



## Simplifying Your Service Model

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# Simplify the Story You Tell

Your ability to share your story in a compelling way is your business' most powerful tool. So intentionally structure it to be easy to remember and easy to share.

- Read "[Building a Story Brand](#)" by Don Miller
  
- Create a one-liner for your business
  - [Short Video](#) - 30 min
  - [Long Video](#) - 1hr 30 min
    - TIP: Use your drive time to listen to these podcasts.
  
- Identify your villain
  - My piano sounds bad
  - I can't enjoy my music anymore
  - People need music and the culture is robbing us of it
  - \_\_\_\_\_
  
- Use the [FREE MyStoryBrand tool](#) to structure your story
  - Study the difference between types of problems
    - External - The piano sounds bad
    - Internal - I know I should take care of it
    - Philosophical - It is just wrong to take lessons on a piano this bad
  
- Create a context shift
  - Every time you drop your tool bag next to the piano think "My client is the hero, I am the guide"
  - Before you speak, ask yourself "How can I say this so my client is the hero of their story?"
  
- Practice the (Problem, Solution, Guide, Hero) method of storytelling.
  - Practice in the car
  - Practice with other people
  - Practice with Spinet Owners
  - Practice with Busy Clients
  - Practice with non-business conversations
  - Practice on your kids (parents, this stuff works with kids too)
  - Practice on your spouse

## Guides vs. Heros

A guide behaves differently than a hero. Help your client become the hero in their own story.

- ❑ Watch your favorite Disney movies and dissect the story.
  - ❑ Who is the hero? Their face is on the DVD cover.
  - ❑ Who is the guide? It's probably the sidekick.
  - ❑ What is the call to action? That moment the hero gets off their butt and says "It is just wrong for XYZ to be happening, I MUST DO SOMETHING!"
  
- ❑ Memorize this structure: **Most people struggle with X. I solve that problem so you can live a better life.**
  
- ❑ Get personal.
  - ❑ Who in your life has been a guide?
  
  - ❑ Pick 3 non-piano problems/topics in your life:
    - ❑ What is your external problem?
    - ❑ What is your internal problem?
    - ❑ What is your philosophical problem?
  
- ❑ Now do the same exercise above but role-play with someone pretending they are a piano client. Create the one liner you would use in each of these situations. Find a way to identify the **Problem** and their **Solution**, presenting yourself as the **Guide** who makes them the **Hero** of their story:
  - ❑ Client is a musician learning music.
  - ❑ Client is a parent who wants their child to learn piano.
  - ❑ Client is an adult who is saying "I wish I had never given up on lessons".
  - ❑ Client is a piano teacher who is frustrated with kids who don't practice.
  - ❑ Client is a piano teacher who is fighting for relevance against sports, homework, facebook, youtube, etc.
  - ❑ Client is a music minister in a church board room advocating for their needs.

- ❑ Client is a college professor who is advocating for funds from the dean.
  - ❑ Underline the words each of your statements have in common.
  - ❑ Your one liner should be so simple you find very little difference between each approach. That is the sign of a good one-liner; it works in almost every situation.
- ❑ Get rid of the 'Possessive Me Monster' Pronouns
  - ❑ [Watch this Brian Regan Sketch.](#)
  - ❑ Listen for 'Me, My, Mine' talk in your everyday speech.
  - ❑ Replace with 'You, Your, and Yours'.
- ❑ Get rid of the impersonal descriptors
  - ❑ It, its, this, that, & they
  - ❑ Replace with "Your piano", "Your child", "Your \_\_\_\_\_"
- ❑ Remember, this takes practice. Once you start to do it in real life you will quickly become a better guide as you help your clients enjoy their piano on a deeper level.

## How to your reduce words by 75%

**The more you delete the more your business will grow**

- ❑ Embrace the fear of deleting content that you worked hard to create.
  - ❑ Watch [Seth Godin's Lizard Brain Talk.](#)
  - ❑ Reflect on how you can use your fear as a guide instead of a roadblock.
  - ❑ Now go to your home page and delete something:
    - ❑ Delete words on your website.
    - ❑ Delete words you speak.
    - ❑ Delete words in emails.
    - ❑ Delete words in text messages.
    - ❑ Delete words on your voicemail recording.
    - ❑ Delete words on your business card.
    - ❑ Delete words on your paid ads.
    - ❑ Delete words on your auto wrap.
    - ❑ Delete, delete, delete.

