

Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking

Refine and Reframe

Getting to Your Authentic Offering

Step Three of the Strategic Attraction Plan is about what is perfect for you when you are sharing your products and services with your perfect customers. As you specify the services, products, skills, and gifts being provided to your perfect customers, you are using this part of the plan to **refine** what IS perfect for you to provide product and service-wise. As a result, you are also creating your **sales and marketing offering that makes you unique and attractive to others.**

- **Here are a few questions to consider:**
- **What do I want to receive from my business and perfect customers?**
- **How do I want to be perceived by my customers?**
- **What do I want to offer to my customers?**
- **What do I want to give to others that is in alignment with me?**

In the space below, specify your talents, gifts, and skills that you may or may not provide to your customers. They may be things that you successfully utilize in your business to make it successful. These are things you do well, however, are not directly paid for; this makes you unique & attractive to your clientele.

EX: Sales skills, Marketing savvy, Writing, Joint Ventures, Networking, Corporate structure, Strategic Planning, Copy Writing, Finance, Investments, Accounting, Product Creation, On-line marketing....

Module Three

Specify your products and services that you do provide to your customers. These are things you provide that earn an income for you.

EX: Books, On-line Training Classes, Coaching Programs, Speaking at Events, Listing Real Estate, Selling Real Estate, Title Searches, Selling Expertise, Branding, Graphic Design, Custom-made Jewelry

PART THREE: SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME



In this part of the Strategic Attraction plan, list everything that you provide in your business as you have listed in the previous two boxes. These are what you love to provide to others; products you believe in and that you offer for sale, and your professional services that bring you alive each day. Include additional items such as business hours, days of the week you work with clients, prices you charge for each product/ service, and how you will be introduced to

your new perfect customers/clients. Write in the space below.

Module Three

Thinking of everything you want can be daunting! The following exercise will help you turn unwanted situations around and help you to transform your clientele list to be filled with those relationships that really are 100% perfect for you and your business.

The Magical Turnaround



Ever been stuck in the muck about a situation that seems to keep happening over and over again with more than one customer and seems to follow you where ever you go? Such as, a customer who is repeatedly late to their appointment, never pays their bill on time, doesn't follow your advice, or someone who challenges you so much that you wonder why you are even in this business!

Follow these steps and you can turn every situation around from a relationship disaster to a business success. You may even say it's **MAGIC**.

A True Story

A successful businessman, named Phillip, was the owner of a multi-million dollar business. He explained that he was close to giving up his successful business because of a situation he had recently experienced with one of his customers. Phillip explained that he had bent over backwards in his attempts to please this particular person. In fact, he had gone way beyond what he typically does with his other customers, yet the man was still unsatisfied. Phillip was so discouraged that he was inches away from leaving this business, even though he had made millions of \$\$\$. When Phillip was asked to ***SPECIFY WHAT HE WANTED HIS PERFECT CLIENTS to expect of him in a situation like this one, where he had bent over backwards to please someone who could not be pleased...he answered:***

“I want them to expect me to walk away knowing that I have attempted to do everything that I can to satisfy the situation. And to know #1.... I did my best to serve my customer and #2 if I still cannot satisfy them, I will walk away knowing that they were NOT my perfect customer in the first place.”

When something like this happens to you in your business, evaluate what you have gained from the situation. In the future, you will be more specific about what IS perfect for you in advance and be able to circumvent less-than-perfect situations earlier in the relationship.

Your Complaints are a Clue



What are you complaining about? Sounds negative, perhaps... only if you always complain and blame others for not having what you want.

Understandably you don't like to think of yourself as complaining, however, with this exercise complaints serve you to understand what you do want, and can be a vital piece to Step Three of your Strategic Attraction Plan which is to **SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME.**

Your complaints are a clue to show you what you want to attract in the future. For a moment, consider looking at your complaints like two sides of a coin. One side of the coin is a complaint about something you are attracting that you DON'T want and on the other side is what you DO WANT.

My complaint is that my client is late for every appointment...which is NOT perfect for me.

Write out your top complaints below:

1.

2.

3.

4.

5.

REFINE and REFRAME what you do want instead of what you are attracting.



“What would be perfect for me is to confirm all appointments in advance, provide my cell phone number to call and ask them to call me if they are running late.”

REFINE AND REFRAME my complaints:

1.	
2.	
3.	
4.	
5.	



PART THREE: SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME

Add the additional items that you NOW know that you want your perfect customers to expect of you WHEN situations arise that you previously used to complain about!

Now you know that your complaints are a clue to show you want you want to attract, you can REFINE and REFRAME every situation to be one that is a perfect outcome for you.

A large, empty rectangular box with a light blue background and a thin purple border, intended for the user to write their specifications.

Imagine ~ Dream Big ~ Have Fun

My Perfect Customers want me to have EVERYTHING I want!

This is what I WANT My Perfect Customers to expect me to have...

In my Business:

In my Personal life:

In my Community life:

In my Spiritual life:

In my Family life:

In my Romantic life: