Transcript for Episode 235: The High-ROI Power of Leveraging Existing Proximity

Jessica Miller (00:01.646)
Hello friends and welcome back to the It's Your Offer podcast. I'm Jess Miller and I'm the host of the It's Your Offer podcast. We have a lot of new faces, a lot of new listeners here. So I wanna say hello and welcome to everybody who is new to the podcast. You're coming at the best time. We are in the middle of an amazing growth series of episodes that are just gonna blow your mind. For all of you that are tuning back in this week, I'm so excited to talk about today's topic because we have been on fire with people who have been writing in, sending in their worksheets,

learning how to uncover the money that's already sitting there in their business. And today's episode, I think, is one of the most powerful episodes. This is something that I'm actually talking about with a lot of my clients currently. And I think it's just been very top of mind, given the time of year that we're in and the things that people are experiencing with their sales and their growth. So I think it's going to be so eye-opening for many people. And it's going to be one of those levers that you can just pull and generate money immediately.

You don't have to be a special snowflake. It's not only working for some people; it works for everyone. And I think this is one of the most important things. So welcome back. And for everyone who is new, welcome to this episode and to the series and to the podcast. So let me ask you something. If I were to tell you that your next best clients are probably already inside of your world, they're already watching you, they already know who you are, they're connected to you, and they're already trusting you, would you believe me?

Because most business owners assume growth requires more visibility. We hear this all the time. Like, we gotta show up, we gotta be everywhere. You have to have more reach, you have to have more content, more platforms. But in my experience and what I have seen over and over, high ROI growth almost always comes from something that is quieter and below the surface. Something that we

almost always overlook because it's not overly sexy and it's not the thing everybody's talking about on the airwaves.

And if you're in groups or you're in proximity to other people who are growing their business, you don't hear this a lot. But this silent superstar is called leverage, okay? We think that it comes from more reach, more content, more platforms — all that growth is coming from there — but it's coming from the quiet superhero called leverage. And today we're gonna talk about this lever in our series, which I refer to as

Jessica Miller (02:26.282)
existing proximity, things that are close to you in your business, in your world, and why the fastest money in your business is almost never new money. If you have been listening to this podcast, you have heard me say this. Fast money is almost never new money. And I know that sounds crazy because everyone is looking for

new money, money out there with people and things that have never heard from them. It's traffic and leads. And I am not suggesting that those things are not amazing, but it's not your fastest path to cash. But before we jump into that, I want to take a step back and I want to talk about last week's episode where we talked about the profit lever of your offer. So in my world, as you know by the name of this podcast, it's your offer and many of the things that we talk about.

One of the most powerful ways for you to generate money in your business is your offer. I really believe it is the epicenter of the universe, right? It's the center of your business. It really informs all of the other things that touch it. The better and more powerful your offer is at calling in people, stopping the scroll, speaking to the buying moment where people are ready to buy and are your ideal clients, the more money you make. So in the last episode, I invited you to fill out a worksheet and send it in. And I'm gonna invite you to do the same thing

today, so stay with me. But I invited you to fill out this worksheet and send it in so that we could be reviewing it. And I'm gonna be sharing some of these submissions because it's been really fascinating what has been showing up. And by the way, I absolutely love the submissions I'm getting. I love when you all submit things. It is so cool to see what is going on in your world. It is so cool to help you and dig into that. I love sharing these things on the podcast. It's so great.

And it just allows you to learn and uncover things maybe you didn't see, and then it helps everyone listening. So thank you for doing that. Thank you for sending them in. Keep them coming. Like I said, we are also going to talk about that on this podcast related to this episode too. But I want to share with you a few of these that have come in that I think are really powerful. And it's across a few different industries. So I think it will be applicable to many of you. So the first one is from

Jessica Miller (04:42.006)
someone named Jen, and she is actually a client of mine. She was a client of mine, and she sent in something about her offer. So just for people who maybe haven't listened to the episode — and if you haven't, you should totally go back and listen to it — there were a couple of things that we asked people to fill out in the worksheet, which you can download from the show notes in the episode. But one of the questions was, if you had to grow using one offer for 90 days, what would it be? And Jen wrote in,

She has a brick-and-mortar business. It is a salon spa. So she wrote in: our six-month transformation plan membership. Instead of promoting one-off things, we would promote that. So she wrote our six-month skin transformation plan membership would be something that we would be promoting instead of one-off treatments. So that's what they would focus on in their 90 days. We also asked them, like, why would you do that?

