



Innovative Systems That Get Results

Presents:
The
KLT
(Know, Like, Trust)
Scorecard



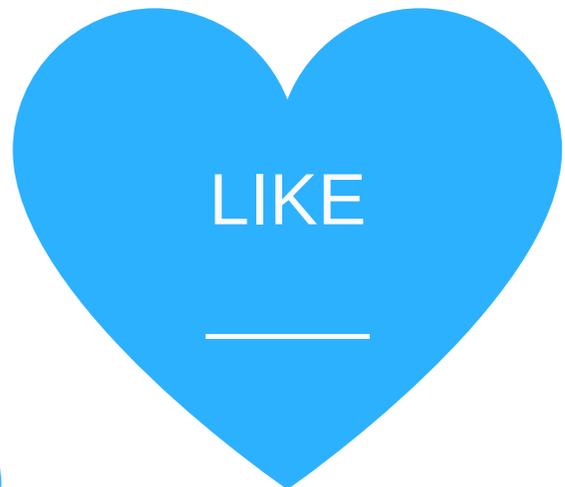
Your KLT Score is the collection of measurable factors why people do business with you - because they KNOW, LIKE & TRUST you.

How can you improve these factors?
By making intentional choices to focus on a few areas to make a noticeable improvement.



KLT SCORECARD

Evaluate yourself in each category on a scale of 1 (low) - 10 (high) from your clients' perspective.



5 ways to increase your KNOW score

1. Keep your messaging clear and consistent - Be clear in your mind about what you offer your clients so that you can be clear in your communication.
2. Invest in branding your business - Investment of time, effort and finances to ensure that you are clear on your business brand and share it with your target audience.
3. Know your target audience - Focus your efforts of sharing your message with the people with whom you would like to partner.
4. Network effectively - Identify networking opportunities to find and get to know your ideal clients and referral partners.
5. Identify your referral partners - Which other business owners share your ideal clients and you would like to work with to build your respective businesses.

My action steps:

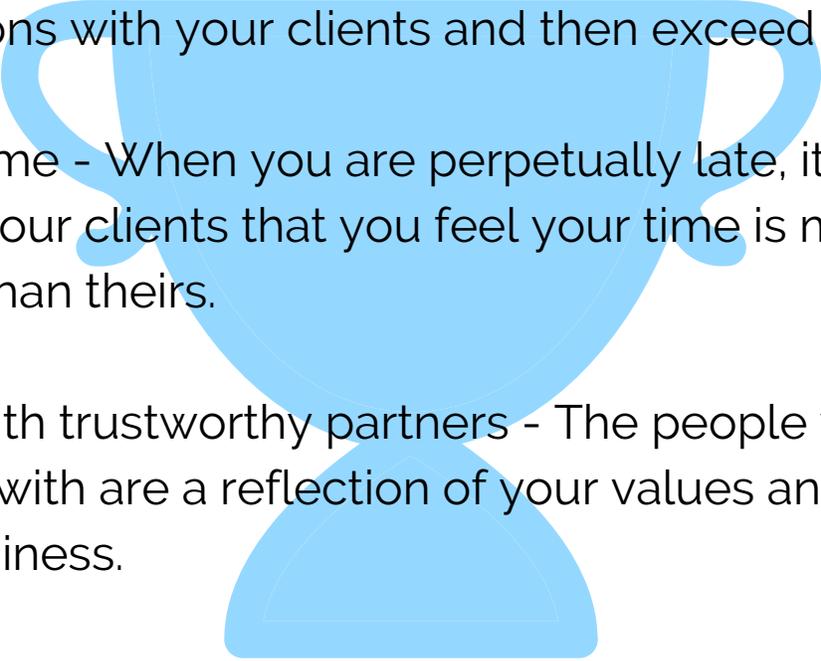
5 ways to improve your LIKE score

1. Be genuine - Your clients will know when you are faking it to get what you want.
2. Find common interests - Build relationships based on shared interests outside of your business.
3. Build your social media presence - Build a social media plan that mixes personal and business posts. People want to know that they are doing business with “real people”.
4. Solve problems - Your clients don't want to be “sold to”. Be the person who can help them with their problems and make their lives easier.
5. Offer “Freemiums” - Sharing your expertise without expecting something in return builds goodwill between you and your potential clients.

My action steps:

5 ways to increase your TRUST score

1. Operate with integrity - Your business is an extension of your values. Every interaction that you have with others reinforces that you operate according to your values.
2. Be of service to others - Genuinely give back to your community, it will show that you care about more than yourself and the bottom line.
3. Do what you say and then some - Set appropriate expectations with your clients and then exceed them.
4. Be on time - When you are perpetually late, it sends a signal to your clients that you feel your time is more valuable than theirs.
5. Work with trustworthy partners - The people you associate with are a reflection of your values and trustworthiness.



My action steps:

Meet the Money Mountain Systems Team

Money Mountain Systems, LLC provides seminars and workshops along with individual and group coaching to systematize every element of your business to reach your next level.

Contact us to learn more and see how we can help you and your business breakthrough to the next level.

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