is to fill your weeks with as many BPP's (aka sales conversations) as your heart desires. But first we must get super clear ☺

Step One: Clarity

In order for your Brown Paper Plan sessions to succeed you must have clarity on the services and packages you want to offer. You must KNOW this before you start. Do you need to know the exact package and price – not necessarily, but you do need to know it about 80%.

There is a good chance you will already know this as I don't tend to share this IP with service providers who don't yet understand their own expertise (for if you don't know it yourself, then it can be hard to identify it within someone else). Of course though if you want help to refine your own business at any time never hesitate to ask.

Regardless of the services that you offer, everyone will need them at some point in their business career (unless you offer a very unique service such as tender writing). Lucky you know your exact target market and KNOW that they already like the services you offer. They will be the logical place for you to market this new service offering.

It doesn't matter if you want to specialise in social media marketing, video editing, newsletter writing, website maintenance, bookkeeping, event management, webinar support etc etc…..they can all benefit from the Brown Paper Plan just as any Virtual Service Provider can benefit from the Brown Paper Plan. The key is knowing exactly what you want to support your clients in AND understanding that everyone needs that service at some point in their business. When you realise this fact (and eliminate any all too common feelings of guilt that you're forcing clients to buy your services) you will see the lightbulb moment go off in your clients head, excited that they have a clear plan ahead of them AND someone who can help them execute it.

When you know how you want to help your clients you can include seeds throughout the Brown Paper Plan session to help introduce the concept to the client if it is something that they have very little knowledge on. Naturally if they actually contacted you to help them with THAT very specific service you offer than planting seeds is not as important.

Periodically you will mention what you do throughout the session. Not "I do x" more of "have you considered X to help you achieve Y?". Always make it about the client, NOT about you. This session is all about them. Helping them. Not helping you. The more you help them see how awesome you are you will inadvertently be helping your own business grow. Through them becoming a client and eventually a referrer.

You already have clarity and a plan in your head (and if you don't you should totally get me to do a BPP on YOU) so it's about letting your clients light shine today.

Remember it doesn't matter if you're selling a package or an hourly rate support, the system works because you go into the sales conversation with full confidence and that my friend is a very attractive trait to have to a potential client.

People like investing their money with businesses that they trust and confidence is a very important trust building tool.

What about those potential clients that go into the meeting with a clear decision in their mind. I just need helping brainstorming X and then you take them on a journey of brainstorming everything else? Will this make them annoyed or frustrated?

The answer is simple and its no and for a few reasons.

1. 99% of people don't actually enter the BPP with a very specific goal in mind. It comes out during the process and because they don't have a specific goal they are open to you guiding them throughout the whole process. That is what they have paid you for. For you to guide them and to help them.
2. Potential clients don't know what they don't know. So what does this mean? Well if they have never used Facebook ads, don't understand how to use

them, how to measure the data, how you can segment based on city, sex, age, language, interests and more then how will they know how they can be of benefit? If they don't know how you can use them to grow your database and how you can use them to encourage people to come to your event, then how will they know to ask for them? So once again – they don't know what they don't know.

3. You're not a robot. If a client is super clear and says that they only want to spend time on X then do that. There will be a RARE client who already knows what they want and the steps that they need to take. There is a very good chance you will never come across them as they aren't the type of person who signs up for a BPP BUT if they do, then just adjust your strategy. Develop a plan for their specific needs. You're an intelligent human – you got this!

Well the beauty of this system is that never (until the very end when you actually offer to help) do you push yourself onto your potential client.

The theme of Clarity is also applied to your client direct. This is something that they will walk away with and have overwhelm removed from their world on WHAT needs to be done. The how is another story (and this is where hiring you helps) but for not know that when you walk into a BPP session clear and confident they run smoother, they are easier, they are all about the client and they are FUN!

Step Two: Insight

You may have heard of the saying those who fail to plan, plan to fail...and that completely sums up this section perfectly. Spending a short amount of time gaining insight into your clients situation, wants, needs and desires BEFORE you begin not only saves a lot of time (as you don't want to be having these 4 hours sessions extracting all of the information you need and completing the plan itself) but it also positions you as far more competent and highlights your expert skills.

So how do you gain insight before a session? Well there are a few steps that I do each and every single time and I will list them all here (in no particular order).

I ask the client at the time of the booking:

- ✓ What are they struggling with?
- ✓ What do they need help with?
- ✓ Where are they feeling frustrated?
- ✓ What do they want to achieve?
- ✓ Why do they do what they do? (is why are they in their chosen business)

Now that might seem like the Spanish inquisition but I don't necessarily send them the list of questions to answer – I instead have a conversation and get that information off them at the time of booking.

