



How to Use This Book

This book is built to be used, not just read. Every chapter is short: a quote to set the tone, a few pages of practical guidance backed by research, and a worksheet that turns the idea into action. Work through it in order, or jump to the chapter you need most today.

◆ The four house rules

1 LISTEN FIRST Start with what the client wants and needs. Products and pitches come second.	2 KEEP IT SIMPLE One customer, one offer and one next step at a time.	3 FOLLOW THROUGH Most business is won after the first conversation, not during it.	4 KEEP SCORE Measure what actually happened every week—sales, cash and conversations.
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◆ Inside every chapter

THE QUOTE A line from a legendary name in selling, alone on the chapter's opening page.	BY THE NUMBERS Three research findings, each numbered to its source in the Bibliography.	THE LESSON Steps, tables and "Say it like this" scripts you can use right away.	READ THE CLIENT A short note on spotting what customers truly want and need.	CLIP & KEEP Three moves for this week, then a worksheet on the next page.
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◆ How to work through the book

- 1 **Read one chapter.** Each takes about fifteen minutes. Start at Chapter 1, or go straight to the problem you're facing.
- 2 **Complete the worksheet.** Print it or use a notebook. Short, honest answers beat perfect ones.
- 3 **Make your moves.** Do the actions in the chapter's "Clip & keep" box this week—not someday.
- 4 **Review weekly.** Pick one day for a 15-minute look at sales, cash, conversations and follow-ups due.
- 5 **Repeat and refine.** Change one thing at a time so you can see what actually works.

DON'T WAIT FOR PERFECT

Do the next useful thing, write down what happened and improve from real experience. A small step taken this week beats a perfect plan that never leaves the page.

LISTEN FIRST. SELL HONESTLY. FOLLOW THROUGH.



Introduction

Your clientele is the group of people you serve. A tell is the small signal that gives away what someone is really thinking—a pause, a repeated word, a question about price. *Client-Tell* is about both: finding and keeping the right clients, and learning to read what they tell you, in words and without them.

Every business that sells something—insurance or home repairs, handmade goods, software or coaching—runs into the same handful of questions sooner or later. Who exactly am I serving? Why should they buy from me? Where do I meet them, what do I say, and what do I do when they don't answer? How do I use social media and AI without losing the personal touch? And how do I grow without the whole thing depending on me?

This book gathers practical answers to those questions, and it is built around one idea: read what your clients truly want and need before you sell anything—then keep reading as the relationship grows. Each chapter opens with a line from someone who built something real by selling, then turns to what the research says and what you can do this week. The style is deliberately old-school, because the fundamentals are: know your customer, keep your word, follow up and keep learning from people who have done it before you.

The tools change. The fundamentals don't.

Use it as a workbook. Write in the margins, fill in the worksheets and come back to the chapter you need whenever a new challenge shows up. The goal is simple: shorten your learning curve, give you steps you can put to work right away and help you build a business you are proud of.



Welcome. Let's find out what your clients are telling you.

Client Read Sheet

Write what they actually said, then what it may mean. Confirm before you recommend.

BEFORE · MY BEST GUESS

CLIENT: _____ DATE: _____

WHAT I THINK THEY WANT: _____

WHAT I THINK THEY NEED: _____

WHAT THEY SAID → WHAT IT MAY MEAN

THEIR EXACT WORDS	WHAT IT MAY MEAN	HOW I'LL CONFIRM
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

FUNCTIONAL · THE TASK

EMOTIONAL · THE FEELING

SOCIAL · THE IMAGE

SIGNALS I NOTICED

- | | | |
|---|--|---|
| ☐ Asked about timing | ☐ Asked about price or payment | ☐ Asked "what happens next?" |
| ☐ Repeated a word or worry | ☐ Went quiet or changed subject | ☐ Deferred to someone else |

THEIR NEED, IN THEIR WORDS

- _____
- ☐ Confirmed—they said "exactly" ☐ Not yet—ask one more question

REVIEW MINING · NEEDS OTHERS ARE MISSING

BUSINESS / PRODUCT	WHAT CUSTOMERS WANTED	WHAT THEY DIDN'T GET
_____	_____	_____
_____	_____	_____
_____	_____	_____