

Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans



5 Perfect Customers in 5 Weeks Program

THE BIG WHY

What Makes You and Your Perfect Customer Tick?



The next step in your Strategic Attraction Plan is to identify the deeper meaning why you are in the business you have chosen, in other words, your BIG WHY.

When you identify what makes you tick, you will start to understand how it relates to all aspects of your business and life.

Additionally, since you will be attracting people who resonate with similar core values, they are drawn to what makes you tick because it matches their own BIG WHY.

What makes you tick is the heart and soul of the Strategic Attraction Plan, where you turn on your inner light brightly so that others will see YOU.

Some also call it mission of service, others call it a purpose and their passion...it's all in the same family! What are you passionate about? Write a few things you love below:

The most significant relationships that you have attracted are your best friends and clients you have been involved with the longest, and are the people who tick to the same beat as you. Many times, however, we haven't thought through the real reason why our long-term clients have stayed in relationship with us. Below is a story that describes this very thing about how the lights came on for a businessman during a coaching session where he got to experience what it was like to get what made him and his perfect customers tick.

This businessman, named Bill, was sharing about one of his long time Financial Planning clients. This person was someone who had referred many new clients to Bill and who he had maintained a very lucrative business relationship with for over 20 years.

Bill's Story: Getting to What Makes Him and His Perfect Customers Tick

I asked Bill to tell me what he believes makes his loyal customers tick.

“Well...I never ask that kind of a question! I've never even thought about it; I just thought my best customers and I stayed together so long because we are both making money.”

Then I said, tell me something about one of your favorite long term customers. He picked someone named Stu.

“Stu is a family man. He wants to take good care of his children. He wants his family to have things better than he did when we was growing up. Stu wants to leave them the financial stability that he never had. He is willing to give them money when they needed it at special times in their lives.”

Then I asked Bill to **GUESS** what **MIGHT** make his client named Stu tick?

“I would guess that what makes him tick is his family. He is someone who is all about Building a Legacy for his Family!”

All of a sudden, Bill looked like a deer in the headlights!

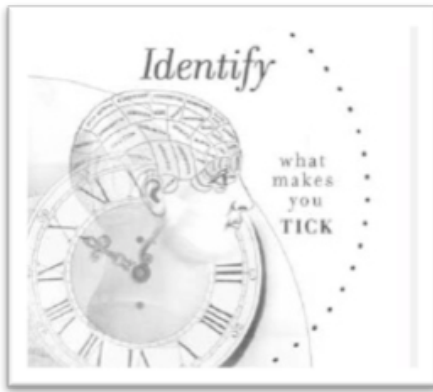
As the words left his lips, Bill saw for the first time that he was just like Stu and that what

Stu wanted for his family was exactly why he had gotten into the financial planning business in the first place, 20 years ago, 3 children ago, when he was newly married.

His dream was that the financial planning business would help him build a legacy for **HIS** family too.

Yet for 20 + years, he had only seen that his long term customer relationships were about making money. His AH-HA moment during this exercise was that while making money with and for his clients was important, what kept some relationships together for the long haul was like he and his client Stu, they had developed a deeper connection and mutual admiration.

Bill was amazed to learn that his business relationships are lucrative, as well as, about being committed to the same things in their life.



PART 2: IDENTIFY WHAT MAKES YOU AND YOUR PERFECT CUSTOMERS TICK

This part of your plan could be the game-changer for you in all of your relationships. Once you do this exercise, you begin to have a deeper knowledge and information about yourself and your purpose, vision, mission, and motivations. It gives you the BIG WHY. PLUS when you get what this is for you, you are also starting to understand what is important to those customers that are attracted to working with you. Your understanding of what makes **you** tick creates that

foundation for connecting with others who become customers as well as loyal raving fans. Enjoy your TICK discovery lesson.

To begin, ask yourself the following questions:

- What is most important to me in my life?
- What is the most important thing in the world to me?
- What motivates me to get out of bed in the morning?
- What do I really love about my life?
- What do I want to achieve before I leave this world?
- What am I doing when I most love my life?
- What do I feel that I am meant to be doing more of?

Next, circle the words that you used to answer these questions. These words are the ones that strike you as the most important. Write the circled words in this box randomly without trying to make sense of them.

Module Two

Looking at these words, see if you can put a sentence together using some of the words that would describe the most important things in the world to you. Feel free to add words too.

What makes me tick is...

Examples:

- **What makes me tick is building a legacy for my family.**
- **What makes me tick is working with people to discover a deeper connection creating heart-centered businesses and lives.**
- **What makes me tick is creating beauty with an element of magic in my work.**
- **What makes me tick is expressing the gift of love.**

When you get your tick, it will feel like things clicked into place in your understanding of everything that is important to you. A physical reaction could happen, like tears may come to your eyes, or you will have a big grin from ear to ear, or maybe even you will laugh out loud.

*How you know that you have gotten what makes you tick?
Remember it's a process!*

THE BIG WHY

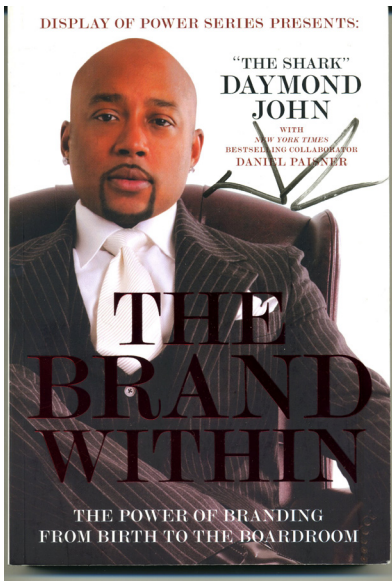
Branding Words together with Your Tick Words

Once you have created your TICK statement, you are ready to look at how it connects with your marketing and brand.