I ALSO make sure I get the URL of their website, Facebook page, YouTube Channel, LinkedIn Profile, Twitter page and where ever else they are hanging out.
This is so I can do a bit of spying and actually see what they are up to AND identify if there are any obvious problems that are screaming out to me that will impact the initial questions and answers above.

15minutes doing some simple research will once again show the client how awesome you are. How organised you are and how educated you are to be speaking and helping on such a topic.

Here are some great examples to elaborate the power of Insight.

- VAs that work in BLOGS: Check to see how frequent the client published a blog, the relevance of the content, do all links work, is their a clear call to action, are the responding to comments, what key words are they using, have they used the right tags and categories, are they crosslinking to other areas/blogs on their website?

- VAs that work in Facebook: What content is being shared (original vs sharing 3rd party), how frequent are the posts, is there any interaction, are they aesthetically pleasing, are they accidently posting from their personal profile (common mistake), are they getting people off the page and directing them to their site, the medium used (text, images, videos), are they moderating comments, what does the header and profile look and feel like, are the personal details up to date, are they using tabs?

- VAs that work in Newsletters: (get a copy sent to you if you can) where are they being shared, how well are they written, is the template logically laid out, are they oversharing, frequency of newsletters, do links work, are their contact details?

Regardless of what YOU specialise in – having Insight is super important for you to ensure that you ADDRESS their needs during the session. This is so they ultimately get out of it what they came for.

BUT it's also ensure that your package logically fits into their plan of attack. Remember EVERYONE needs what you have – it just might be the frequency of how they need it AND this is a big one…WHAT IT LOOKS LIKE TO THEM.

A newsletter could be:

A way to stay in touch with clients
A tool to sell a new product or service
A strategy to keep a sales conversation hot
A technique to leverage their list via a Joint Venture

BUT at the end of the day it's still a newsletter. It's just the needs of the client that altered the perception and value.

So when you KNOW what the clients wants (even if it doesn't appear correctly worded to you) you know how to position your solutions throughout and make a sale at the end ☺

Sell people what they want.
Give them what they need.

Step Three: Delivery

The actual Brown Paper Plan involves not only giving clarity to your client, brainstorming solutions to their problems together, show them how awesome you are but also a chance for you to pitch your services. The 60-90 minutes you spend (total time your choice) will be intense, fast and fun.

You will have to be able to think on your feet, help your clients through any blocks and adjust your end pitch as the session is unfolding.

This is why its important you have as much clarity and insight before you step in so you can solely focus on solving problems and selling your ongoing support. The less time you fluff about and the more time you spend on results the better.

Every time you deliver a BPP you will get better and better so don't stress if your first one didn't pan out exactly as how you wished. Learn from your experience and refine refine refine.

So the first thing that I do in a session is set the tone. I am smiling excitedly as I lay out the brown paper and pull out my coloured markers. I don't waste time (especially if I only have 60min) as I want to make sure I have enough time for each sections AND to pitch my services in the last 10 min so there is no time to waste asking about how our week has been, ordering coffees, telling jokes etc. Time to get cracking!

For me personally I would say something like "Right! Lets get this show on the road" but you pick what ever suits your personality.

Then this is the order I do things. The choice is yours at the end of the day so do what works best for you ☺

1. Complete their name up the top. This is just to say – this BPP belongs to them! It feels good to get a custom service and that's exactly what this does.

2. Your choice of goals or their identity (mirror). In the video training I talk about identity but lets do goals as it can help set the tone if you know what they want to achieve.

   For me usually I ask how much money they want to make (unless they have already indicated that its something else such as number of subscribers).

   I ask the annual figure and I ensure it's more than what they are currently earning so they have to work for it, stretch and make an effort ☺

   Then we work out what that would mean as a monthly figure by dividing it by 12 and I complete those areas on the BPP.

   That area is super simple and more often than not I will actually ask them this BEFORE the session as we're making the booking so its already on the table before we start as sometimes putting people on the spot with a money question can be intimidating.

   Leave the number of clients field blank for now – we can't answer that area until we complete their sales funnel.

3. Next I tackle their identity. What is it that they want to be KNOWN for? What expertise do they have to share with the world? Don't be surprised if you spend a bit of time here as many people try to be everything to everyone (which you and I both know will impact their sales conversion dramatically) so you may need to help them refine this area of their business.

