

Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans

5 Perfect Customers in 5 Weeks Program

CRYSTAL CLEAR AND FOCUSED

My Core Values

Starbucks Coffee founded in Seattle, WA



Howard Schultz, Founder of Starbucks, was turned down by many, many investors before he actually found one. His first investor was a neighbor who happened to be over having coffee with his wife one day, where Howard's wife was sharing with the neighbor about her husband wanting to get this business started. The neighbor went home and told her husband about it and then the next day the neighbor's husband and wife came back over. Howard Schultz shared about his ideas for this Starbucks Coffee with the neighbors. To everyone's amazement, the neighbor pulled out a personal check for \$100,000 and said, "Here I hope this will help you get started."

What can you learn from the story of Starbucks?

This story about the start of Starbucks attracting their first investor is what we call **Strategic Synchronicity**. In other words, when you define what you want to attract in a certain type of relationship — in the story above the relationship was a financial investor — you become clear and focused about what you want to attract. Your **Strategic Attraction Plan** is the starting point that says that you are ready to receive and then by virtue of the Law of Attraction, you will draw synchronistic opportunities such as this one. **Strategic Synchronicity** is what we call opportunities that seem to come from "out-of-the-blue" almost magically. In reality when this starts to happen, it's a validation or confirmation that your attraction plan is working, and more is on the way.

Whole Foods was founded in Austin, Texas



The first store was known by locals for their feel good environment, as well as, a wholesome product-line. This combination made them a success locally first and globally later on.

Additionally Whole Foods Markets was one of the first grocery stores to offer organic produce, locally grown products and make healthy products available to people as an alternative to brand labels.

Ever notice that you feel better after you've gone to their store? How about when you use

Module One

products that support your healthy lifestyle? Perhaps you have also noticed that when you have a question, the people that work there are very knowledgeable about their product-line and are eager to help you make the best selection. Plus, whether you have thought about it or not, you probably like how you feel when you interact with an employee with a great attitude and know that a good attitude also reflects a healthy work environment... and you like that too.

What can you learn from a business like Whole Foods Market?

By going to stores like Whole Foods, you start to learn what is perfect for you and what you want in your business. Every business starts with an individual and a dream. The Strategic Attraction Plan helps you to clarify your desires by identifying what you like and what you want to attract.



What is your dream for your business?

Imagine that your business is like this tree shown here and all the hearts represent things that you love, are passionate about, and reflect the important values that you have about business and life.

Your business is about learning to paint a picture and fill in all the colors and the lines and the spaces and the shapes of what you find important to you.

Ask yourself...What is perfect for me? What do I value most in my life?

Before you answer, try on saying:

“What is perfect for me is also perfect for the people that I attract. My PERFECT CUSTOMERS want me to have what I want!”

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Write down what you want in your business that is a reflection of what is most important to you in business and in life. Use real life business examples that you are familiar with such as the ones given above and demonstrate what you will provide in your business.



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Who is my Perfect Customer?

Describe Your Perfect Customer Relationships

Who are the perfect customers that you would like to be serving?

How would you describe them?

Who needs your services the most?

If you have been answering 'Everyone!' it's time to be specific about what IS a perfect fit for you. When you serve a specific and focused target relationship and market, you can be seen as an expert — and experts command more respect, sell more. They also earn more income because they are able to charge prices that are a match for their skill level, as well as, their reputation.

Strategic Attraction Planning: Part One

DESCRIBE THE QUALITIES, CHARACTERISTICS, AND ATTRIBUTES OF MY PERFECT CUSTOMER/CLIENT



Tip # 1: Define Your Perfect Target Market

Occupations: teachers, doctors, dentist, service professionals, governmental employees

Demographics: men, women, age range, income level, etc.

Geographic: local market, international, certain states, or countries

Preferences: likes and dislikes, such as: people who vote a certain way, love cats or dogs, gardening, jogging, etc.

Tip # 2: Every situation is an opportunity to notice what you want more of and what you don't want at all.

"I attracted someone who didn't keep our appointment and it caused me to be late for my other appointments that day. It seemed to me that this client didn't honor or respect my time by showing up late for our appointment and not calling to let me know."

My preference: My Perfect Customer calls in advance of our appointment to let me know when they are running late.

