

Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans



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STEP ONE - DESCRIBE:

the qualities, characteristics, and attributes of my perfect customer



Type of Relationship: _____

Customer, client, web designer, brother, sister, mother, father, ex-husband, soul mate

Describe what does “perfect for me” look like?

Have you ever had a perfect customer? What was perfect about them?

Paint a picture of your perfect customer or client. Use lots of adjectives.

Think of the traits of people you’ve already met who are perfect for you, as well as new traits.

How and where will you meet?

Be specific.
Be picky.

Keep adding and noticing. What are characteristics of people who are not so perfect for you?

Use these to craft a description that is the opposite and more perfect for you.

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STEP TWO - IDENTIFY:

What makes you and your perfect customer TICK?



Getting what makes you tick is the most important thing that you can discover for yourself because it is the foundation upon which you will build a successful heart-centered business.

Select a few key words, from what you have written above, that act as a sort of a “code” holding the energy of all you have written. Write them below.

My name is _____ and what makes me tick is:

It’s a process. When you get to the bottom of your tick, you don’t have to explain it. While everyone may experience it in a different way, it always seems to be an ah-ha moment. You might:

- Laugh out loud and want to cry at the same time.
- Smile from ear to ear radiating light from your face.
- Say something like: “that explains everything”.

While Part 1 is a long list of qualities and attributes, Part 2 is **one statement**.

Refer to CHAPTER 8 of Attracting Perfect Customers page 75.

Based on the Law of Attraction, like attracts like, therefore, what makes you tick is also what makes your perfect customer tick.

Use the following questions to deepen your understanding.

Finally, write down one sentence that combines your answers to all of the following questions:

What do you want to achieve before you leave this world?

What are you doing when you most love your life and feel that you were meant to be doing this more?

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STEP THREE - SPECIFY:

What you want your perfect customer to expect of you.



The clearer you become in what you want, the easier it will be for your perfect customers to be attracted right to your door or website.

This is the stage of your Plan where you shut the door on sacrifices, and suffering. You get to say... what YOU WANT your Perfect Customer to expect of you.

The clearer you become in what YOU WANT your most perfect customer to expect of you, the easier it will be for them to manifest in your life.

In Part 3, list and consider every detail that is important to you including, and not limited to, how activities and interests, your availability physically, emotionally, mentally, and spiritually, your financial status, etc.

Remember, your Perfect Customers want for you what you want.

That means getting SPECIFIC about what YOU REALLY want.

This is the KEY that opens the door between you and what you say you want.

