

# HOW TO LOSE A CLIENT IN 7 DAYS

## DAY #6: WORD OF MOUTH

One of the major reasons why your capacity will always be full, is because it is likely just you driving your marketing funnel. Therefore, you need to look at ways of efficiently driving new prospects without sabotaging the rest of your business. Word of mouth is just one of those ways.

**Step #1:** Do you perceive yourself as a market expert? YES/NO

**Step #2:** What sales people do you have around you in your network?

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**Step #3:** Who are the social connectors around your business?

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**Step #4:** How do they help you?

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