



Attracting Perfect Customers

The #1 Strategy for Creating Lucrative Loyal Raving Fans



Coaching . Training . Speaking

SACAT Savvy I Certification Training



What makes me and my perfect SACAT TICK is that Strategic Attraction™ is the foundation for attracting a global community of 6 million people who are awakening their divine potential and creating more peaceful, joyful, satisfying relationships in their business and personal life.

Attracting Perfect Customers Workshop Structure and Script.

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Section I

Room Logistics and Set Up

The following structure and script is designed to give you the freedom you need to lead **your own** Strategic Attraction™ Planning Workshop for attracting more perfect customers using the following strategy:

1. **DESCRIBE** - The qualities, characteristics, and attributes of your perfect customer.
2. **IDENTIFY** - What makes me and my perfect customer TICK?
3. **SPECIFY** - What I want my perfect customer to expect of me?
4. **DECALARE** - Who you have to be to attract what you say you want.
5. **ACTIVATE** - Make a list of your goals and next most attractive actions.

Before you begin conducting your workshop, please first envision the perfect meeting space in which to provide this workshop. Keep in mind that you want to meet the expectations that you want your participants to have of you. Make a list of what your perfect meeting space would contain:

ROOM LOGISTICS

- What is the perfect geographical location for your workshop:
- What is the perfect number of participants:
- What is the perfect size of room:
- How are the tables and chairs to be set up:
- What audiovisual equipment is required:
- How will you control the room temperature:
- How will you control the noise level both within and outside your room:
- What refreshments will be provided:
- What materials will be provided:
- How will you keep track of time:

Envision your perfect participants seated in your perfect room ready to begin the workshop.

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Section II

Welcome, Introductions, and Connection.

On a flipchart or board, you have already written:

WELCOME!

Please be prepared to share:

- Your name and business name
- What you are an expert in
- Your goal or intention
- Your definition of marketing

Begin your workshop by welcoming your participants and introducing yourself.

Connection Exercise:

Ask everyone to get up and introduce themselves to 3 people.

Bring everyone back together and ask this question.

“Did anyone notice that you feel different now than you did before you got up and connected with three people?”

Let people share how they felt the contrast. You will notice they say things like, “I feel good, I feel happier to be here, or I feel more present in my body”.

Connection is the junction point to the source, or the foundation for building any successful business.

INTRODUCTIONS:

Ask each participant to stand and introduce themselves by saying their name, the name of their business, what they are an expert in, and their intention for attending the workshop. Use the same format when it comes around to you.

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Section III

MARKETING EXERCISE:

Ask everyone what their definition of MARKETING is and write their answers on the board. They will say things like, “Getting the word out” or advertising, communicating, delivering, and exchanging your offering.

Whatever they say, smile, agree, and write it on the board.

Our Definition of MARKETING is:

“All of these answers are correct and my definition of marketing incorporates all of these. My definition of marketing is **“Building Relationships.”** Write it on the board.

Choose the type of relationship you most want to attract. What is the perfect relationship for you to attract to support you in stepping into being your greatness?

When you are building your business, who are you building relationships with?

Think of all the relationships in your business. For example: new customers, existing customers, clients, employees, vendors, buyers, sellers, lenders, church members, organization members,, a workshop participant, a coach, a decision maker at a radio or TV station, a tele-class participant, a business partner, a publisher, a coach, an employer, family members, a dinner date, or soul mate just to name a few.

Write their answers on the board.

For the purposes of getting started you simply have to choose one.

The good news is that you’ll find yourself creating multiple plans to attract many different relationships for pieces of a large project, and you are about to learn the fundamental principles of Strategic Attraction™ planning that will apply to all updates or future attraction plans.

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Section IV

THE LIGHTHOUSE EXAMPLE

“Most of the time, we are so busy looking for people with whom to build a relationship that we forget that they are right in front of us all the time. One way to ensure that we connect with those people with whom we desire to build relationship is to think of ourselves as a lighthouse.

