

Attracting Perfect Customers Workshop Time Line – 3 hrs.

9:00 am Introduction and Welcome

9:15 am 3- things you will receive today:

- ➡ **The #1 Strategy for Attracting Perfect Customers that become your Lucrative Loyal Raving Fans**
- ➡ **Clarity and Focus about what is perfect for you**
- ➡ **How to take actions that are in alignment with you so that you stay on your path**

9:30 AM

- ❖ What attracted you today and what would you like to get out of being here?

Create a Goal for being here : It can be a goal, a desire, an outcome, a result, a dollar amount, an emotional component that you need, or all of it.

Example: My intention for today is to reach beyond my resistance and find the inner courage to succeed. I desire to close ___ sale in the amount \$_____contracts by the end of _____. My goal for today is to qualify to be IN THE TOP PRODUCERS CLUB.

- ➡ **Now turn to the person sitting next to you and share what your intention is for being here today.**
 - ➡ **Who would be willing to share what your intention is for today? (Take 3 shares)**
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9:45 AM

- ❖ **What is the \$ Dollar Value of just one new PERFECT client?---someone who would be perfect for you to work with..... Now multiply that number and multiply it X 5. **That's YOUR NUMBER (WRITE it down)****

Now imagine what would be possible in your business – in your life – if you reached your #?

Come on and dream for a minute.

What would be possible???? You could buy a car – or get a new website – go on a vacation – send a kid to college IMAGINE what is possible DREAM BIG!!

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- ➡ **Many of us have stopped allowing ourselves to think BiG and gradually we shut it all down. However you have an opportunity today to turn that around – and eliminate this costly BLINDER.**
- ➡ **So here is BLINDER removal #1 –**

if you have stopped dreaming big because you gave up, or were fired from a job, or got a divorce, or lost it ALL, or you haven't reached the financial level you wish you had, or if you are reaching a certain age and not sure what's next..... **IMAGINE what might be possible for you if you reached your SALES NUMBER? Write down what would be possible.....**

10:00 am

Please share with the person you are sitting next to what your dream is --- when you reach your NUMBER!

10:20 am

5 Steps to Creating a Strategy --- Strategic Attraction™ Plan that will help you create Lucrative, Loyal Raving Fans in your business -- We call it a.

- ➡ **I've taught this attraction plan to Thousands of entrepreneurs across the world – as well as, such notables as.....**

Mark Victor Hansen (Chicken Soup of the Soul), Robert Allen (One Minute Millionaire), Marci Shimoff (sold 6 NY Times Best Sellers), Janet Attwood (Passion Test), Chris Attwood (The Passion Test), top Real Estate Professionals, Tom Ferry Coaching Organization, Banks ----

- ➡ **What I can tell you that these people have told to me – it works!**
 - ➡ **One of the important aspects that you will find in your business that if you get the relationships right – you will have right business.**
 - ➡ **Additionally this strategy will be so helpful for those who say they aren't good in sales & marketing. Why?**
 - ➡ **My definition of sales and marketing is all about building relationship. If you have ever built one relationship then you can be good in sales and marketing.**
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10:30 am – We are going to take a short 10-Minute break – when we come back --- be ready to rock with the 5 Steps for the #1 Strategy ---

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10:40 am

STEP 1. Describe the Qualities, Characteristics and Attributes of my Perfect _____ (Customer, Client, Buyer, Seller, Employee, Employer)

GET CRYSTAL CLEAR AND FOCUSED about WHO is a perfect client is for you – fun? prof? age? golfer? Yoga? You have to have a **STRATEGY IN PLACE** that will set this all in motion for you.

➡ ask for a volunteer. (Bring up one person from the Audience for each Step).

10:50 am

STEP 2. Identify What Makes YOU and your Perfect Customers Tick.

What is your **BIG WHY** in your business? This is the same for your perfect clients

- What inspires you so much that it gets you out of bed in the morning?
- What you are most committed to in life?
- What you are deeply devoted to?

11:00 am

STEP 3. Specify what I want my Perfect Customers to expect of me.

WHAT DO I WANT? Your perfect customers want you to have what you want – now what do you want?

Here is where the buck stops!

No more blaming others for not getting what you want.

If you attract something that is perfect for you – good for you because you attracted it AND If you attract something this less than perfect – also good for you because you attracted it....and the reason I say, good for you is that you have the power to have anything you want, to have any situation turn around and go in the direction you want it to go.

When something doesn't go in a way that you like – it's only because you haven't

#1) specified what DO I want or

#2) you have some healing work to do that until it is done, you will keep attracting the same situation over and over again.

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11: 10 am

STEP 4. Declare Who I GET to be to attract what I want.

WHO DO I WANT TO BE SEEN AS? HOW DO I WANT TO BE PERCEIVED BY OTHERS?

Now activate your goals and what you want to attract by stepping into the **Being of someone** who already has attracted what you want --- if you want a multi-million dollar business you must be it first before it manifests.

11:20 am

STEP 5. Taking Attractive Actions VS Dazzling Distractions

WHAT ARE THE Attraction ACTIONS THAT WILL Avoid Dazzling Distractions -- AA keep you on track with your goals and focused DD take you in the wrong direction. A Dazzling Distraction seems like a good idea at the time perhaps.....however it almost never works out. Whereas an Attractive Action may cause your resistance to pop up which is only a BLINDER that you have surfaced-----when you remove your blinder, it's clearly the best next step.

11:40 am -- CLOSE == Let the REGISTRATIONS begin !!!

➡ **Here is an Attractive Action you can take now ---**

I wanted to let you know about my program that is designed to accelerate your sales and marketing efforts ---- to begin attracting a clientele list that you would describe as a PERFECT fit for you.

Imagine what it would be like to have a group like this one today, who are all committed to YOU being successful.

I spoke with 3 people on Monday who are in our current program and each one was needing additional support because the sales results that they had wanted started happening faster than they had imagined! Nice situation wouldn't you agree???

This program is intended to supplement your current training (not replace it) and you can get started today for only ...

Now imagine what your life, your business and your dreams would look like if you had this kind of support over the next...