



superabound
COACHING

CREATING A GENEROUS BUSINESS

QUICKSTART GUIDE

In this Superabound quickstart guide you will learn how to begin to shift your business in a way that stands out from others in your industry without requiring you to overwork or deplete all your resources.

This is the path of the Generous Business.

By learning how to give true value for your clients and your own team internally you will create a vision-aligned business people want to work with.

Here are 5 ways to get started right away:

1) Help future customers with a thoughtful pathway

Many businesses miss out on increasing their market share because they don't create a thoughtful pathway for future clients who may not yet be ready for their primary offer.

For instance, Superabound's main programs are high-end VIP coaching and strategic thinking partnership packages. Not every business owner and leader is in the position to spend tens of thousands of dollars to work with us the moment they come across our podcast or join the Superabound community.

Because of that, we have options for people to get support and learn our tools through our courses like [Grow Smooth](#) and [Light Your Next Lantern](#) and free offerings like our [podcast](#).

We give a lot in these lower cost and free programs so that when those future clients are ready for the deeper work, they can get even more out of a VIP program because they have a solid foundation with our tools and trust the results they have had with our courses.

Your Turn—Future Customer Pathway

What are the primary reasons someone doesn't go from a lead to happy client?

What do you wish every customer had or understood before they purchased your higher end product or service?

What do your best clients know that could be taught to your future clients before they pay you?

2) Make Onboarding easier than you think it needs to be

Recently we bought an ice bath and a chiller. It was a few thousand dollars and definitely felt like a luxury and not a need. Sadly, the company we purchased from spent all their energy on designing a beautiful website and put zero thought into onboarding us to make sure we could use their product.

When the ice bath arrived, it came with no instructions to set it up. Their "beautiful" website didn't even have a tutorial or email guide to get started with the product. There were no tips or instructions for how to use it when we did set it up.

It was like they expected us to know far more than we actually did and when we had problem after problem, they sent us poorly made youtube videos with no verbal or written cues as their official demonstration of the troubleshooting.

It was a terrible onboarding experience that could have been solved by dedicating one page of their site and some written and verbal instructions on a video. Instead they lost us and we would never recommend this company to anyone else.

Your customers are at their peak excitement when being onboarded, but also at their most nervous about the unknown ahead. Fill in common knowledge gaps proactively and help them feel like stars for having chosen you.

Your Turn—Onboarding

What are the main sticking points your clients find in your onboarding process?

What could you do to help every customer be successful with your product or service?

How can you make your onboarding even easier than it is right now?

3) Overdeliver for your VIPs

While most businesses need new customers in order to grow, there is a sad trend of forgetting about treating VIP customers well. We have all seen companies bend over backwards with new client bonuses or discounts, but how are you rewarding the people who buy from you over and over again?

New customers tell you how your sales and marketing are going but return customers tell you how well you are doing at delivering what your clients want and need. For those people, always strive to overdeliver.

And this doesn't necessarily mean discounting.

Overdelivering means increasing the value that your best customers receive.

Perhaps you have special offers that only your recurring clients can buy or you gift them a new product as thanks for their steady business.

And don't worry if you aren't a product-based business. At Superabound, the way we overdeliver for our VIPs might be offering to speak at an event they are planning or creating a customized package with an in-person retreat that we don't offer anyone else.

Sometimes it is as simple as recording a podcast or class on something that client wants to learn and letting them know we created that piece with them in mind. Being thoughtful and generous to the clients who already love working with you becomes part of the VIP treatment.

Your Turn—Overdeliver for VIPs

When was the last time you created something for your repeat clients instead of new ones and how did it go?

What generous offer might you make that would support your best clients?

How can you overdeliver in a way that doesn't feel draining?

4) Nix the customer surveys

Sorry, but template surveys or testimonial requests feel very 2010 and not generous. Asking a paying customer to do work that only benefits you is pretty much the opposite.

On episode 305 of The Superabound Podcast, we share more about why we try to avoid doing this in our business and what we do instead. After all, in a world obsessed with social proof you still need to find a way to create reviews or testimonials to help your business grow.

Here is how we did this recently at an in-person event. You can adapt for virtual events as the premise is warm and generous and yields ripple results that you just can't predict.

At our Superabound book launch party we set up a sort of scavenger hunt where completing 3 out of 4 of the tasks would get you a small gemstone (chosen by one of our kids) and a ballot to win one of the prizes we had on display.

One of the tasks was to leave a review of our book with the QR code provided. It took most folks about 3 minutes to do and in one night we got over 20 beautiful and thoughtful reviews of our new book.

Another task was to be on our "1 minute podcast" (you can [hear some of the interviews here](#)). Not only was it a chance for us to be generous in promoting some of our friends with businesses on our podcast platform but it was a chance for them to be generous in sharing a moment of wisdom with the world.

The warm fuzzies lasted for days and felt like a big win not only for our business but also added energy to the lanterns of our guests.

Your Turn—Testimonials

How can you use the stories and successes of your customers to highlight them and their relationship with your business?

What are the best parts of giving reviews that you can use for your business? What negatives will you avoid?

How can you make it fun for your customers to tell the world about their experience with you?

5) Coach a generous front line

The person at the front desk can make or break your client's entire relationship with your business in a matter of moments.

It doesn't matter how good your product or service is, if your customer-facing team isn't working in alignment as spokespeople of your Vision, you will never create a generous business.

This takes ongoing training and leaders who know how to coach their team. Without a culture that helps your front line stay aligned with the company's bigger purpose while tending their own inner flame, offering generous customer service will be nearly impossible.

This may also include investing in front line pay and perks, but that slight increase in cost will be more than offset by the boost in customer experience when your front line is at their most creative and engaged.

But don't let money distract you from what really matters: creating a sense of purpose and possibility ([this Coach leadership program can help](#)).

These are the domains of Vision and can't be faked. Yes, your people appreciate being paid well, but being generous with them also means showing that their work makes a difference in the world.

Your Turn—Front Line

What is the energy and attitude of the people who interface with your clients regularly (it might be you if you are a solopreneur)?

Does your front line have the resources, training, and motivation to treat your clients generously?

What is the experience you want customers to have with you from the moment they arrive in your world?

What's next

These ideas are just a start to what you can create when you look for ways to be truly generous with everyone your company touches.

And the best part is that it doesn't just feel great to be generous, it's good for business as well.

Let your creativity be the guide for doing business in a way that aligns with your Vision and don't believe anyone who tells you that you're doing it wrong.

It's your business, they're your customers, and you get to be generous as a practice.

If you want to discuss ways to put this into action for your company, we'd love to meet you and have a chat.

Book a free 30-minute session here to
explore what your future business, teeming
with generosity, might look like.

Looking forward to
connecting,

Steve & Erin
Co-founders,
Superabound Coaching

