a free guide

Four Ways To Serve More Clients *without burning out*

Hannah Crawford
coaching

A free guide from Hannah Crawford
Business Coach & Founder

before we start



Hello, lovely

I wrote this guide because the same problem comes up in my coaching sessions over and over again. You've built something good. People want what you do. And there is exactly one of you.

So you say yes to everyone, you squeeze in one more call, and somewhere along the way your business turns into a very well-paid way of never having a weekend.

Here's what I need you to hear first: **the most important asset in your business is you.** If you burn out and disappear, there's no business, no impact and nobody getting helped. Protecting your time is how you look after the people you serve.

These are four of the ways I've helped clients (and myself) reach more people without adding more hours. None of them need a big budget or a fancy tech set-up, and most of them use things you've already made.

Grab a cuppa. Let's get you some of your life back.

Hannah
xxx

Business Coach and founder of Han With A Van

honestly

A quick word about *AI*

All the way through this guide, I'll mention where AI has helped me do these things faster. So I want to say something about it before we start.

Everyone feels differently about AI, and that's completely fair. Some people love it, and some people find it ethically tricky or just don't fancy learning another tool right now. You don't have to use it to make any of the four ways work. Every single one works with a notebook and a bit of time.

I use Claude for a lot of my admin and behind-the-scenes work, and it's given me back hours every week. So I'm sharing what's worked for me, in case it's useful to you.

The point of all of it, AI or not, is the same: getting the stuff that isn't your zone of genius off your plate, so you've got more time for the work only you can do. The human bit. The bit people actually pay you for.

168 hours

Here's the *thing*

You've got 168 hours in a week. And I hate to break it to you, but a fair few of those need to go on sleeping, eating, scrolling on the loo, ringing your mum, drinking mimosas and staring into space.

"But Hannah," I hear you cry. "I can't! The people NEED me!"

Yes, my love, they do. They need what you know. But they don't all need it from you, 1:1, in a 30-minute slot you've squeezed in at 8pm. Whatever your industry, what you know can reach far more people than your diary can.

The number of people you can help shouldn't be capped by the hours in your week, or by how much you're willing to sacrifice.

There's a sneakier problem too. People judge the value of your time by how easy it is to get. When anyone and everyone can book you 1:1, you're telling all of them your time is cheap. Your dream clients end up feeling like they're getting less of you, and the people who aren't a great fit don't make the most of the time they do get, because it was so easy to come by.

Shit, right? (I've been there too.)

The four ways in this guide help you reach more people while saving your best hours for your best clients. And yes, you get to charge properly for the bit only you can do.

Let's go. 🚀

"The number of people you can help shouldn't be capped by the hours in your week, or by how much you're willing to sacrifice."

the four ways

Four ways, *at a glance*

01

Your enquiry questionnaire

Whatever your "work with me" form looks like right now, we're giving it an upgrade. Done well, it helps your potential client before you've even spoken.

02

A resources list

Nobody leaves empty-handed. Even when someone isn't the right fit, you can point them to the books, tools and people you'd recommend to a friend.

03

A webinar with Q&A

Teach the thing you explain fifty times a month, once, to a room full of people. Then share the recording again and again.

04

A referral scheme

A client who isn't right for you is probably perfect for someone you know. Send them her way, and agree a commission.

Find me

Website: **hannahcrawford.org**

Instagram: **@hannahcrawfordcoaching**

way 01

Your enquiry *questionnaire*



Your enquiry form is the first step every client takes towards working with you. Most people treat it like a box to type an email address into. I want you to treat it as part of the service.

Think about how good journaling can be. Getting your thoughts, fears and hopes out of your head and onto the page helps you see what's actually going on. A good enquiry form does exactly that for your potential client. It gets her to take stock before you've even said hello.

It can ask her:

- where she is right now, with real numbers if she has them
- what she's already achieved
- where she wants to get to
- what she's struggling with
- what kind of investment she's in a position to make

It helps you too. You'll know straight away whether this is a 1:1 client now, a 1:1 client later, or someone who'd be better served by one of the other ways in this guide. And if you do work together, you can hit the ground running, because you're not spending the first session gathering the basics.

Bonus: over time, these forms tell you exactly what your audience is struggling with, in their own words. That's gold for your content, your emails and any lower-cost offers you create later.

> **Where AI can help:** if you record your discovery calls (I use tl;dv), Claude can go through the transcripts and pull out the questions you always end up asking. That's the first draft of your form, done.

"Hannah, won't this put people off enquiring?"

Some people, yes. Here's why that's fine:

- You're filtering for the right clients. Would someone who can't be bothered to fill in a form be committed to the work you'd do together?
- Own the length. Tell people to set aside a few minutes and grab a cuppa, and make it warm and a bit fun.
- Use tick boxes and multiple choice where you can, with a "not sure yet" option for anything they don't know.
- Offer another way in for anyone whose access needs make a long form hard, like replying by email.



way 02

A resources *list*

Even when someone's an instant "no" or "not right now", turning people away never feels nice. Especially if part of you believes you have to help everyone personally.

I'm not going to ask you to dismantle that belief in one go. That's bigger work, and it's the kind of thing we do in coaching. This is a gentle nudge that lets you still help, without giving away your time.

Make a list of your favourite resources in your area of expertise. Books, audiobooks, podcasts, websites, tools, software, other people's courses. Aim for 10 to 15 things that would help anyone in your audience, wherever they're at.

Yes, technically people could google all of it. But you're saving them the time and the guesswork of finding the stuff that's actually good.

When an enquiry isn't the right fit, you (or ideally someone on your team) send a warm template email. Thank them for getting in touch, explain kindly that you're not the right fit right now, and share the list. You can keep it as a freebie on your website or only send it to people who enquire. Both work, and even if it's on your website, it's still worth sending to them personally.

Bonus tips

- Make it look lovely and keep it in your voice. It's a little gift, so treat it like one.
- Add links to your socials, your other freebies and your mailing list. This person might not be your client now, but they could be in a year.
- If anything on your list has an affiliate scheme, sign up. You might as well get paid for recommending things you'd recommend anyway.
- **Where AI can help:** Claude can turn your rough list into a nicely written guide and draft the "not the right fit" email in your voice, so you're editing instead of starting from a blank page.



way 03

A webinar *with Q&A*

If you've spent any time in the online business world, you've sat through a webinar that promised to teach you something and turned out to be a 90-minute sales pitch.

There's nothing wrong with selling. I love selling! But that's not what this one's for.

This webinar gives people real, bespoke value in a one-to-many setting. It looks something like this:

- Put together a 60 minute session on the fundamentals of what you know.
- Leave another 30 minutes for questions.
- Run it through a webinar tool, like WebinarKit or Zoom.
- Keep the replay as a private offer or a paid replay on your website, or turn it into a low-cost course.

It's a brilliant halfway house. People get high-value information from you and the chance to ask about their own situation, and you get to help a whole room at once.

Start with the minimum viable version. When I was a theatre producer, I got so fed up that nobody was sharing the basics of making and funding a show that I started running webinars myself. For the fundraising one, I dictated everything I knew off the top of my head, used AI to help shape it into a slideshow, and ran it. For the producing course, I made blank copies of my own production Google Docs and recorded short tutorials to go with them. No fancy course platform, and no new materials. It became the biggest income stream in that business, and it helped far more people than I ever could have 1:1.

Other great uses for your webinar

- It's a brilliant showreel of your speaking style if you ever want to be a podcast guest or book speaking gigs.
- Add it to your resources list.
- It gives you loads of ready-made clips for social media, plus ideas for blogs and emails. You could even whack it on YouTube.

way 04

A referral *scheme*



Building good relationships with other people in your industry pays off in so many ways. And once you're clear on who your ideal client is, you'll notice how many people enquire who aren't yours, but would be perfect for someone else.

Enter: the commission-based referral scheme.

You can do this with a fancy-schmancy contract or software, but honestly, a simple written agreement is plenty.

Find other professionals in your field who look after different clients to you. Maybe they work in different sectors, at different price points, with people at a different stage, or with a different specialism.

Get in touch, one by one or as a group, and float the idea. You all agree to refer clients to each other first, for an agreed percentage of that client's fee. That might be 2%, 10% or 20%, whatever works for each of you. You don't all have to charge the same.

Some people won't want to, and that's fine. The smart ones will see it for what it is. I promise you, every one of you gets enquiries from people who aren't your ideal client, and being able to say "you'd be perfect for my colleague, let me introduce you" makes you look like a consummate professional.

Bonus tips

- **Where AI can help:** ask Claude to draft a simple referral agreement as a starting point. If the amounts are big, get it checked properly.
- It's a lovely way to combine your client pipelines as a group. Many hands make light work.
- It's also a great way to support more junior or under-represented people in your field.

now pick one

So there you *have it*

Four ways to help more people without burning out. Plus a load of extra content, relationships and shortcuts along the way. Bingo.

Now pick one. Not all four. Start with the minimum viable version and make it better once it's working.

And if you read all this thinking "I know I should, I'm just not going to", that's worth looking at properly. It's exactly what I do in my 1:1 coaching. We work on the real decisions in your business, like pricing, delegation, boundaries and growth, and on the stuff underneath that makes those decisions so bloody hard, at the same time.

Three months of 1:1 coaching

- Six 90-minute sessions, fortnightly, on Google Meet
- WhatsApp support from Monday to Thursday
- Your own private Notion hub with session recordings, notes and goals
- £4,444, with payment plans available. Pay in full and a VIP day is included.

Apply to work with me

Not ready for three months? A single 90-minute session is £295, and if you book the package within 90 days of that session, the full £295 comes off.

Book a single session

Or take the free quiz to discover your biggest business block.

Take the quiz

in their words

What clients *say*

Clients have doubled and tripled their income, cut their hours, scaled companies, funded hires, built new revenue streams and founded new businesses.

"I was on the edge of burnout due to working too many hours. Working with Hannah has been a game changer! ... I have implemented boundaries, found more efficient ways to scale my business and learnt to lean on people and resources to help."

Sophia, Financial Adviser

"With Hannah's support I doubled my income and halved my working hours..."

Lisa, Executive Leadership Coach

"After one session with Hannah I gained clarity and focus, increasing my clients from just 2 to 16 and a waiting list."

Judith, Dyslexia Tutor

"As a fast-paced business owner it's hard to let people in. It's brought huge positive change into my life and I'd recommend working with her to everyone!"

Rachel, Business Owner

"I learned to set boundaries, focus on high-value clients, and build efficient systems. My business is now more profitable and far less stressful."

Sam, Event Planner

the woman behind the guide

Hey, I'm *Hannah*

I've started three businesses. The first was a theatre production company, where I tried to save everyone, be everything and prove I was worthy, and massively burned out. Then came my coaching practice, which I started when the theatres closed in the pandemic. Then Han With A Van, the UK's largest nationwide removals network of female and non-binary movers, which has been featured in The Times, The Guardian, BBC Radio, Stylist and more, and now takes up less than half my working time.

I'm a business coach for female founders who are brilliant at what they do and running themselves into the ground doing it. We work on the strategy and the stuff underneath it at the same time, so the changes actually stick. I also have ADHD, so concise bios really aren't my thing!

Thank you so much for reading all the way to the end. What a treasure you are. I'm really proud of you for making time for your business, and I hope we get to know each other much better.

Hannah
xxx

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