   Start writing down key words in the mirror drawing as they talk about themselves. It can be hard for people to admit what they are awesome at so you may need to gently coax it out of them by boosting their confidence and convincing them that yes everybody is good at something ☺

   Ask them about their life experience. Why do they want to do what they do? Why did they choose that field?

   In my training video I mention that people often work in a field that they experienced positive things in and therefore they wanted to bestow the same positivity to someone else. All of this is really important information as you will use **their own words** and mention it throughout the entire process as you get nearer and nearer to making your offer.

   This is to constantly bring them into an emotional state. People buy with their hearts more often then their heads so we want to them to remember why they are doing what they are doing so when you pitch your support to help them achieve their goals they remember WHY it is they are doing what they are doing! Just in case you didn't get it the first time ☺

If they appear to hesitate over anything I gently push. Sometimes people think that what they have to say is pointless or worthless. Nothing is worthless when your helping them achieve their goals.

Everything impacts it so without judgement I let them share all. I don't care what the information is as its about them NOT me. You are there to serve them so be sure to absorb the info and store it away to use a later time in the session.

Throughout this whole process I ensure that they understand WHY it is so important for them to know who they truly are and what they stand for. If they don't understand why they are doing what they are doing their heart truly won't be in it. Its important to understand the bigger picture so I am constantly explaining why we need to cover each part of the process.

If we don't know who you are and what you stand for then we don't know whom you can help.
If we don't know whom you can help (or WANTs your help) then we don't know how to speak to their specific problems.
If we don't know their problems then we can't ensure that their sales funnel is designed correctly to offer the product or service at the end that will ultimately meet their sales goals.

By the way, this applies to you too! You need to have all of the above in place so you too can meet your sales and business targets.

Everything is connected and about education. PLUS every step gives you the opportunity to show them how organised/awesome/knowledgeable/ experienced what ever your word may be – but its about SHOWING them. Letting them experience it so they want more and more.

4. I then usually tackle their client's identity (using the sad little man icon on the BBP) or their target market. Usually when you're delivering the BPP its to someone who has a rough idea on whom it is they want to help. Who they get joy from serving.

   If they don't know 100% that's okay, you can help them refine this area of their business for the sake of the BPP. Remember I always say that nothing is set in stone – you're not forcing them to change anything in their business – just for the sake of the BPP and so they get a clear action plan, lets assume we have clear areas of expertise and whom wants that expertise.

   Sometimes clients don't know how to answer this. They have sold their services to so many different people it can be hard to pinpoint whom their exact market it and as such create services and packages that appeal to them with marketing copy that helps them convert.

Often I will ask these questions to help them refine this area of their business:

- What kind of people are the most fun to work with?
- What made them cool to work with?
- Who pays your invoices on time?
- Who values your services and makes you feel appreciated?

Use these questions and any of your own to help refine the exact client type you are going to help them attract, service or manage (depending on the services YOU want to sell at the end).

5. Next I tackle their sales funnel. I always work it backwards….reverse engineer the ultimate funnel to meet their needs. First I confirm their big ticket item, their main service or whatever needs to be down the bottom.

   I write it in and the unit price. If its just a simple service eg '1 Hours Massage' I write it in. I never judge what their offering is for if we need to make any changes its FAR easier for the changes to be suggested and made (without any friction or resistance) if the client can see the reason why OR if they make the decision themselves.

   Over time you will understand very quickly what kind of products and services work and what doesn't work and the more you do the easier the areas of needed improvement are to identify.

   So once you have confirm what main product they would like to sell you can work on their LCC or middle level of their sales funnel. What would logically be the step PRIOR to the main product? Remembering that each step down the funnel needs to be of great value to the client, try and think of products and or services that gives the client a chance to show THEIR awesomeness and pitch their services. Just like this BPP is your LCC let something equally as cool be theirs.

   Of course then on top is a nice free opt in to enter people in their funnel that once again seeds the LCC. Your funnel filling strategy must still be of value even though its free. There are way too many boring useless fluffy free gifts out there so be sure you have something that can solve a clients problem. THIS is why your client needs to know whom they are working with so you can identify a very specific problem that they can solve.

   I like to approach it like this.

   Free Gift: A workbook, template, cheat sheet, video series, podast, elesson etc that gives them the solution to a problem BUT the recipient of the free gift must work though the content on their own.

LCC: Something that helps them turn the free gift into something that is custom for their business and they can being to use or implement straight away. A chance for your client to have a conversation with their customer and give them a chance to shine. Often it's an extension of the free gift as most people never implement or use the free gift.

