

The Ventriloquist, The Magician, and The Right Magic of Your Business Identity

Manager, Director, Leader. These are some titles you've earned before becoming the business owner. As the business owner, you have effectively attained the right to control your business identity, and every business owner of course, should have control.



The funny thing is, though, clients want control too and in today's digital environment there are many ways to pull off the 'ol smoke and mirrors trick to keep clients happy while still guiding the identity of your business.

But this is where we should stop.

A big aspect of your business identity is its relationship with your clients. Tricks should never be an approach to any relationship nor the start of an honest business. It should also never become a last resort for any matter of business because then the business identity turns into The Ventriloquist, making clients "believe they are in charge" when they're actually the dummy, thus increasing the risk of a fallout.

Building upon a misunderstanding of identity puts the relationship at a much higher risk. Yahoo, for example, was met with a major lawsuit in 2016 due to a major communication delay regarding hacked user accounts and stolen information. Naturally, Yahoo was able to bounce back but in the personal case of customer identity, the scrape on the relationship remains.

It may not seem obvious, but these moments happen constantly in the digital landscape between some of the largest businesses in the world, and while it may not take them down, it can devastate any client's trust and provide competitors the perfect advantages they desire.

So how do you avoid this potential nightmare? Not by deleting all your social media and hiding under your desk. The first step is to forget The Ventriloquist and embrace an open identity by understanding The Magician.

Detail Your Presentation

Think of The Magician and how they interact with their select members of the audience. They always ask and encourage before they illuminate.

You may be skeptical of this comparison because when we think of a magician, we may think "fake" and "fooling the audience," but if that's really the essence of a magician then why are magic shows still popular? This is where a positive relationship comes into play. The magician dazzles and inspires, teaching their audiences to share in the wonderment of the experience the same as they do. What business wouldn't want to do the same?

The Magician knows everything about presentation, and the best way to ensure a good presentation is community involvement. It takes questions, encouragement, and education. The major functions that encourage the sharing of an identity.

So let's step away from The Magician analogy a bit and into your shoes. You're about to meet a client on their first day at the gym. Already you made the right move by being present, effectively giving your business the most human distinctiveness possible. Your goals are simple: Encourage, Inquire and Educate. Note that the recipient must be within a solid level of comfort to ensure a successful flow of information to reach these goals.

Share Yourself

Introduce the client to your equipment. Then, walk them through and establish your knowledge...now what? This is precisely what shouldn't be on your mind, as one of the biggest keys to settling into a relationship (magician or otherwise) is amiability. This is made possible by sharing yourself and your team. Let loose a few things about what makes you you and have your team do the

same. It can be something as little as your favorite meal or color. When the client sees positive energy from your workplace they are more willing to express themselves and more likely to share your business on social media. Even in professions as vital to our health as doctors—it is the ones who are friendly and open that are more likely to secure a new patient.

Become The Role Model

Of course, a smiling face and positive body language aren't the only actions that will seal the deal of a lasting consumer relationship. Clients desire transparency and while a magician never reveals their trade, they do affirm what the results will be (rabbit out of the hat, disappearing act) and establish fast connections through genuine curiosity of their participants. The most exuberant of magicians can't wow their audiences if they don't know what they're doing or understand their partner. It's why they inquire and ask icebreakers to establish a quick bond with their audience. The art of inquiring specifically applies to your business in that you'll need to know your client's identity before presenting business features and while The Magicians bond may end after an act, your client connections sustain through technology, including this one final step.

The Grand Finale

Now your clients know you and you know your clients—here, you want to stay in constant communication. One impressive way to stay in touch is by announcing your own branded mobile app, which EZFacility can ensure. EZFacility's Branded App allows the purest form of mobile communication between both your audience and business that you have successfully built upon. Clients can sign up to a class while they're taking a walk and you can send alert notifications while you are on your walk! Your clients already have a connection with you and by enhancing that connection through EZFacility's Branded Mobile App, your clients will not only be instantly more satisfied with your service but instantly happier of you and your accomplishments because at the end of every magic show, we celebrate it together.



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