



Getting Naked



Naked service requires the provider to be vulnerable—to embrace uncommon levels of humility, selflessness and transparency for the good of the client. Client loyalty and trust are achieved by overcoming the following three fears:

A Fear of Losing the Business drives a service provider to protect their client base, business opportunities and revenue by censoring feedback and avoiding difficult issues. **To Overcome:** *Give Away the Business, Consult Instead of Sell, Tell the Kind Truth, Enter the Danger*

A Fear of Being Embarrassed impedes a service provider's ability to provide open, honest insights because they hold back their ideas, hide their mistakes and edit themselves to save face. **To Overcome:** *Ask Dumb Questions, Make Dumb Suggestions, Celebrate your Mistakes*

A Fear of Feeling Inferior challenges a service provider's assumption that they must preserve their social standing with the client at all costs. **To Overcome:** *Honor the Client's Work, Make Everything about the Client, Do the Dirty Work, Take a Bullet*