

# Attracting Perfect Customers

*The #1 Strategy for Creating Lucrative Loyal Raving Fans*



Coaching . Training . Speaking

## Strategic Attraction™ Planning Workbook:

*Attracting Customers and Clients  
who are a Perfect Fit For You!*

The Strategic Attraction™ planning process will assist you in clarifying your core values.

Your inner alignment with your core values is the key to successful relationships and powerful partnerships in your business and personal life. By investing the time to discover what you want and what is important to you, and aligning with that first, you'll find the pay-off later.

There is no better way to expand your imagination and creative genius in business, advance yourself and your cause in the world or attract more perfect customers and clients, sell more products, and build a massive list of Lucrative Loyal Raving Fans!

**It's worked for so many others and it will work for you too!**

# Strategic Attraction™ Planning For Business and Personal Relationship Success

Our goal is to change the way business is done in the world.

A great way to add value to your investment of time and money in Strategic Attraction™ Planning is to take the time now to listen to the recording and notice what you resonate with and use that to refine your plan.

The magic, of course, is in the transformation that takes place inside of you as a result of you trusting the Strategic Attraction™ Planning process, and the proof of that transformation is you noticing the contrasts in your thinking, feeling, actions, relationships, and results.

## Here is what to look for:

- An increase in perfect customers and relationship interactions.
- Financial windfalls coming your way.
- Opportunities that open up and are better than you imagined.

## Here are links to your recordings:

### 90 min Recording Attraction Planning class led by Jan H. Stringer



<http://www.byoaudio.com/play/Wwhl5HcT>



<http://perfectlove.byoaudio.com/files/media/49d7afc0-8f12-831b-c1b4-2adf2b0db729.mp3>

### 90 min Class Recording Attraction Planning class led by Alan Hickman



<http://www.byoaudio.com/play/Wh3KnBqT>



<http://perfectlove.byoaudio.com/files/media/49d7afc0-8f12-831b-c1b4-2adf2b0db729.mp3>

# Strategic Attraction™ Planning For Business and Personal Relationship Success

## Contents

### Part 1: Getting Started

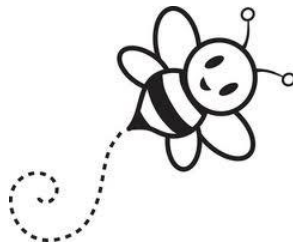
- What you will receive in this workshop.
- Goals and Intentions for this workshop
- My Focus Relationship Group

### Part 2: BEE-ing Attraction Plan

1. DESCRIBE: the Qualities, Characteristics, and Attributes
2. IDENTIFY: What Makes Me & My Perfect Relationships Tick
3. SPECIFY: What I want my perfect relationships to expect of me
4. DECLARE: Who I get to BEE to attract what I say I desire

### Part 3: Getting into Relationship with your Plan

- ✓ Connect Daily to your plan
- ✓ Notice what you want more of / less of
- ✓ Notice what is perfect for you
- ✓ Take part in a BEE-ing Attraction MasterHeart Group



**BEE-ing is our play on the word being.** *"According to all known laws of aviation, there is no way that a BEE should be able to fly. It's wings are too small to get it's fat little body off the ground. The BEE of course, flies anyway. Because the BEES don't care what human's think is impossible" - The BEE MOVIE*

*"If you are distressed by anything external, the pain is not due to the thing itself but to your own estimate of it; and this you have the power to revoke at any moment" - Marcus Aurelius*

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### **In this workshop, you will receive:**

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- ✓ Clarity & Focus about what is a perfect 'fit' for you
- ✓ A tool to avoid "Dazzling Distractions" and help you take attractive actions.
- ✓ A way to help you feel more alive, radiant, and attractive in all of your relationships.
- ✓ Be in touch with what is perfect for you and stay connected to what you want to attract, to have amazing results.

**What is the 'COST' of one less-than-perfect customer, client or personal relationship?**

If you have ever had **even one** unsatisfying customer or personal relationship, or someone that you nicknamed the 'relationship from hell' ...then you know how your energy can be consumed 'trying' to make it turn out differently. And in the process of attempting to change what will never be right, you lose your power, confidence and feel zapped inside. Sound familiar?

