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.

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 damage 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 perform.

You may be skeptical of this comparison because when we think of a magician, we may think “show and telling the audience,” but that’s really the essence of a magician. Why are magic shows still popular? This is where a positive relationship comes into play. The magician dazzles and inspires, teaching their audience to share in the wonderment of the experience 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 to be organized. 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 make the right move by being present, effectively giving your business the most human, distinctive approach. Your goals are simple: Encourage, Inspire, 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, take them through and establish your knowledge... now what? This is precisely what shouldn’t be on your mind; one of the biggest keys to setting into a relationship (magician or otherwise) is simplicity. 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 as our healthcare—just to name a few, 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 strong consumer relationship. Clients desire transparency and while a magician never reveals their tricks, they do affirm what the results will be. If the act is over the hat, disappearing act and establish fast connections through genuine curiosity or their participation. The most astute of magicians can’t bear their audience if they don’t know what they’re doing or understand their purpose. Let’s they inquire and ask questions 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 clients’ identity before presenting business features and while The Magician based may end after an act, your client connections must last through technology, including this one final step.

The Grand Finale
Now your clients know you and 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 but it upon. Clients can sign up in a class while they’re taking a walk and you can send alerts notifications while you are on your way or 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.

For more information on how EZFacility can help, call 1-866-649-3279, email info@ezfacility.com, or visit www.ezfacility.com.

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