

Attracting Ideal Clients/Customers

You will have the best results in business if you create your vision first. Then you can take “inspired action” consistently and persistently. Without vision you may find yourself in the same boat as many unsuccessful business owners who dash madly from one marketing effort to another –never giving any of their strategies time to produce results – results that came from the vision.

This article focuses on one important aspect of your business –who you serve. Here’s an exercise I did when I first got started and if I find myself attracting people who are not ideal for me to serve, I revisit my vision to get clear again.

I encourage you to do this process (or call it a game if you like!) in a chair where you would typically work. If possible, have a 2nd chair next to yours. Now think back to a client you’ve had in the past who is ideal for you or at least as close to ideal as possible. Consider all the interactions you had with this person. What was it you enjoyed about serving this person? What are the positive qualities, attributes, and characteristics of this person?

Take out a piece of paper or computer document and write a list of all these qualities, attributes and characteristics of your ideal client. For example, mine include: has a sense of humor, is interested in their spiritual development, takes action, values my time as well as their time, possesses and demonstrates mental well being, intelligent and has common sense, understand and demonstrate that they deserve to be successful, has a financial cushion allowing them to buy my products and services, they want me to be successful and make a profit, they subscribe to my weekly ezine, they enjoy referring my services to others, they have realistic expectations about what can be achieved and when, they have clarity and focus, they are open-minded, they are heart-centered, they are learners, and they are true to themselves.

Now, if you can, switch chairs –put yourself in your client's chair. Ask your ideal client these questions: What are they struggling with that brought them to you? What is the biggest change they experienced as a result of the wonderful work they did with you? What are the results they have now as a result of their work with you?

Next, make a list of at least 10 problems your ideal clients/customers want to solve. What change/breakthrough do they want to experience and are they willing to pay you to help them get there? List 10 results they could get from working with you.

Once you are clear on their challenges and results you deliver, you will not only be setting into motion the attraction factor –you now also have plenty of authentic words to use in your marketing materials!