She wrote, this is the offer where clients see the best results and stay the longest. Most of our one-off treatment clients eventually need a more structured plan anyway, but we don't usually lead with that. And then she said, when clients commit to the plan, their results are better, our retention improves, and revenue is more predictable. So yes, amazing, okay? So then we ask people to basically do like a profit lever test, and we ask them, does your offer increase conversion, improve

client quality, and does it reduce operational strain? And as far as increasing conversion, she said not consistently. We tend to default to selling single treatments first. So we're not positioning the plan clearly from the beginning. So she's noticing that there's an opportunity to do that. They're not doing that consistently now. Does it improve client quality? Yes. Clients who commit to this plan are more serious, follow through better, and refer others.

Does it reduce operational strain? She says yes and no. It reduces marketing strain because the retention is higher, but we haven't fully streamlined how we present and enroll people into it. So when the next question was, if it doesn't do something, what needs tightening? Like if it doesn't check any of those boxes, what needs tightening? And she said, we just need to simplify how we explain the plan and make it the primary pathway instead of an upgrade. Right now it feels like an add-on instead of our core offer. So.

Jessica Miller (07:01.964)
If we listen to what Jen is saying here, she's noticing that it's not a traffic issue — that it's really like a positioning and a leading-with-an-offer-that-already-exists issue. She's saying that it basically isn't being treated as a primary lever. And this is very common. Whether you're a brick-and-mortar business or you are a service-based business, a lot of times we're doing this sort of one-and-done thing. We're not looking at our offer as a lever where we can pull people in and keep them with us and lead with something

that is gonna give more of that value and give more value to the people that are already inside of our business. The second submission that I wanna read is from someone named Sam, and he's a coach. And again, if you had to grow using one offer for 90 days, what would it be? And Sam said, my 90-day strategy intensive instead of continuing to sell hourly advisory sessions. So again, this is so common. People do like,

$500 advisory or smaller packages where they're just doing these one-and-done type things. When asked why, he said, a 90-day engagement produces the strongest results and leads to longer-term relationships. Hourly sessions feel easier to sell upfront, but they don't create the same momentum for my clients. When clients commit to a 90-day intensive, they implement more, they stay engaged longer, and are more likely to renew.

So when we looked at, or when he looked at the profit lever test and he looked at these different increased conversion, improved client quality, or reduced operational strain, for the increased conversion line, he wrote, does this offer increase conversion? And he said, not yet. Most inquiries default to asking about one-off sessions because that's how I position myself historically. Who can relate to this? Like, people buy what you lead with.

Does this offer improve client quality? He says yes. The clients who choose the 90-day structure are more decisive and more committed. So interesting. And then does this offer reduce operational strain? And he said, not fully. I haven't standardized the structure enough, so each 90-day engagement still feels slightly custom. So again, can you relate to this? We see this a lot. We see this place where the offer isn't quite optimized.

Jessica Miller (09:23.736)
We're not leading with it. We're not doing it consistently. And so there's this friction. And one of the questions was like, if you said no, what needs tightening? And he said, I need to define the scope and structure more clearly so it feels repeatable and easier to deliver. Totally understand. So again, if we think about this, this isn't about attracting new people. It's about choosing which offer you're going to stand behind and tightening that offer and optimizing it.

So it truly acts as a lever in your business. And again, this is very common. A lot of people are in this place where there's friction around that offer. And we think we need, again, to show up more and add more things and do more stuff, when the truth is we actually just need to tighten the offer and we need to actually lean into the places where we're continuing to build trust with our clients. In both of these examples,

these people were talking about taking an offer and using it as leverage to not only bring clients in, which it does, but also to keep them there longer and to offer them the next thing that's going to get them the best results. In every one of these examples, once they started to clarify their offer, the next question for them wasn't around like, do I market this? Or what does that look like? It was more around, how do I take a client?

and actually focus on making their experience better, making that value better? And if I'm looking for people to help with their experience and help give more value, like who should I be looking for first? And how do I find these people? Like where are they? Well, that is what today's episode is all about. It is about the existing people and the proximity to you and the next

sale that you make, and the proximity to you in your business that this person exists in. And I'm here to talk to you about the idea that the closer people are to you, the more trust is there. And that proximity to you matters when it comes to

converting clients, both for an original sale, as well as additional sales. Because what happens here is people constantly look

Jessica Miller (11:45.081)
for new audiences, they look for new people, cold traffic. If I could just like make more people show up, like new, and walk through my door, things would be better. But today I wanna talk about why new audiences like that are actually low leverage. And I'm not saying that you don't need traffic and that demand isn't important, because it absolutely is. But if we are looking through the lens of leverage,

that person that is new is harder to leverage. It is a lower leverage point versus someone who is closer in proximity to your business — existing audiences, past clients, current clients. All of that proximity to you is higher. Most people look for their people in new leads and new places. But I wanna talk to you about why that isn't the easiest way

to actually grow your business, even though when we think about it — and I wanna be transparent here because I find my brain doing this too — we look out at all the quote-unquote potential people out there in the marketplace, and we think of it as a blue, wide-open ocean that needs to be fished. But in reality, new audiences will require a lot of effort. That proximity to you is farther, and it's harder to convert them.

So with new audiences, you have to do things like educate them as to who you are, why they should listen to you, and never mind why they should buy from you. You need to build trust with these people. They're brand new. They don't know why they should trust you. They're not gonna buy unless they do. You need to give them proof that you are the one they've been looking for and that what you're offering is actually the thing that's gonna solve their problem. And like any good relationship, it takes more time

and more warming up than somebody you know already. So when you mine for gold in your existing business, with your existing audience, clients, customers, and you utilize this existing proximity to your advantage, you capitalize on what you've already built and created. And what that looks like for you is leveraging familiarity — people who know you, people who are familiar, people who...

Jessica Miller (14:05.528)
who have experience with you. They have either worked with you before, they've heard your stuff, they know the drill, they know who you are. Social proof — people are talking to each other, they've seen other people who have worked with you, they have worked with you. That social proof is so powerful. And there's reduced skepticism with these people. They are just warmer. So the bottom line is attention and new people are expensive. Buying that thing takes longer, and it is harder.

The place that is most profitable is the place where you already have earned the trust. And I want to take just a pause here and just say once again that when we are talking in this series about creating more while doing less, and we are focused on the person who is ready to buy, who is clear on what it is that they're looking for,

they're already bought in. They are looking for who do I hire to help me? And you are talking to that person. That person is in your world. You have now created or optimized an offer that is lock and key for that person who is ready to buy. And now you're focusing on the people that are closest to you. This is the killer combination.

Okay, and I didn't come up with this first. You have heard me say this before, but you've heard a lot of people say this. The money is already in your business in the form of the people who already trust you, already know you, are ready to buy, and they are warmer. Okay? So where do these ready buyers — again, not the people who have to be convinced, not the people you're educating, not the people you're raising awareness to — the people who have

already been looking? They are ready to spend their money and they are circling your world. Where those ready buyers already exist in your business is where you want to be focusing. So great, Jess, that sounds amazing. Where are they? Well, here is where they are. Number one, they are in your pool of past clients. These could be people who already finished working with you. It could be people who got results.

Jessica Miller (16:27.222)
It could be people who maybe need next-level support. They have been in your world already. These are the people that refer you to other people because

they've touched your work in some capacity. It could be a paid offer. They could have gone through your free workshop, but the bottom line is they have worked with you before. So past clients.

Number two, current clients. Here's the beautiful thing about the people that you're helping. When you do a really good job, other problems surface. Can you help them with those problems?

Should you help them with those problems? The answer is yes. It is the easiest place for you to find your next paying client. So all of those upsell opportunities, all of the things that you can do to help them get over their next problem, that is your easiest cash. And I'm just gonna say, side note for me: if my current coaches, if my current team members, if my current contractors that are helping me with things could help me with everything else under the sun that I need help with, I would be thrilled.

