

## STEVE SEMPLE

THINC STRATEGY

### Branding and packaging makes running business much easier for entrepreneur

Branding and packaging his *BIG Ideas* has made his business easier to run on many levels, says Steve Semple, a successful coach and entrepreneur. “Packaging makes it easier for me to attract new clients, close them, and deliver my services to them, while making more money. By naming my intangible services, prospects can see instantly how we are different from everyone else. The brand also communicates that my services are not all about me: it is a packaged program. That has given me the opportunity to get other coaches to do what I do. That makes my business totally scalable.”

“By providing a packaged *Starter Session*, it also makes it easier for me to get the first appointment with prospects. We come across as more organized and professional, and prospects can see that they will get a lot of value from the free session. I am also able to get other people on my team to do the *Starter Session*, so it frees up my time.”

“*The Three Boxes* strategy makes it easier for us to sell. In fact, we don’t have to sell at all. We just give the prospects three choices, and leave it up to them. Invariably, they buy something, and overall, they spend more.”

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