- Do you want to be part of the problem by adding to the noise in your client's life? Or do you want to guide them to something better? If so, respect their time and speak clearly & succinctly.

## Simplifying Your Website

**Requiring yourself to use fewer words is an exercise in scarcity. It is hard work, it is creative work, and it is worthwhile work.**

- Watch this entire [Don Miller talk](#) on simplifying your website.
- Read "[This Is Marketing](#)" by [Seth Godin](#).
- Use [SquareSpace.com](#) to build a website.
  
- Reduce your menu to 4 topics.
  - Add a junk drawer in the footer for everything else.
  
- Add a "Schedule Now" button in the top right hand corner.
- Add your one-liner to your homepage. This is all you should need on your home page.
- Simplify your action buttons to one word.
- Go through every page and ask "Does this page need to exist?"
- Go through every page and ask "Does this make my client the hero?"
- Go through every page and ask "Does this present me as their trusted guide?"
- Go through every page and ask "Am I addressing philosophical problems?"
- Go through every page and ask "Do I have a clear call to action?"

## Full Service vs. Al-a-carte

Which is better “Full Service” service appointments or “Tuning + Upsells”?

**NOTE: We didn’t have time to address this in detail during the webinar because it is a big topic, but it is an important topic.**

**“Full-Service” is an approach in piano service where you do longer appointments that include tuning, cleaning, voicing, and regulation at every appointment. This is juxtaposed against an al-a-carte service model where you arrive for a tuning and then upsell your client on anything else they need.**

**Below is a list of the pros and cons we have seen for each approach.** Remember: the approach you choose doesn’t matter. It is the simplification of the model (not the model) that will cause your business thrive.

### Full Service Pros

- It is very rewarding work.
- You spend less time up-selling services and more time making a real difference in the piano’s touch/tone.
- The pianos sound better because you tune, voice, and regulate at every appt.
- The pianos are cleaned at nearly every appointment.
- The clients are high quality and are ready to invest \$\$\$ in their instrument.
- The prospect of walking out with a \$3,000-\$5,000+ regulation job is higher.
- You are often the highest priced in the area.
- You do fewer appointments per day (2-3 is a very full day).
- There is less wear and tear on your body because the type of work is diversified.
- You become a better tone meister/regulator.
- You don’t work on as many spinets/old uprights.
- Some really nice people who want you, not others in town.
- You have less drive time because you have fewer appointments per day.

### Full Service Cons

- You are selling an uncommon service. People call in for a tuning but you don’t sell ‘just tuning’, you sell ‘full-service appointments’ so there is friction to overcome in your sales process.

- ❑ Jobs are often all or nothing. You condemn a lot of pianos because the clients have the means to go out and replace their old and tired spinet with a nice new grand.
- ❑ There can be pricing friction. You are often the highest priced in the area so you need to behave differently and differentiate your services better.
- ❑ Although rare, confusion from clients can lead to expectations being out of balance. So you have to head them off at the pass.
- ❑ Some really nice people will choose not to do business with you.
- ❑ Simplicity and clarity matter even more.
- ❑ This is not always a good model for launching a business.

### **Al-a-carte Pros**

- ❑ Easier to set up and market because it aligns with the public's expectations.
- ❑ Easier for launching a piano service business.
- ❑ You attract a broader base of clients.
- ❑ Service times are shorter so it is easier to fill holes in the schedule.

### **Al-a-carte Cons**

- ❑ It is hard to differentiate yourself because you look just like everyone else.
- ❑ You attract average clients, many of whom don't want to invest in their piano.
- ❑ You have to spend a lot of time upselling clients on the simplest repairs.
- ❑ You are constantly informing people "It might cost more than the base tuning fee".
- ❑ People have you "in a box" when you arrive.
- ❑ They are skeptical when you talk about the value of additional services because they fear bait and switch tactics.
- ❑ You are rushed for time because almost every new client needs more work than scheduled.
- ❑ You do a TON of tunings & pitch raises. This adds to the wear and tear on your body through repetitive motion.
- ❑ You have more drive time because you have more appointments.
- ❑ You spend more time in the office because your invoices and receipts are more complicated.