To demonstrate what I mean, I would like you to participate in an exercise with me. First, please put your feet flat on the floor. Next, please uncross your legs and arms and any other body part that may be crossed:) Does anyone know why I may be asking you to uncross your body?

That’s right! We want to stay open to receiving the messages from our self.

In this exercise I am going to ask you to close your eyes, and imagine a lighthouse standing strong and erect on the rocky shores of a beautiful ocean.

On this particular day, the water is calm, the sky is blue, and there are many boats out to sea. Yet, out in the distance, there is a storm cloud forming on the horizon. It is coming closer to shore very quickly. If you can see this storm cloud, please say “ready” so I know you are ready to go on.

The sky is getting darker, the waves are getting rougher, and many of the boats are being tossed about on the water. As the rain and the wind pick up strength, the power of the beam of light emanating from the lighthouse increases. The darker the skies become, the brighter the light shines to provide direction in the midst of the storm.

Notice that not all of the boats need this beam of light to guide them. Some have more confident captains and crews, and some are fully equipped to manage through storms safely and effectively. Now imagine that the lighthouse gets upset because some of the boats are choosing to follow their own path.

The lighthouse feels that it is not successful if it is not serving all of the boats in the sea.

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It 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. Now, what do you think would be the result?

What do you think would be the result? (Wait for answers from your participants)

Most likely, the boats that were depending on the light to guide them would be lost in the chaos and confusion. Other boats might be trying to get a better look at the spectacle of a lighthouse running up and down the shore, and then head back out to deeper waters. While others would be perfectly content to stay where they are.

The result: very few boats would be served well or at all by the lighthouse.

So, please take control of the lighthouse and bring it back to its original spot and anchor it firmly into the ground. When the lighthouse is again securely grounded and emanating its beam of light, please say "ready" so I know you are ready to go on.

Here's the test.

Ask yourself... How often are you the lighthouses standing securely on the shore, attracting and guiding the boats (customers) that need your business with your light, and how often do you feel like you are acting like a searchlight running up and down the beach searching for boats (customers) to serve?

Now, slowly open your eyes and come back into the room.

Who would like to share their thoughts on that experience? (Wait for someone to offer their thoughts.)

Perfect customers are most likely to find you when you are standing still, firmly grounded in your values, clear and focused on what is important to you, and radiating your light as brightly as possible.

Now who's ready to transform yourself and your business into a powerful lighthouse for attracting the most perfect customers for you to serve?"

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Section V

VISUALIZING YOUR PERFECT CUSTOMER

Throughout the workshop, I will be asking you a series of questions. I know that you have the answer to every question that I will be asking because these are the same questions that you ask yourself repeatedly... probably hundreds of times a day. The goal for asking them again is to get both the questions and the answers out of your head and into the light of day where they can be of the greatest use to you and your business.

Let's begin, again, by putting your feet flat on the floor and uncross your arms, your legs, your eyes. You will want to be completely open to receive the answers to the questions that I will be asking you shortly. It is so important your body remains open throughout the process, that I will be asking you to check yourself periodically. Next, take three deep, long, slow, cleansing breaths. You will want to be completely comfortable as we begin this visioning process.

Now, in your mind's eye, please imagine yourself inside of your most perfect work environment. I would like you to take a minute now and design the most perfect working space you can imagine. You get to create it, decorate it, furnish it, however you wish. It is your space. And, it is the space in which you will be working throughout this process.

As you create this space in your mind, ask yourself:

- How is it furnished?
- What color scheme have you chosen?
- Where is the space located?
- What do you see when you look out through the windows? Now, close your eyes for a moment and fully experience the sensation of being in moving around, and working in this imaginary space.

Now, sit down in your imaginary space. And, as you are sitting down, please allow your mind to think back across the years and remember all of the customers you have ever served in every job you have ever held throughout your business career. Be sure to allow yourself to remember all of them...the good, the great, the not-so-great, the less-than-perfect and the perfect... all of them. If you have been working for a number of years,

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you may have served hundreds, if not thousands, of these people. Please remember as many of them as you possibly can. Give yourself a full minute to let these people come back into your memory.

