

*Presented by:*

## **Attracting Perfect Customers**

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



Coaching . Training . Speaking

## **Strategic Attraction™**

### **E-Planning Guide:**

*Attracting Your Perfect  
Joint Venture Partners*

The Strategic Attraction™ Plan will assist you to become *JV ready* !!  
Experience the joy of attracting mutually beneficial JV partnerships.  
This planning tool has been used effectively by tens of thousands of  
businesses world-wide.

*It's worked for them and it will work for you too!*

## Attracting Perfect JV Partners E-Planning Guide

### What to expect from doing this plan to

*Attract Perfect JV Partners:*

#### 1. Clarity & Focus

In this E-Planning Guide there is a step-by-step strategy for attracting exactly what you want to have in your business relationships and JV partnerships so that when you connect with people you will know instantly whether they are a perfect fit for your goals. When you use this strategy to become clear and focused, magic happens!

#### 2. Increased Confidence

As a result of taking the time to think through whom YOU want to work with and what is a perfect fit, you will be developing your relationship and marketing skills. This is vital when you approach different types of potential JV partners so that you project the level of confidence that says you are ready to play. The Strategic Attraction™ Plan is a process that will help you to imagine a clear picture of who you will attract before you actually meet them. That way, when you can see it...you start to believe it...and potential perfect partners appear....and you KNOW IT when you connect with your perfect JV's.

#### 3. Inner Alignment

The Strategic Attraction™ Plan defines your personal core values. Your inner alignment with your core values is the key to successful relationships and powerful JV partnerships. 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. So it pays to ask: What do I like? What is perfect for me? What do I want to attract more of in my business? When you do, you will find that the kinds of people that resonate with your own similar values are drawn to you, and the next most Attractive Action for you to take will be obvious and in alignment with your Strategic Attraction™ Plan.

Let's get started so that you can have a direct personal experience as soon as possible!

**First take the Lighthouse Test on the next page.....**

# Attracting Perfect JV Partners E-Planning Guide

## The Lighthouse Test

*Are you being a lighthouse or a searchlight?*



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

### Lighthouse Test:

Imagine a lighthouse standing strong and tall on the rocky shores of a beautiful ocean. The water is calm, the sky is blue, and there are many boats out to sea. But, out in the distance, a storm cloud is forming on the horizon. It is coming closer to shore very quickly. The sky is getting darker, the waves are getting rougher, and many of the boats are being tossed about on the water. As the rains and the winds pick up strength, so does the power of the beam of light emanating from the lighthouse. Some of the boats, anxious to move quickly to a quiet and protective harbor, are relying on this beam of light to guide them safely to the spot. The darker the skies become, the brighter the light shines. Now, imagine that the lighthouse gets upset because some of the boats are choosing not to come to its harbor. The lighthouse feels that it is not successful if it is not serving all of the boats in the sea.

*Suddenly the Lighthouse sprouts arms and legs and runs up and down the beach, waving its arms, doing its best to catch the attention of all the boats.*

*What do you think would be the result?*

Most likely, the boats that were depending on the light to guide them would by now be destroyed in the chaos and confusion. Other boats, led by their curiosity, may come closer to shore to get a better look at the spectacle, still others would be perfectly content to stay where they are...out at sea. Result: very few boats are served safely and securely.

**Here's the test.**

➔ *How often are you, your employees, and your co-workers operating like lighthouses standing securely on the shore attracting the boats (customers) that need your business with your light? (\_\_\_\_\_ % of time)*

➔ *How often do you run up and down the beach frantically looking for boats (customers) to serve (\_\_\_\_\_ % of time)*

**Your Perfect JV Partnerships and Customers will connect with YOU when you are clear about your business and STOP trying to be everything to everyone.**



# Attracting Perfect JV Partners E-Planning Guide



## **STEP 2: IDENTIFY** *what makes me and my perfect JV partner TICK?*

EX: What Makes Me Tick is working with people to discover a deeper connection to create heart-centered business and lives.

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**Select a few key words from what you have written.**

Write them below.

My name is \_\_\_\_\_ and what makes me tick is:

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Getting what makes you TICK is a process and evolves as you do.

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

Again, based on the Law of Attraction, like attracts like, therefore, what makes you TICK is also what makes your perfect JV partner TICK.

Use the following questions to deepen your understanding.

**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?**

**What gets you out of bed in the morning that is so important to you and your business that you can't wait to do it again every day?**

**Finally, write down one sentence that combines your answers to all of these questions.**





# Attracting Perfect JV Partners E-Planning Guide



## STEP 5: Take Attractive Actions and avoid Dazzling Distractions.

EX: Make 10- JV Connection Calls and follow up emails each day. Design my Sales Letters. Hire a Copy Writer. Meet with Website Designer. Initiate 2-Joint Ventures each month. Set up my Affiliate program.

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

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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.

**Special Bonus:** Take our survey and receive immediate access to 3 popular and powerful books FREE. [Click Here https://zq112.infusionsoft.com/app/page/survey1](https://zq112.infusionsoft.com/app/page/survey1)

1. Think And Grow Rich
2. Chapter 24 Why Again
3. Get Clients

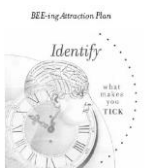


# Attracting Perfect JV Partners E-Planning Guide

## 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!

*We look forward to Joint Venturing with you !*



### **Jan H. Stringer & Alan Hickman, Founders PerfectCustomers, Inc.**

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## Attracting Perfect JV Partners E-Planning Guide

International Business Coaches, Best Selling Authors, enthusiastic, playful speakers, Jan H. Stinger and Alan Hickman - Co-Founders of PerfectCustomers, Inc.



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.

You CAN have a Mind Makeover, an irreversible shift in your neurobiology, and build a business you love, making a difference for people, from a place of authenticity and integrity, and you may be just a couple of tweaks away.

**PerfectCustomers, Inc., programs include;** a Complimentary 30-Minute Business Breakthrough Session, Speaking, Private Coaching, Group Coaching & Trainings, VIP Strategy Sessions & On-line study programs, and Certification training for Strategic Attraction™ Planning. Go to: [www.perfectcustomers.com](http://www.perfectcustomers.com)

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