

Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking



Congratulations!

You are ready to create who you are being that is in perfect alignment with what you have written on your Strategic Attraction Plan. All great things begin with a Powerful Declaration statement.

Business Success Formula: **BE + DO** ⇨ **HAVE**

The Business Success Formula is all you need to remember, let's keep it simple...and that formula is **BE + DO** ⇨ **HAVE**. Many business people jump into immediate **DO** mode before engaging with the idea of who they must **BE** to accomplish their goals. Said another way, this is the you that you will be when you have accomplished your grandest goal...you **BECOME** or **BE** that person **NOW** as if you have already reached the finish line. This is the magic of Part Four of your Strategic Attraction Plan coming into play, literally this one part of your strategy is vital and it's okay if you **PLAY** with your declaration statements to have fun too!

Write several different examples of who you want to be seen as by others that you would like to attract. Play with 'titles' and use the ones that make you light up inside when you think of it; imagination is a plus here; exercise your creative side here. Ex: Savvy Goddess of Business

Blinder Removal

Perhaps there is a BLINDER that is causing you to be unable or hesitant to share with others about who you want to be seen as by those you want to attract. Maybe you don't quite believe that you can attract what you want in the first place? These are blinders...**Thank goodness blinder removal is simple.** Here is the antidote for removing your blinders by creating a statement that will have you dropping that blinder mask and start attracting like a rock star.



See if you can disappear several of your blinders below:

My Old Blinder

I hate business networking groups.

I can't see where to find any new clients.

I am tired of people who stand me up.

My New Being

I am the Savvy Goddess of Business.

I am a Magnet for Attracting New Clients everywhere I go.

I am a Business Rock Star and my clients are excited to work with me.

Boldness Takes Courage

It takes courage to **BE** an authentic expression of yourself, **DO** what you love in your business to **HAVE** what you want to attract **AND** be seen this way by others.



What are some of your random acts of courage that you have already taken in your business? List your acts of courage along with those that you will be taking soon.

Ex: I joined a networking group; I spoke in front of a group; I hired a business coach



**PART FOUR: DECLARE WHO I GET TO BE
TO ATTRACT WHAT I HAVE
WRITTEN ON MY PLAN**

Use your creative side on this part; think of this statement as a starring role in a part you are playing where you are the rock star; give your BEING a title; shift your BEING to go from pitiful to powerful – moment to moment.

A large, empty rectangular box with a light blue gradient background, intended for writing a personal declaration.