Next, please notice that in your imaginary working space there is a door that leads to the outside. I would like you to walk over to the door. As you are walking to the door, you will hear the sound of people talking on the other side of the door. These are all the people that you just remembered. So, please open the door and let each one of them come into your working space. If it is a bit crowded in your space, that is OK. These people will not be here for very long.

As they are entering into your space, please notice their faces. Notice how they look. Are they happy? Are they curious? Are they being social or antisocial? Are they happy to see you? Are you happy to see them?

Once they are all assembled in your space, please select one of these people who you feel is the closest to representing a perfect client or customer for you. In other words, the quality of the interaction that you have with this customer is as close to perfect as you have ever experienced. For example, they may always treat you with respect; they may always pay your full-price in advance; they may refer other customers to you; etc. It is possible that you may have many of these perfect customers... simply select one that represents all the rest.

Note: One or more of your participants may ask you at this point what to do if you have more than one type of perfect customer. The answer is that they will be using the following process again and again to create different Strategic Attraction™ plans for each of the different types of perfect customers they want to attract. For the purposes of the workshop, they should simply select one type of customer with which to learn the process.)

And, it is also possible that you may not even have one perfect customer... simply select the one that comes the closest to being perfect for you. Or, you may choose someone that you would like to have for a client or customer. Take a moment now to ensure that your legs, arms, and hands are still uncrossed. And, make your selection.

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Once you have made your selection, you may let all the others go. Thank them for the role they played in assisting you to create a Strategic Attraction™ plan, escort them to the door, and then lock the door behind them. They have served their purpose and we will not be needing them anymore for this exercise.

Again in your mind's eye, please sit down across from the person you selected to represent a perfect customer for you. Look closely at them. How would you describe the way that they are dressed? How would you describe the look on their face? Now, remember back to when you first met this person. Where were you? What was the year? Did someone else introduce or refer you? If so, who was that person?

Next, consider all of the interactions you have had with this person. How would you describe them? What have you enjoyed most about serving this person? How does this person treat you?

Now, based upon the answers to these questions, how would you describe this person and why you enjoy serving them so much? What are the positive qualities, the characteristics, the attributes, the talents of this person? For example, you may appreciate the fact that they always say "thank you" after every transaction. Or, they always have a smile on their face when they greet you. Or, they are always on time for their appointments. Or, they book an appointment every week and they pay you in full and on time or in advance. Or, they refer other people to you. Or, they have a sense of humor. Give yourself a full minute to think about this person.

OK. Please open your eyes.

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Section VI

CREATING YOUR STRATEGIC ATTRACTION™ PLAN

We are not going to create our Strategic Attraction™ plan. Everyone have an 8 ½ X 11 sheet of paper?

Pass out a sheet of paper to each participant.

This may look like an ordinary piece of paper, yet it can be your “magic carpet” to fulfilling all of your dreams of attracting everything you really want into your life and business. It is a living, breathing declaration of what you deserve and desire to attract into your life.

Please carefully fold your paper in half.

Now here is where you can have a little fun. One of the Strategic Attraction™ principles that we are going to be putting into practice today is asking and answering what I call - the power question. Or, “What’s perfect for me?”

Notice how you folded your paper. As a 3rd grade teacher might say, “Did you fold it ‘fat’ like a hamburger, or ‘long’ like a hot dog?”

Ask a few people to notice how they folded their paper and ask them “why” they folded it that way? The answer is,

“Because that is what was perfect for me”.

This is the first baby step to activating the innate, natural, and truly transformational, mind shifting power of the Strategic Attraction™ process.

You now have a piece of paper folded into four “quadrants”.

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Section VII

STRATEGIC ATTRACTION PLANNING STEP #ONE

Please write this question at the top of “quadrant #1 of your Strategic Attraction™ Plan

DESCRIBE the qualities, characteristics and attributes of my perfect customer. Or whatever type of relationship you have chosen to work on for the purposes of this workshop.

