

## Chapter THREE



### What Makes You Tick?

*“What makes me tick is working with people to discover a deeper connection to create heart-centered lives and businesses.”* —JAN H. STRINGER

AFTER years of working with people to get in touch with what is most important to them in the world, what they are passionate about, what their core purpose is, their Soul's Title, what makes them tick—Jan had an ah-ha moment for herself! Her moment might seem to be obvious to someone else; however, to her what was revealed in that instant is truly what makes her tick.

Jan describes her experience:

*“I was speaking with our publisher at Wyatt-MacKenzie, Nancy Cleary. Nancy had offered to review the progress of this manuscript to see what needed to happen next. Before I sent it to her to review, I spent over twelve hours implementing changes suggested by my editor, redrafting chapters, moving the sequence around, and so on. Then I sent it out to Nancy to take a look. When we spoke again to discuss her findings, Nancy was very quiet and not her normal, bubbly self. I felt a bit uneasy inside and was starting to fear what I might hear about my writing. I noticed as Nancy spoke that I felt defensive inside and a bit of anger rose up. I bit my lip to keep from saying something sharp in retort. When I noticed my emotions I knew this was a signal that something was not feeling right to me. I heard the suggestions being made but was internally rejecting them. Finally I spoke up in as polite a manner as I could muster, saying that there was something missing in this conversation.*

*What blurted out were my true feelings that had never been fully expressed until this book was attempting to emerge—the*

*carrying forth of our teachings on a deeper level. Later after we hung up, I realized that I had just birthed my tick, and the essence of this second book—stories that illuminate the work I've done with our clients! It's the BEE-ing in action. I chuckled to myself, which is something I have come to recognize as a sign that the truth has been revealed, that after all of these years I had finally come to truly understand, and appreciate, my own true purpose.*

*I realized when I started the business and the first book was written, it was all about sales and marketing; however, what was inside of me now was the desire to work with people in a deeper, more heart-centered way. It explains why every 'advanced-level' program focused on what makes a person tick, what makes their heart sing."*

The nature of determining your tick is revealed to you over time and cannot be forced or pushed out. It is something that only you can say is your tick. While others can listen and help you decipher what is most important to you, only you know what resides in the core of you.

*"Doing the BEE-ing Attraction Plan helps me align my compass to my North Star." —Sharon*

The BEE-ing Attraction Plan, and all of the work that we have taught over the years, revolved around the importance of understanding what makes a person tick. Business owners have often stepped over the fact that what makes the best client relationship is when you are clear about what makes you tick. The Law of Attraction helps you to understand that our perfect relationships tick to the same beat—like attracts like—and you can probably confirm that your best relationships are the ones that share this common purpose.

Take for example, Bill, senior partner in a new firm. Bill had invited our company to work with them in creating a BEE-ing Attraction Plan for their new partnership. When the process came to the part of the plan about what makes their perfect client tick, Bill stopped the discussion and set his pen down.

### *What Makes You Tick?*

He looked up and said, “For the last two weeks that I have been anticipating this meeting, I have been dreading this appointment!

Every time the phone rings, before I pick it up, *BEE-ing Attraction* a perfect client or am I going to have to get rid of them?”

“Then the other day Grouchy called.” He explained that Grouchy was one of his longest standing clients that started working with Bill when he started in business twenty years ago. They nicknamed him “Grouchy” because he always had a doom-and-gloom attitude. He always said something negative and everyone in the office joked about him when he called and avoided answering his calls. Then Bill went on to say that Grouchy had called and asked to cash in a part of an investment in the amount of fifty thousand dollars. Bill had kidded him saying, “Why do you need fifty thousand dollars?” Then the client explained that he had one kid getting married, one starting college, and one who needed to buy a car.

At this point in the conversation, Jan interrupted Bill and said she would like to ask him a question. Jan asked, “Bill, if you had to say what makes Grouchy tick, what would you say?” Bill said, “Oh, I have never asked him such a thing.” Jan said, “Well, if you had to guess, what would you say?”

Bill paused to reflect on the question and then said, “This man is someone who cares about his family and that is why he invested his money—he wanted his family to have it better than when he was growing up.”

Jan said, “Great! Bill, seeing that about him, what would you now say makes you tick?”

Bill got this deer-in-the-headlights-look. He said, “I would say what makes me tick is building a legacy for my family—just like Grouchy!” Everyone at the table seemed amazed because as Bill had recognized that there was a deeper connection, one of the partners said, “I will never think of him as Grouchy anymore. I will only think of him as a legacy builder.”

Jan asked Bill what else had he seen for himself in this example.

He said, “I just realized that after all of these years of doing business with Grouchy, I thought I stayed with him just because our relationship

was financially lucrative for me. What I just realized is that what kept our relationship going over the last twenty years is that we both tick to the same thing!"

When you get to the bottom of your tick, it always seems to be an ah-ha moment. While everyone may experience it in a different way, some of the reactions that you might have when you truly get to your tick are:

- feeling scared;
- feeling tickled;
- laughing out loud and wanting to cry at the same time;
- smiling from ear to ear;
- radiating light from your face;
- feeling humbled.

What makes you tick is the most important thing that you can discover and is the centerpiece around which a heart-centered business develops. In essence, it is the heart of the business because it comes from the heart and soul of you!

*"I took to heart all the enlightened marketing guidance you gave me in the BEE-ing Attraction class, and I totally got what makes me tick. I was so excited by this clarity that I wrote it on my business cards and added it to my web site. However, the most powerful piece for me was when I created a thirty-second marketing piece from what makes me tick and combined it with the powerful metaphor you shared with me. It expressed exactly what I do so powerfully that, when I stood up and shared, everybody's mouth dropped. It set a whole new standard for thirty-second marketing pieces, and after the lunch people were flocking to my booth." - Melody*

From BEE-ing Attraction by Jan H. Stringer *and* Alan Hickman

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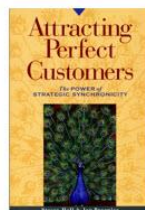
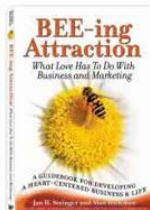
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