Like, I just wanna work with the people I love working with all damn day long. Like it is the best thing ever. So if they were just like, hey Jess, I can do this other thing, I would be like, hell yes, where do I sign? Your clients feel this way too. They do, and they are waiting for you to make them an offer. So current clients, upsell opportunities, extensions — can you work with them longer? Can you add something else on that is going to help get them better results, more value?

Any sort of structured renewals where people get to stay with you until they decide they don't need you anymore, or you've helped them to the point where they can fly on their own — and that's so amazing. But there's places where they can go, or they can just continue to stay with you. And I want you to really take a minute and think about this, because a lot of times we think, someone went through my six-month program, now it's time for them to go away or find something else. So many people that I talk to every day

have programs that are evergreen. Like they're helping people build momentum in 90 days, or they're helping people find their number one goal and get that result. Well, guess what happens 90 days from now? You need another goal. Like, guess what happens in Q2 after you've built momentum in Q1? You need more momentum. So really look at your offers in this way, because a lot of times we're kind of kicking people out the door when they don't need to be kicked out.

Jessica Miller (18:55.422)
And if it's an easy yes, and you can continue to help them do it, like, it is win-win. Okay, the third place is warm leads — warm leads: the people that love you, the people who have raised their hand from that email. They've inquired about something that you're doing, but maybe they didn't move forward. Maybe the people that downloaded your lead magnet or content or whatever, but they didn't convert. People who just said, like, not right now, the timing wasn't there. You know, those people are

where you find this next sale. Referral partners, industry peers, adjacent service providers, vendors, strategic collaborations — like all those things. Those are places where these people exist. Like, where do you find these ready buyers? And again, ready is the operative word, and close, proximity is the other operative word. So doing less better often means going deeper into where you are

that is closest to you, instead of going wider and casting the net all the way out there and trying to fish in the ocean you've never fished in before. I will tell you as a side note, I remember when I first made my first six figures, it was really doubling down on this concept of existing proximity. And I tell my clients this all the time, and I'm gonna tell you all this too, is that find the places where your ready buyers are

and double down there. You have a better opportunity of becoming well known, building that trust, and keeping the people in the pool that you're in — or the one or two pools really close to you — so that they do all these things. They know you, they trust you, they see your work, they try some of your stuff. Like, it is better for you to do that in order to increase that proximity to you — they're closer to you — in order to more easily convert people. And that is exactly what I did.

And it just creates literally this ripple effect. You get really well known. People know what you stand for. They know people who have worked with you. All of that social proof is around them. People talk to each other. Like, will it win-win? Hell yes. Everything is good. So that is what you want to be doing. And if we just dig one level deeper to this, like, why does this shorten the sales cycle? 'Cause that's really what is happening here, right? When we think about proximity and we think about the knowing you, the trusting you, the

Jessica Miller (21:20.342)
understanding what it is that you do and utilizing that as a very powerful lever in your business. The reason that this is so powerful is because it shortens the sales cycle. It moves people through that buyer's journey faster because it's really tripping all of those triggers that people need to go through in order to then convert to a sale, right? And that trust that it's developing eliminates convincing. You don't need to convince them. They know who you are. They know what you're doing.

The familiarity with you and being able to see your work and see the results other people are getting reduces those objections. People overcome their own objections just by hearing what you're doing multiple times, right? This is kind of marketing 101, right? We see and hear the same thing over and over, and it's kind of touching that nerve, and then finally we're like, okay, yes, let's go. And I also, again, want you to keep in mind, if these people are at a place where they're already ready to buy, like you don't have to convince them.