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### **TAKE THIS SELF-TEST ABOUT YOUR CURRENT RELATIONSHIPS**

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- 1. Would you describe your current clients and relationships as 'perfect' for you?**
- 2. Is it your belief that you don't know how to 'market' yourself in your business or in dating?**

*"Your action has nothing to do with your abundance! Your abundance is a response to your vibration. Of course, your belief is part of your vibration. So if you believe that action is part of what brings your abundance, then you've got to unravel that." --- Abraham-Hicks*

Strategic Attraction™ Planning  
For Business and Personal Relationship Success

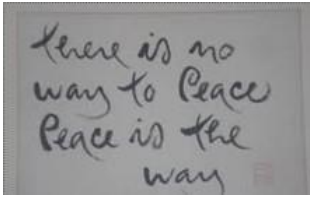
3. Have you ever said, “I'm not good in sales and marketing (or dating)” and don't know how to meet prospects for your business or personal life?
4. Where would you like an immediate shift in your business and /or your personal life?

**Our Definition of Marketing = BUILDING RELATIONSHIPS**

**If you have built a relationship with one person you can  
successfully market any business!**

My Intentions for this Workshop

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Definition of Intention: Something that you are willing to stand for happening without evidence that it could possibly come true.

Example: Being debt-free; filling my calendar for next year with a waiting list; being in a romantic partnership.

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Now set your Intentions:

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

*"You are either withholding your love in fear or giving your deepest gifts." - David Deida*

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## My Goals

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Definition of a Goal: Something you are aiming for that can be measured and / or counted. Something that is an ultimate outcome and you can see that it has happened and if this happened, you would be thrilled. Example: 5 new clients, 2 new accounts, \$10,000 in sales; my website is launched

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Now set your Goals that will be accomplished as a result of your participation

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

*“The world is as you are. Develop unbounded awareness and the Universe will be yours.” – His Holiness Maharishi Mahesh Yogi*

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## My Focus Relationship Group

Identify the types of relationships that are most important to you in your life, and your business. Examples of types of relationships are:

- Customers: corporate, entrepreneurs
- Vendors: suppliers, service providers
- Employees: assistant, bookkeeper, sales, project coordinator
- Partners: co-owner, investor, managers, team leaders
- Romantic: dinner date, soul mate, husband, romantic partner

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List all that pertain to you & circle one relationship that will be the focus for this workshop. You can create an Attraction Plan later for other relationships. For the purpose of this workshop, **pick only ONE type of relationship.**

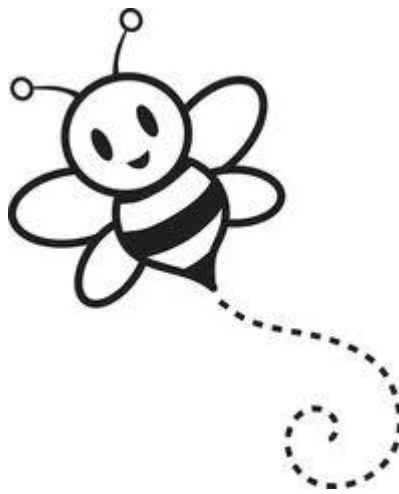
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*Neanderthal - "When human's did not understand law of attraction and boldly blundered forward doing things just for the sake of pleasing others rather than satisfying Self and ultimately connecting with source energy." - Abraham-Hicks*



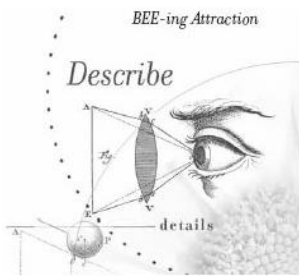
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## PART 2: Strategic Attraction™ Planning Process



*"Awareness is always the first step because if you are not aware, there is nothing you can change." -- Don Miguel Ruiz*

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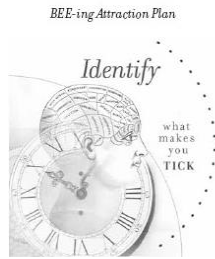
## Step 1: DESCRIBE the Qualities, Characteristics, and Attributes

of my perfect \_\_\_\_\_

*Tips: Go hog wild writing as many descriptions as you can think of and add to this list daily! Use this part of the plan to paint a picture of that perfect relationship, and exactly how you would want it to be if you could wave your magic wand. Use other people as your examples of what you want to attract more of, and notice what you are attracting around you.*

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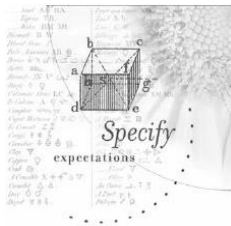


