

# An Important Lesson on Attracting Clients

---



So I had a learning moment last week. As you may know, I have hosted monthly teleseminars on various business growth topics for years now. Recently, when I surveyed my community they expressed interest in more webinars instead of teleseminars.

In response to that survey, we set up the webinar system using brand new technology. With the help of referral partners, we beautifully executed a thought-out marketing strategy generating lots of excitement for the very first complimentary webinar.

- ✓ Presentation ...check
- ✓ Timing...check
- ✓ Reminders...check

However, a few hours prior to the webinar, we discovered the technology was not going to work as planned. We diligently troubleshooted it. We sent emails about it. We were even quite creative about it.

Then the moment came. Prior to the scheduled time, I had to do something I had never had to do before – the webinar had to be cancelled because the system wasn't working. On one hand, as a systems guru, that was a hard pill to swallow. On the other hand, I had to just laugh at the irony of it all.

Still, I was so disappointed.

And, guess what?

The world didn't end.

Then, something I hadn't expected happened. The messages started to trickle in. One message was very simple but heart centered, "Hi Lisa, I understand." I always knew that I attracted the heart-centered entrepreneurs. The messages just confirmed it.

As entrepreneurs, this is an important lesson to remember. You will try things. Some things work as planned. Some won't. Some people will understand. Some won't. I believe that everything has its perfect order for reasons we don't always understand in that moment.

The morale of this experience? If at first you don't succeed, regroup and try again.  
Has that ever happened to you where you had the best laid plans and it just didn't work out?  
Please share your story below and, in retrospect, what you learned from it.