



TIME-OUT EXERCISE 2: BARRIERS TO GROWTH

Print off this exercise, grab a pen and write down everything that comes to mind as you consider the answers to the below questions. Remember, there is no right or wrong; there is simply the act of recording your thoughts. Then, invite your partner, a colleague, or a trusted member of your team to talk through your answers, and help you decide on your next steps.

1. **What specific risks, concerns, or fears do my ideal target customers perceive that are causing them NOT to book or buy from me?**
2. **What are the specific ‘friction points’ that cause my ideal target customers to hesitate or procrastinate on buying decisions?** *A friction point is where a customer perceives too much effort or disruption is required to get the desired result*
3. **How can I improve my messaging and / or my consultation to ease customer concerns, mitigate points of friction and turn a polite ‘no’ into an enthusiastic ‘yes’?**
4. **What can I do to raise my patients’ awareness of all the different ways I can help them, so that I never again hear the dreaded phrase “I didn’t know you did that, I’ve been going somewhere else for that”**