## Step 2: IDENTIFY what makes me and my perfect relationships tick.

**Tip: Dig for “the Gold”** ...*What makes me tick? What am I 100% committed to? What would be so important to me that it just wouldn't be worth it, if I didn't have this? Keep delving deeper. You know that you have struck gold when you can feel a resounding “yes” in your inner core. Make this a simple statement, just one sentence.*

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**Step 3: SPECIFY what I want my perfect relationships to expect of me.**

**Tip: Complaints are a Clue**

*What am I complaining about not having or having and not wanting?  
Also, add your goals to this list, more than likely you were complaining  
about not having what you wrote down for a goal! Remember that your  
'perfect' customers and other relationships WANT you to have what you WANT too!*

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**Step 4: DECLARE** who I get to “become” to BEE more attractive and to attract what I say I desire.

**Tip: This is a “BEE-ing” List (not a doing list!) When you DECLARE something, you have just said....‘this shall be’ like the Declaration of Independence. You get to create moment to moment who you get to BEE or BEE-come that will shift any situation instantly. Experience it for yourself, as you practice developing the art of shifting your BEE-ing by your declaration.**

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## **STEP 5: ACTIVATE** - Make a List of Your Goals & Next Most Attractive Actions

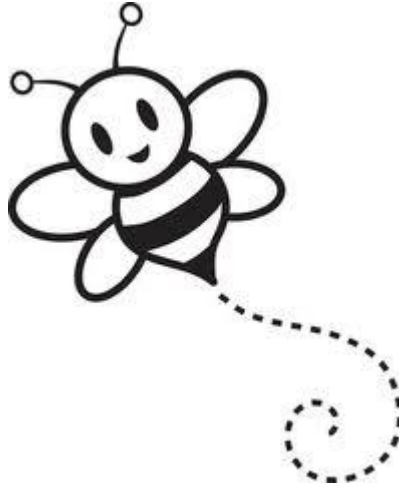
An ATTRACTIVE ACTION is in alignment with you, your plan, your core values and your being. A dazzling distraction is anything that takes you off course. If it sounds too good to be true, it is! That's a dazzling distraction.

An attractive action actually moves you forward. It keeps you on course. It fulfills your purpose. It is in alignment with what makes you tick. An attractive action produces a specific measurable result, and that result makes you feel good. Now is the time to take BOLD ATTRACTIVE Actions.

Tip: Attend 3 networking events this week. Make 5 marketing calls and follow up emails each day. Design my product package. Hire a Copy Writer. Meet with Website Designer.

**List your top 10 Goals + attractive actions I will take + Completion**

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## **PART 3: BEE-ing in Relationship with your BEE-ing Attraction Plan**

Your BEE-ing Attraction Plan is the process, not the answer.  
It's about personal transformation and evolution, which will be  
reflected in your business and personal relationship results.

*"A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be." - Tom Landry*

# Strategic Attraction™ Planning For Business and Personal Relationship Success

## Tips for BEE-ing in Relationship with your SAP

### ✓ **Connect Daily to your plan:**

Review the 4 parts of the plan, make additions or changes. If you only add one thing each day, you will notice results. If you only have time to do one part of the plan, review what makes you tick. If you want to produce an extraordinary result, connect with your plan for 5 minutes! It works!

### ✓ **Notice what is PERFECT for you:**

During the course of a day, examine different situations and ask yourself “is this perfect for me?” If the answer is YES, then you are on the right track. If the answer is NO, then ask yourself “if this is not perfect for me, what would be?” Then write your answer on your plan.

### ✓ **Notice what you want more of / less of:**

During the course of the day, notice what you want more of and add that to your plan. For example, if a waiter at lunch paid extra attention to you, and you liked that – then write what you noticed on your plan. If you had a person in your business show a side that you didn’t like, notice what you didn’t want any more of that quality, and write down what you do want more of / less of.

### ✓ **Take part in a Strategic Attraction™ MasterHeart Group:**

You need accountability, yes....and you need people who will listen to you without judgment and without editing your comments. You also need the power that comes with group consciousness to bring your bigger goals forward. Here is how we use the SAP along with the MasterHeart process to have extraordinary results, and shift who we are BEE-ing at the same time.





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## Strategic Attraction™ MasterHeart Process

This process naturally gives each individual the experience of listening to and being listened to in a way that naturally results in the recognition of Spirit, or the beloved in all people.

Our visions become manifested into reality at the point when we can see, feel, believe and experience how it will feel when they become actualized. When your visualization becomes a reality, it will seem like a natural outcome to you because you start living your dream long before seeing the fulfillment of it. Using the BEE-ing Attraction Plan as the heart where all great ideas and thoughts are recorded, will help you to make the necessary shift that will produce new results.

For example:

Sue shared about a situation she was having in her new relationship. At that time she was stumped about what to do next, she was tired of receiving similar situations over and over again.

After she shared, she invited members of the group to share their intuitive ideas, thoughts and ideas about how she could handle the situation in a new way. At this point, Sue was just to listen and let in the contributions from the MasterHeart group. Each person shared and someone recorded the ideas for her, so that she could just receive.

Then the facilitator asked Sue two questions:

1. What would you like us to hold for you this week?
2. What could you add to your Strategic Attraction™ plan that would help with that situation?

Each and every time that this process is done, using these simple steps, the result is transformation.

“One never learns to understand anything but what one loves.” – Johann Von Goethe

## NOTES

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## Summary:

Step 1 – DESCRIBE the qualities, characteristics, and attributes of my Perfect JV Partner. Let go of being everything to everyone. When I am clear and focused around perfect fitting relationships, it increases the number of people who are attracted to me; they feel or notice your common connection.

Step 2 – IDENTIFY what makes me and my perfect customer TICK. Getting what makes you tick connects the dots to your purpose, passions, and core values. From the day you're born, you're radiating "The Brand Within". It is the unique energy that precedes you, and it is what is remembered about you.

Step 3 – SPECIFY what I want my perfect JV partners to expect of me. This is where you say what is perfect for YOU. When YOU adore your offering and believe completely in the value of it and its benefit to your JV partners, you will not be able to wait to connect with everyone on your top 100 JV List.

Step 4 – DECLARE who I get to be to attract what I have on my plan. Our Success Formula is BE – then DO = HAVE. Creating a clear DECLARATION shifts your being from one of less than (poor pitiful me) to one that embodies the actual presence that you want to portray to others. People see you as this when you walk in a room or call them on the telephone. All great things begin with a powerful declaration.

Step 5 - Take Attractive Actions and Avoid Dazzling Distractions. If it sounds too good to be true, then it is. Trust your intuition, follow your gut. Dazzling distractions are actions that take you away from your path and possibly keep you up at night worrying about your decision. Simply ask yourself: What are the next most attractive actions for me to take right now? Then do that!

# Strategic Attraction™ Planning For Business and Personal Relationship Success



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Business Coaches, Best Selling Authors, Enthusiastic, Playful Speakers.



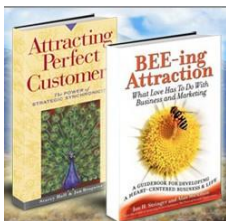
Jan formed Perfect Customers after an extensive background in Corporate America in the area of Sales and Marketing ranging from Sales Executive to VP of Sales. Asked what her specialty is, Jan would say: “Being a Zen Master of Closing Sales.” Additionally, Jan has a Visionary perspective of what it takes to grow a business from taking an idea for a product and service all the way to the creation of a sustainable business doing what you love fulfilling on your purpose while making a profit.



Alan became a partner in Perfect Customers after a series of synchronistic turns and opportunities. Initially attracted to the Perfect Customers training programs and the Attracting Perfect Customers book, Alan proved that it worked in the real world of corporate sales and marketing. He applied the training in the company where he was Director of Sales and Marketing. His results were immediately noticed company-wide where he was able to decrease the cost per lead-to-closed sales ratio by 4 to 1. He made a career decision to join Perfect Customers and has been a major contributing partner.

PerfectCustomers, Inc., programs include: 30-Minute Business Breakthrough Sessions, Speaking, Private and Group Coaching, VIP Strategy Sessions, On-line Study Programs, and The Strategic Attraction™ Certification and Training (SACAT) program.

Go to: [www.perfectcustomers.com](http://www.perfectcustomers.com)



## **Our published books:**

**Attracting Perfect Customers:** The Power of Strategic Synchronicity

<http://bit.ly/PerfectCustomersBook>

**BEE-ing Attraction:**

What Love Has To Do With Business and Marketing

<http://bit.ly/BEE-ingAttractionBook>