Your tick statement is private and may be something so dear to you that you wouldn't want it advertised in your marketing materials. However, here is a way to make sure your tick statement is integrated into your brand.

Your brand is similar to your tick statement in that – it should identify you, it should help define you, it should make you memorable, and give people a shortcut experience to thinking about you. The main thing that is that you first understand that what makes you tick IS your inner purpose.

This purpose drives you to be successful in your business; it's even stronger than your desire to make money because it will keep you going when you confront the challenges and when new hurdles appear your inner strength will help you to go further than you thought you might be able to go. Your tick will shine through in the toughest moments.



“From the day you’re born, you’re branding yourself as one thing or another. You are what you eat. You are what you wear. You are what you drive. You can’t help yourself. Might not even realize what you’re doing, even as you’re doing it. Until the day you die, you’ll advertise your character, your integrity, your passion, your faith, your background....all on the back of every choice you’ll ever make as a consumer of goods and services and ideas, from the clothes you choose to wear to the person you choose to marry to the house or apartment you choose to occupy. Every move you make will establish or re-establish your position, and shape and re-shape how the world looks back at you.”

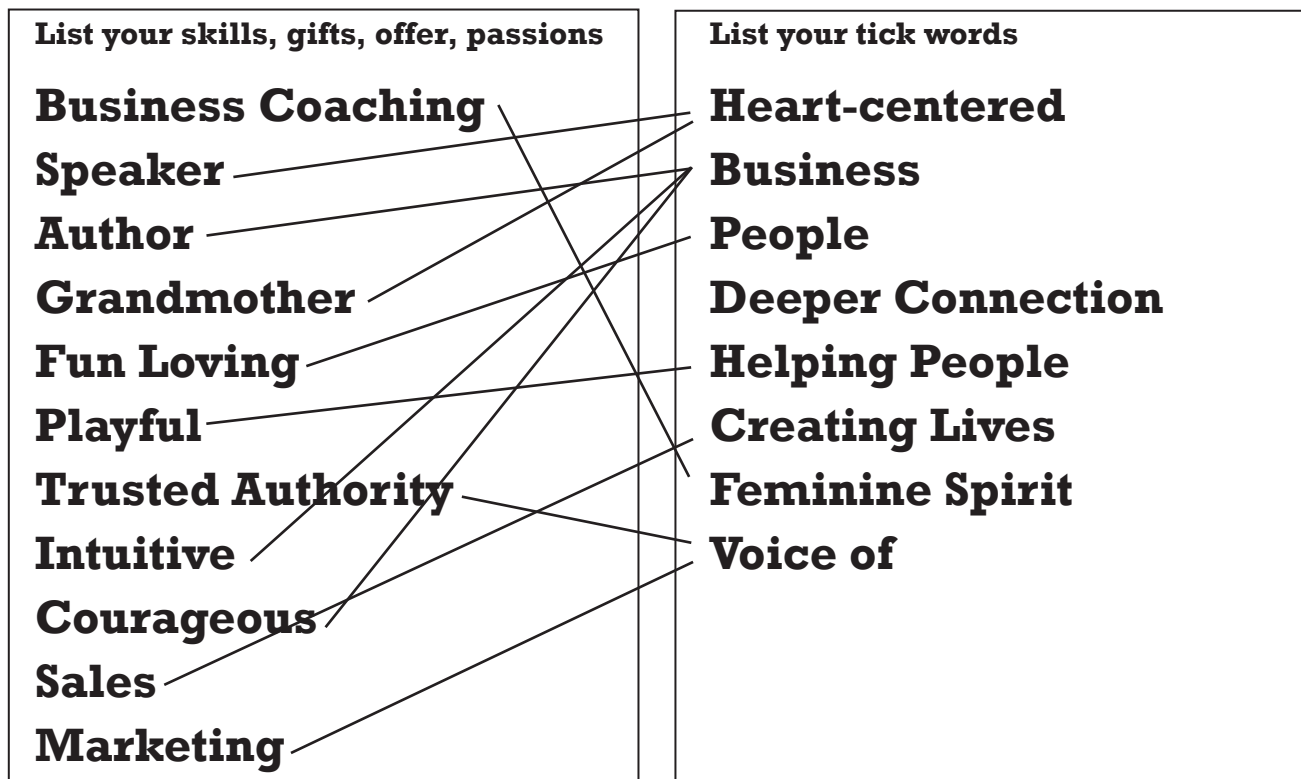
— excerpt from The Brand Within

Your Tick Words Create Your Branding Words

In the following exercise, you will take your Tick Words and match them with your Skills, Gifts, Offering, and Passions. As you match different word combinations, you start to see different ideas about how to brand and market yourself. Have fun with the process and see what different ideas come up with when you do this for yourself.

As you can see from the examples shown below, there are countless ways for someone to speak about their core values. Your perfect customers will be attracted to the combination of your words and often it is the exact magnetic draw that got them to you in the first place.

At the very least, it's a great conversation starter!!! Follow the example shown below to create your own word combinations.



See how many ways you can connect the dots!

- Feminine Spirit Coaching
- Heart Centered Speaker
- Grandmother of Heart Centered Business
- Fun loving people
- Helping people be playful
- Trusted Marketing Authority
- Business Intuitive
- Creating Sales Lives
- Courageous Business Owners

Now it's your turn to play with your tick word combinations.

List your skills, gifts, offer, passions

List your tick words

Connect the dots