

competition. And she's making more than she ever imagined possible when she first decided to walk dogs. But just as importantly, she feels incredibly fulfilled because she's impacting her clients' lives in significant ways. I think every service provider can go through the kind of exercise Tara did and transform their business."

"That's impressive," Steve said. "But it sounds like the key to her success was that after redefining what she did with you, she started working with more clients like you. That's how she grew."

"That's true," Karen said. "I represented an opportunity for Tara because there was so much potential in our relationship she wasn't tapping in to. But once she did it with me, she realized she could grow by targeting others like me—essentially busy professionals who travel a lot and who have a dog. So, gradually she started to build a clientele of similar A-level clients who could afford one of her packages—pretty much all through referrals because these clients knew each other and found Tara's services to be a great fit for them and, therefore, for their friends as well. Over time, she began to drop off clients who