



## Your **Clients'** Shoes – The Shoes that Matter!

### 1-Page Tool

### **Clients' Clients Action Plan**

The Name of one of your favourite **Clients**: \_\_\_\_\_

Name that **Client's** top 3 **Clients**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How does your product or service create measured **Value** for your **Clients'** top 3 **Clients**?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What can I do to help my **Client** add more **Value** to these top 3 **Clients**?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Who do I know that would be a terrific **Client** for my **Client**?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

When, how, & where will I introduce these **Probable Clients** to my **Client**?

- |                |            |              |
|----------------|------------|--------------|
| 1. When? _____ | How? _____ | Where? _____ |
| 2. When? _____ | How? _____ | Where? _____ |
| 3. When? _____ | How? _____ | Where? _____ |