

## **12 Stages of Business Intimacy Notes**

Building a business is about successful human to human relationship

A slow courtship between a client and practitioner that builds trust

Clients buy from people they trust

Looking at how relationships build can be helpful

## **12 Stages of Intimacy**

Created of Desmond Morris, a zoologist, author of the Naked Ape and frequent writer about human social biology

It was develop to describe how humans interact from first meeting to much deeper relationship

## **12 Stages of Intimacy**

1. Eye to body.

2. Eye to eye.

3. Voice to voice.

4. Hand to hand.

5. Hand to shoulder.

6. Hand to waist.

7. Face to face.

8. Hand to head.

9. Hand to body.

... and then steps 10-12 get a little blue.

Dan Bradbury took these and converted them to a business model

Since the customer/client is the key to all business – how does the relationship build?

Don't be pushy

The goal is to let clients fall in love with you

### **Business Stages of Intimacy**

1. The customer becomes aware of your business on a surface level
2. They become aware of you and the solution you will provide
3. They give their permission for you to engage with you (i.e. subscribe)
4. You engage with them by providing relevant value
5. You make them a low level initial offer.
6. You onboard them/follow up regarding their purchase
7. You make another, higher level offer (ascend)
8. You engage with them further with up-front value
9. You ascend them to a higher level still
- 10-12. Continue engagement. Then you're having raving fans, willing to promote, refer and advocate for/to you

### **Stay The Course**

This is a process that takes time

Too often we make business plans looking for an immediate pay off

Does not work like that

You have to build your relationships to grow your business

Eventually a momentum occurs