They're just looking for the who can help me and who do I trust. By doing this in a magnified way in a smaller pool, again, like keeping that proximity close, you actually leapfrog over that so much faster. And it increases that speed. That existing proximity really does increase the speed. So when you leverage this, conversions feel easier because they are. And the side note to this too is,

You know, marketing and sales and branding is a vibe, right? It's a vibe. So people are getting this from all angles, and your environment starts to do the heavy lifting for you. Like this is the beauty of that type of thing coming together. It's the beauty of your marketing and your branding and the words that you're using and the sales all working together in this cohesive vibe

that actually brings people over the line and makes the conversions and the conversations that you're having easier, because they're already pre-sold, they've already heard it, and everything is working together. And many of you may have experienced this before when maybe you talk to someone or you even see someone at a networking event or maybe you get on a sales call and they're like, my gosh, Jess, I feel like I see you everywhere, or I feel like you're everywhere. And you're like, no, I'm actually not everywhere. I'm in a very specific

Jessica Miller (23:46.799)
place very intentionally. And I'm keeping that circle, you know, very tight. The diameter is tight so that it feels and appears like you're everywhere. But what you really are is you are focused and narrow and you are circling around your ideal ready buyers. And that is so, so powerful. Okay. So how do we, how do we uncover this at our own business? I want to walk you through this. So

In the show notes, there is a link to a worksheet that you can download. If you are in a place where you can do that, I want you to pause this and go download it. If you are not, do not worry, just listen along. You can go back and download it later and you absolutely should. But I want to walk you through how you find this. It will just take a few minutes and these are sort of the key points, but go download that sheet and fill it out. And again, as I mentioned to you earlier in the episode, I want you not to just fill this worksheet out. I want you to fill it out,

and I want you to send it to us. There is an email address in this document that you can send it in. And when you do, we will use you as an example and read this out on the podcast. And for all of you that do this, there's a chance for you to get picked to come on as a guest on this show so we can dig in deeper to your business and uncover these profit levers with you specifically so that you get a customized next step on how you can grow your business. And we can give you coaching

and insights right on the podcast. Super powerful. So don't miss the opportunity because we want you to come on. Okay, so here's what I want you to think about when it comes to this idea of existing proximity. Here's the first question that I want you to think about. If you had to generate your next three clients without creating a single new piece of content, where would you start?

If you were thinking in this vein of existing proximity, where would you start?

Jessica Miller (25:51.683)
The second question is around if you had to choose one of these things — past clients, current clients, warm leads, referral partners — which do you feel is your highest leverage right now?

Jessica Miller (26:07.17)
This is probably where you're gonna find your next profit move. This is where you're gonna find those existing proximity people and those levers inside of your

business. In the worksheet, it walks you through this proximity audit. It's gonna ask you to take inventory of these people in your closest proximity. I want you to do this. It could be back of the envelope. It could take five minutes. You don't have to go sifting through your database.

I want you to go through and look at this. Like, do I have hundreds of past clients that I've forgotten about? You know, did I have 25 sales calls in the last month that maybe some of them were not right now and I'm just ignoring them? Or in the last quarter, right? Who are the people or the referral partners that always think of me or that I've been partnering with? Are there people hiding in my CRM? I want you to start to take inventory of this.

And then I want you to look at it and see, does one jump out to you? Is there a group that could be the greatest leverage, the fastest? Like, which one of those people or those groups could you leverage right now? That's where the money is sitting. And then what could you offer them? What could you put in front of them? When we pull this lever of existing proximity, here's the gold with this — and it's such an easy concept, but we forget to do this. If you make this list and you look at those people,

the next question is, based on what you have to offer, why would those things be a good fit for them? So taking that list of people and looking through that lens and saying, okay, here's all the people — I've got Susie right here, and this is what I know about her — what offer could be a great fit for her next? What's something else that could help her that I could offer her right now? And why would that be a good fit? What is the positioning to that offer?

That's how you pull the proximity lever. You go to the people that are in your world and then you just play match-up. And you do it with intention, right? You do it with integrity. You're not just trying to sell them things. You're trying to look at, like, do I know about this person? Where were they? What were they struggling with? And what offer is the perfect fit for them right now to help them get out of this pain that they're in? That's what you're doing. And then this piece is really important because a lot of people

Jessica Miller (28:32.44)
have a lot of friction around this. And I'm just gonna put this out there because I see this a lot. There is something shiny and exciting and innovative about going

and finding new people. There is resistance that people have to going back and mining the gold that is already in their business, helping the people they've already helped, helping the people that may have said not right now, helping the people that bought an offer and then stopped working with them

for whatever the reason. Maybe the offer's just over, but going and actually offering to help them again — there is friction there. And identifying what is going on there is really important. So asking yourself, what is stopping me from doing this? If I'm feeling this resistance in my body, what is it? Is it fear that they may not wanna hear this? Is it fear of asking them? I feel like I'm asking them for something. Is it some assumption that you're making that really has no merit?

Is it a lack of clarity? I mean, a lot of times people just have not gone through this exercise to actually ask themselves, if these people in my world are ready to buy something else, what can I actually offer them? And can I clearly see the connection there? And once they see it, then they're able to move. So it could be any of those things, but you want to ask, like, what is holding you back, basically? And then, you know, for the next 30 days, can I just pick

one thing to focus on? Like I'm just gonna reach out to, you know, all of the people that I talked to that were not right now in the last six months, and I'm gonna offer them the best positioned thing that I can — that I have in my offers, in my offer stack — to help them, you know, move forward or solve their problem. Like, it could be something so simple, but getting really clear on what that is going to look like in the next 30 days so that you can take action, right? This is really what it's about. It's about

clarity and it's about moving forward and taking action. And the beautiful thing about the things that we talk about in this series is that they are not a big lift. In fact, they are the easiest lift that you could take in your current business to generate money right now. They are the easiest things because for all of these things, you've already done the hard work. You've already identified the person.

Jessica Miller (30:59.628)
You've already created the offers. You've spent your time showing up and creating this ecosystem that is in close proximity to you. Now you just need to mine it. You need to go and mine it. Instead of being in this place of creating more, creating new, adding on all the things that just actually make you, like, redo

the work over and over. You've done all the hard work. You're there. You've arrived. Now you get to leverage it. So to recap,

in our 90-day high-leverage growth series, so far, here's what we've talked about. Number one, we talked about identifying the buyer moment. Your ideal customer is a moment in time where they are ready to buy and they are looking for you. They are looking for someone. They are done doing it themselves. They're done wasting money. They're looking for someone that they can trust so that they can hire them to help them. It is a moment in time that the buyer is in,

and that moment is ready to buy. That is the first piece. The second piece we talked about was clarifying your offer, using your offer as a leverage point — using it not only to be the thing that's attracting clients easily, but the thing that you keep using and you keep pulling over and over to help your clients. What offers can give you the most leverage? And how do you continue to utilize those in the way that is most powerful

so that you can take the people and the things that are already in your business and make them pay you back and give you a higher return on investment versus getting new people and creating new things over and over again, which is much harder. And then in today's episode, we talked about redirecting your attention to where trust already exists. And that is proximity to you — closest proximity to you. So all of those things together work in tandem. This is a stack we are creating

in how do you run and mine the easiest money in your business right now. And here's the beautiful thing about this. Every single time you wanna make money easily, guess what you can do? You can pull any and all of these levers. That's the thing I love about this. It's evergreen. You're creating a way of thinking about your business. You're creating a framework. You're creating something reproducible and something easier. And that's what we want.

Jessica Miller (33:23.062)
It's about high ROI, it's about ease, it's about joy, it's about doing things better and therefore needing to do less of it. In the next episode, I want you to stick with me here through the series. So in the next episode, we're gonna talk about how to communicate all of this without sounding louder or more salesy. It's gonna be around messaging as a lever. Because again, messaging for your ready buyer isn't about explaining, it's not about broadcasting, it's not about teaching.

It's about signaling. It's about signaling. It's the person who is looking out there in that moment, who is your ideal person, is looking for the exact thing that you're selling. And what you're saying to that person is signaling to them that you are the person that they're looking for. And that's what we're going to talk about in the next episode. If you miss any of the previous episodes, go back and take a listen. You are not behind. They're there for you. Download those worksheets, send them in to us.

Go to the email in the worksheet. For all of you that maybe, again, are not like in the worksheet right now, that email address is support@jessicamillercoaching.com. That's where you send them in. Does not need to be perfect, just needs to be done. Send them in. Let's hear what you're doing. And if you've been doing the worksheets, keep going, keep doing it. We love hearing from you. We love helping you find the easiest ways to make money in your business.

So stay with us through the series because as I mentioned, these levers stack on top of each other. They are the quickest way to generate profit in your business. I look forward to seeing you all next week on the podcast. Have an awesome week, everyone.