**Client Extras**

What is a “Client Extra?” It’s something you offer, at no additional cost that is of great value to the recipient. Often a Client Extra is something low cost or no cost to you that doesn’t take much time to give away, but can really appeal to the client. People like to receive extra stuff. They feel special, they feel that you care and they tell others about it.

I offered free Monday Open Office Hours (MOOH) to clients on Mondays, unlimited free attendance to as many live events I’m hosting as they like, occasional free editing of their documents, free handouts, templates, scripts and unlimited e-mail support in between calls. Clients tell me they really like the extra attention and resources, and none of these cost me anything extra.

What this could mean for your business: open office hours each Friday to answer any questions at no additional cost, a hot lunch in the waiting room of your office, taped recordings of your sessions so the client can review them over and over again, free articles, free attendance to your workshops, quarterly brainstorming groups, etc.

The key is to offer what someone really needs, and for this, you have to place yourself in the shoes of your ideal client or actually ask them what they would like to receive as a client extra.

What is it that you would want to receive as an extra if you were in their place? What is one element that you could offer free of charge that would help solve a client’s problem more quickly or help them achieve their goal in record time? What could you offer as an extra that would make them remember you and talk to others about you? (Reading *Raving Fans* by Ken Blanchard will help jog your creative juices.)

Make a list of them all, however far-fetched the idea, and then add them to your services. Put them in your marketing materials (along with the benefits of such client extras) and see what happens. A buzz about your services is likely to be created and people will start talking about you and start signing on as clients in greater numbers.





**Some samples Client Extra ideas**

While this list is by no means exhaustive it is meant to give you some inspiration and ideas for the ‘extras’ you can add to your packages to create more value, wow your customers for them to receive greater results. Remember… more isn’t always better. It’s important to be strategic with the extras you offer so that they:

1. Allow your clients to get better or faster results
2. Help to create deeper relationships and inspire their next engagement with you
3. Have a high-perceived value so that they make it easier for your ideal clients to say YES!

Extras that require *some* of your time:

* Weekly office hours available to all of your private clients
* A private or secret Facebook group that you moderate
* Extra time with you at a live event or workshop (i.e. client only lunch)
* A package of “SOS calls” that they can use when they need them (i.e. 3 separate ½ hour vouchers to be used over the course of the engagement)
* A Slack group
* Collateral or behavioral review (i.e. copy editing, feedback on marketing design, meal assessments)
* Email access
* Retreat, workshop or live event attendance
* ½ day meeting in your office
* January year-long planning day as a group
* Webinars or virtual “Deep Dive” sessions

Extras that require *none* of your time:

* A private or secret Facebook group that is peer-driven (requires very specific direction and potentially a group moderator)
* Extra training (audios, complimentary course, products interview recordings, etc.)
* VIP upgrade at retreat, workshop or live event
* Quick Start training series
* Complimentary training from JV partners
* Daily prompts by email or text message
* Templates and scripts
* Modules or classes

Sample ideas: The ‘extras’ should be low to no cost, but have high value, ideally not your time.