Big P (Package or Product): What ever they have originally suggested to you. We can tweak later on if need be.

When you have the general framework of what their funnel will look like go BACK to the goals area on the right hand side and ascertain how many clients they need BASED on the fee per BIG P they are charging. For example if they are selling $150 package ONCE off and want to earn $60,000 they would need to sell 400 units a year or 33 a month or just over one per day, every day (ie including weekends).

When you have calculated this figure you can ask your client if this is something that they can deliver on honestly. Assuming they had access to all of their clients, can they actually service 1 client per day? If not and they realistically can only work on 4 clients per week, we now know that we only have time in their business to service 200 clients (4 x 50 weeks). If we want to still make $60,000 we need to increase our BIG P to a unit price $325.

WHEN your client realises this on their own with your guidance it makes it far easier to tweak the sales funnel if it needs it. You didn't force it on them – its just basic Maths ☺

Now if your client doesn't have a Big P that is priced at $325 you can make them one of their "to dos" (which is the next section) – that is create a product that is WORTH that. I always ask "what would you include a product or package that would be worth $325" – its about reverse engineering the service or product to meet the business goals. It is definitely not a common way to do it but I find it can help with clients gaining clarity immensely.

Of course I have to mention – nothing is set in stone. In 6 months time they may have a $500 product. They may have changed their goals. It doesn't matter – we just want them to get clarity today so they can move forward.

Life and business is fluid and ever changing which can make it hard for people to move forward so it's best to stick to one thing for at least 90 days before reviewing and adjusting.

6. The next part is the TO DO list! Now that you have completed almost all of the BPP you need to spend some time making a simple to do list of actions that need to occur in order for the goal to be achieved. Think detailed, what actions need to occur. Do they need to record videos, write procedures, prepare Facebook adverts, write an eBook, source a new supplier for X.

Write them down together and start to note in your mind what services you want to help them with and be sure to include those tasks that you KNOW are important to their business and that you can do.

Hopefully you have been educating the whole time throughout this whole process on the importance of what you do. NOT that you do it, but the specific tasks and the value that they bring to ones business.

So now that you have completed the entire BPP here is your chance to allocate the various tasks and whom is going to be responsible.

The way this step occurs is highly dependant on your personality and your clients personality. Here are my tips on how to approach it:

- ✓ Stay true to your personality. People will trust you more if you use language that you would use…HOWEVER
- ✓ Don't be afraid to ask for the sale. If you don't ask, you won't get it. Don't think "well to stay true to myself I wouldn't ask" – that is not the way to business growth.
- ✓ Test and measure which phrases work. Try a few different ones to begin with and see which one people respond to the most.
- ✓ Examples include;
    - "would you like me to help with these (point to) tasks?"
    - "which ones can I do for you?"
    - "how fast do you want this to all be achieved? – shall we start next week?"
    - "OMG I am so excited!!! Can I help you do x?"
    - "how does this all make you feel?" (if they say nervous or overwhelmed with the magnitude of work, offer to help)
- ✓ Remind them why they are doing what they are doing (people buy emotionally)
- ✓ Set a date on when things will get done.

Two points in particular is really important here. First off: **how does your client feel**? Knowing this helps you determine your next step. If they are overwhelmed you can simplify by looking after half of the action items. If they are excited you can ride that wave and sell then and there. What ever they are feeling, acknowledge it and use it to your advantage.

The second point is setting a date. This is important for those clients that don't take you up on your services instantly. These are the ones that may need a few days or a week to get stuff ready. This is OKAY.

Because before you give the client the plan to take home OR post out to them – be sure to take a photo for your own records. This will then enable you to make a reminder you diary to check to see if they have done X by the agreed date. If it was put a video up on their website, you can check the site directly without having to ask them. If it was to increase their Facebook posts, you can check direct. If it was to update an opt in you can check direct!

Then when things haven't occurred (which is highly likely) you can go back to them and ask why. Not a judgemental why but a "hey I was eager to see your video but I can't find it on your site??" – perfect opportunity for them to open up to you about how busy life has been, or if they have been struggling or similar so you can reignite the sales conversation.

If you have a preferred follow up process then be sure to simple integrate this new offering into it.

Stay in touch with people via newsletters and never let their excitement die. People always come back for that great feeling you gave them.

The final part of this program is to stay connected with other licensees, brainstorm upcoming sessions (aka gain insight from the collective) and share your wins!

If you're not a part of the group, then be sure to head on over and interact today!

Cheers

Donna