

Is Your Business Worth as Much as This Handbag?



Study successful people and businesses, then do what they did to become successful while making slight modifications to fit your lifestyle, your values, your business model & your goals. Clay Clark

Takeaway: How we treat our business says a lot about ourselves.

Hermés crafts the most coveted and expensive handbags in the world.

Made from premium quality leathers unique to the atelier, there are 80 styles to choose from.

But the holy trinity of Hermés handbags are the Birkin, the Kelly, and the Constance. Artisans must train for a minimum of 5 years to be trusted to handcraft a Birkin or a Kelly.

Each one is cut, sewn, and polished by a single artisan. The work is painstaking, and the quality has been described as “exquisite.”

But what has a luxury handbag got to do with marketing your business? Plenty.

The starting price for a Birkin is \$10,000. Recently, one sold for almost \$500,000 because it was jewel encrusted.

I asked Farmer Husband, "Why would anybody buy that bag? You can't carry it in public."

He folded the newspaper and said quietly, "They don't want to carry it in public."

And he's right. Status has never been my jam, but this company has a seriously good marketing strategy that makes their brand more desirable.

I think health and wellness practitioners should borrow a page from the Hermés brand and adapt it to their own practice.

Here's why.

The 2 Rules for Buying a Hermes Birkin or Kelly Handbag

1-You can't buy either one of these bags.

That's right. You can't go into the store and purchase the handbag. You must be invited to buy it. (There's a whole process for being eligible to buy.)

Exquisite craftsmanship and scarcity only add to the mystique of owning these handbags.

***Takeaway:** Sometimes we can be so desperate for a client that we'll take anyone. You know how that story ends, right?*

Value yourself as much as a luxury handbag company. Be bold enough to create your own rules that make you more valuable in the eyes of your audience.

2-Hermés strictly limits the production of new Birkin and Kelly bags.

When you are invited to buy a Birkin or Kelly handbag, you are only allowed to purchase two "quota bags" each year.

***Takeaway:** Set limits. Period.*

This is a big one!

Setting boundaries saves your sanity. But it also preserves the work you want to do in the world while increasing your value to the audience you serve.

We don't serve anyone well unless we tend to ourselves first.

What This Says About Marketing Your Health and Wellness Business

I can't say I'd ever want a Hermès bag because it just seems silly to me. However, I can say this company has the right idea about market positioning and creating raving fans. (They've been in business since 1837, an accomplishment few businesses attain!)

So, strip away all the silly status stuff and use their principles to build a solid business where people value and respect you.

- Let your audience know how to work with you—and stick to it!
- Let them know what to expect when working with you
- Call out your commitment to their growth—even if it means referring them out
- Establish healthy boundaries that respect both you and the client

The work you do in the world changes lives. That's way more valuable than thousands of \$10K handbags.

The catch? It's up to you to own it.

Own it. Love it. Share it. Show up authentically to your audience with the right heartfelt marketing message, and you'll attract your perfect match clients.

Need some help with that? Let's find out if we're a good fit to work together with a 30-minute complimentary consult. Find out how to craft a message that's authentically you while attracting your perfect match clients. 100% non-salesy!