

## Marketing Strategy 69: Bad Apples

Many marketing courses teach that all clients are created equal. But in reality this is not true.

In fact, if you were look through a list of your clients, you would discover that 20% of your clients generate about 80% of your profits...

And 20% of your clients are responsible for about 80% of your headaches, hassles and complaints.

This is called the Pareto's Law and it holds true for almost every business, including yours.

The reason I'm telling you this is that most of this program talks about how to get more good clients.

But today I want to talk to you about the bad clients – the 20% of clients who make your life a misery.

### **What to do with bad apple clients?**

A lot of the time, experts will tell you to 'fire your bad clients'. While this may feel empowering, it's also poor form.

Even if a client is a pain, they have still given you money.

Yes, you can (and should) refuse to work with them again. But you must never be rude or abrupt. Bad apples have big mouths and social media is an unfiltered podium for them to vent their frustrations about your business.

Instead, treat bad clients with respect and explain your reasons for not working with them again.

For example, if they constantly complain about your service, point this out, and then recommend them to your competition.

This is a win-win scenario for everyone. Your clients might find someone who fulfills their needs. Your competition will be thankful for the referral... and you free up your time and energy to focus on your good clients.

Always remember, there are plenty of fish in the sea and life's too short to waste it dealing with people who aren't suitable for your business.

### **TODAY'S TASK: Review your client list**

**1. Look for bad apple clients.** Go through your client list and pick out 3 people who constantly cause you frustration and worry.

**2. Refuse the next job.** It's hard turning down work, but refuse the next job they offer. Explain politely why you are not accepting the work and point them towards someone who can help.