"My customer called me at 10:30 pm on a Friday night when I was exhausted from a full week."

My preference: My Perfect Customers call me during my business hours which are Monday through Friday 9 am until 5 pm.

“My customer told me my prices were too high and I should consider reducing the amount of commission I would make on the sale.”

My preference: My Perfect Customers pay my fees happily and negotiations are handled fairly for all parties.

Tip # 3: **The key is to write down your thoughts and ideas daily on your Strategic Attraction Plan.**

By noticing daily what you want more of, you begin to attune your attention to attracting more of what IS perfect for you rather than focusing on the negatives.

Tip # 4: **Play with scripting what you want your perfect customers to say.**

For example, my perfect customers say things like:

“You are an answer to my prayers.”

“I’ve been waiting to meet someone like you who understands my business needs.”

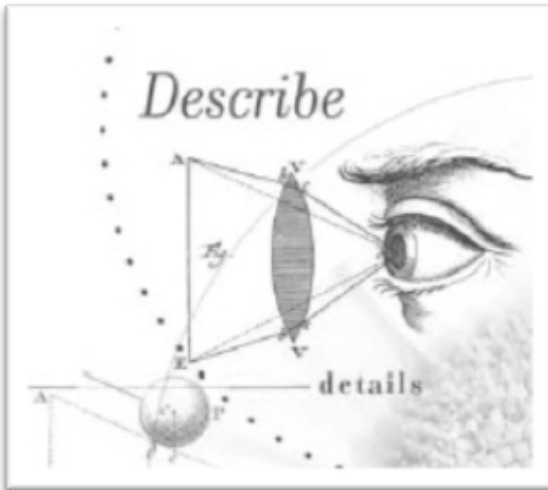
“I’ve recommended you to an associate of mine, and will give you a terrific testimony of your work.”

READY – SET – GO

Start Creating Part One of Your Strategic Attraction plan

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My Strategic Attraction Plan



Part 1: Describe the qualities, characteristics and attributes of a perfect customer/client.

- 1.
- 2.
- 3.
- 4.
- 5.

- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Write 15 specific things now and expand the list later. You are activating a powerful tool that will lead to business success. Connect in with your plan each day...5 Minutes in the AM/5 Minutes in the PM for maximum success and add what you are now noticing that you know you want to attract.

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What is Your SALES \$\$ NUMBER?

Imagine what your business would be like if you attracted 5 new perfect customers in 5 weeks. Let's do the math first.

\$ _____ Dollar Amount/1 - Perfect Customer Sale

X _____ 5 Multiply the amount times five

\$ _____ SALES \$\$ NUMBER TOTAL

What would your business be like with a cash infusion like the one you have written above? That amount could provide you with enough to...get your new website, start a college fund, invest in training or coaching, take a well deserved vacation...now start a list of five things that you will use for your business and personal success when you achieve your SALES \$\$ NUMBER:

1. _____
2. _____
3. _____
4. _____
5. _____

How are you feeling right now about setting your 5 in 5 Sales Number? More than likely you have more excitement about getting started because you are in touch with what is possible for you as you reach your first goal of getting 5 new perfect customers/clients in 5 weeks.

Describe how you feel in this moment and keep referring to this feeling during the next few weeks so that you keep this vision alive. Your feelings represent your thoughts.

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Being in Relationship with Your Numbers

Think of a sales goal like giving a specific address to deliver what you have ordered so that it comes directly to you. Without a goal, your business is drifting in an uncertain direction and you become easily enticed by every possibility — in other words, you can become distracted by something that **dazzles** you rather than something that **keeps you on purpose** with your sales game. When you measure your actions and how many perfect potential customers you attract, it becomes easier to close sales and create a base of loyal raving fans.

Weekly Measurement Goals (Goal / Actual)

_____/_____ # of prospecting calls

_____/_____ # of one-to-one meetings

_____/_____ # of appointments set

_____/_____ # of proposals

_____/_____ # of networking events

_____/_____ # of closed sales

_____/_____ Ratio of Calls / Closed Sales

Sales Goals

Amount Closed

Week One: _____

Week Two: _____

Week Three: _____

Week Four: _____

Week Five: _____

TOTAL: