



THE EXCEPTIONAL BUSINESS ACADEMY

Lasting Experiences

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The ordinary world focuses on the transactional experience. We focus on creating lasting experiences.

Lasting experiences accomplish many things:

- Keeps you top of mind; they come back to you; referrals
- Justifies price
- Creates a buzz

The Real Reason Statement

The Real Reason Statement looks forward. It imagines their future which circles back to their time working with you. That's a lasting experience.

It was never really about _____ . It was about _____ .

"It was never really about the photographs. It was about the moment a parent stops in their tracks to realize how much their children have grown or how life has changed"

"It was never really about growing their business. It was about bringing out the biggest, boldest, clearest version of themselves knowing the business growth would take care of itself"

Lasting Experience Ideas:

- In-the-moment experiences that become lasting memories
 - “Selfie stations.” What’s your version of a selfie station?
 - “Do you remember when...” moments; behind-the-scenes
 - Retreats: photos
 - Coaching exercises
 - You’re in my head, quotes, and “isms”
- After-the-moment experiences that justify the investment
 - In the details
 - Memorable gift
 - A significant mindset shift
- Unique communication:
 - More than a birthday card
- On-going communication:
 - Thought of you..... a nice note, send information, articles, etc
 - Newsletter.....maybe
 - On-going resources