The #1 Strategy for Creating Lucrative Loyal Raving Fans

Coaching . Training . Speaking

STEP ONE - DESCRIBE:

the qualities, characteristics, and attributes of my perfect customer

à.	Type	of Rel	lations	hin
3	I ype	of Kel	ations	mp:

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.

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking

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.

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?

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".

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking

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.

3 | Page ©2014 www.perfectcustomers.com

The #1 Strategy for Creating Lucrative Loyal Raving Fans

Coaching . Training . Speaking

STEP FOUR - DECLARE:

Who you have to be to attract what you say you want.



In this moment, what is important for you to recognize is that you must be ready to BE the person who attracts this in your life.

> In Part 4 you are going to declare your BEE-ing and give yourself (your BEE-ing) a title.

> In other words, what would be the BEE-ing of someone who accomplishes everything you have said you want in Part 3?

Whatever you have written in Part 3, will happen in direct relationship to who you are BEE-ing.

You must first step into the BEE-ing of someone who attracts what you have written; it is a declaration first and then taking actions that draws your desires to you!

Who do I get to BEE to attract what I say I want? And then give this BEE-ing a title.

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking

STEP FIVE - ACTIVATE:

Make a List of Upur Goals & Next Most Attractive Actions



It's time to put everything into motion by taking actions that are in perfect sync with your Strategic Attraction[™] Plan.

Take an attractive action today.

"Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off, and does something about it who makes a difference." - Nolan Bushnell

A dazzling distraction is anything that takes you off course.

When you're undecided, it's because you're not taking actions that are connected with what makes you tick.

An attractive action actually moves you forward. It keeps you on course.

An attractive action produces a specific measurable result, and that result makes you feel good.

Trust your gut feelings, your intuition. Even if you find out that an action was not in your best interest, you will now be able to make an adjustment more quickly.

Our mission is to transform the way business is done in the world by having Strategic Attraction[™] Planning be the foundation for attracting a global community of 6 million people who are awakening to their divine potential and creating more peaceful, joyful, satisfying relationships in their business and personal life.