Under this title, list all of the positive qualities, characteristics, attributes, and talents of “your perfect customer” – the person you just envisioned in your perfect office.

Take a few minutes to make a complete list.

(Keep track of the time and let them know when they have one minute left.)

Review what you have written. Did you forget any positive qualities? Be sure to ask yourself if there are any positive qualities about this person that you have come to take for granted. Be sure not to let anything go without saying. Add them all to your Step One.

Ask yourself if there was anything about this person that you would change to make them more perfect, what would it be? Perhaps you would like them to purchase a larger package. Add these additional positive qualities to your list.

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Section VIII

PERFECT WORKSHOP PARTNER EXERCISE

Now, please stand up, put your right arm in the air and point your index finger up to the sky. Something you might not know is that you have a perfect partner magnet in your index finger and we have just activated it. Look around at your fellow participants and connect your index finger with the index finger of the person who is your most perfect workshop partner.

When you have connected with that person, please arrange to sit down next to them. If you need to go back to your original spot to retrieve your Strategic Attraction™ plan, than please do so as quickly as possible. Next, please decide between you as to which of you is Partner #1 and which is Partner #2.

I will give you each two minutes to share with each other your list of perfect customer qualities. Here are the directions for Partner #1: your role is to listen carefully while Partner #2 reads their list of qualities. Be listening to see if you have a clear picture of the person that Partner #2 is describing. If you do not have a clear picture, then be sure to ask your partner for a more complete description. Partner #2, please begin.

You have two minutes.

Keep track of time and let them know when they have only 30 seconds left to complete their thoughts.

Now, we will switch partners. Partner #2, it is now your turn to listen to Partner #1 while they read their list. If you do not have a clear picture of their perfect customer, be sure to ask for a more complete description.

Keep track of time and let them know when they have only 3 minutes left to complete their thoughts.

What did you notice about sharing with your partner?

How did they help you in getting more clear and focused exactly who your perfect customer is?

Let two or three people share about what they noticed.

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Now, who would like to share some of your list of qualities?

Write what they say on the board so everyone can "borrow" positive qualities that surface from the wisdom of the group.

Here are a couple of qualities we have compiled about our perfect clients or customers. Feel free to add any of these qualities to your own list.

For Example: Step One - DESCRIBE - The qualities characteristics and attributes of my perfect **Savvy SACAT**. They are.....

- Ready, willing able & open to a new possibility.
- They make a decision quickly and take the action to register immediately.
- They are ready to launch, expand or seed a new business direction.
- They are ready to step into their power.
- Ready to attract what they really want & be accountable for that.
- They are responsive, responsible & we like'em.
- They reach for it.
- Ready to have real results in their life & willing to do what it takes.
- They love the Strategic Attraction™ planning process & see the value of what it provides as a way to go deeper inside themselves.
- They use the SAP to produce a successful heart-centered business.
- They use it to develop a sustainable and scalable income for themselves augmenting the gifts, talents, and passions of others.
- They want to learn how to use the law of attraction and the "Power of Strategic Synchronicity" more in their favor to attract customers to their business.
- They desire an intimate group setting of like-minded people where they can augment their unique gifts, talents, and passions.
- They introduce us & SAP to their networks, communities where they take it and run with it.
- They are drawn to do the work of the SACAT & come to all calls ready to actively participate & attend the Certification Retreat (s).
- They see the value of the SAP as a solution to fulfilling their personal dream.
- They are tired of doing it by themselves.
- They are ready to come out of hiding, take off their 'cloak of invisibility & be seen, be heard, be hired.
- Ready to earn \$\$\$ doing what they love

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Some of our favorite perfect customer qualities characteristics and attributes:

They are lucrative loyal raving fans who refer people to us just for the joy they receive from seeing us be successful.

They keep their appointments.

They trust that I have their best interests at heart.

They come from a spiritual base.

They already have a growing, thriving business.

They are consistently in integrity, loyal, and honest.

They are heart-centered.

They are decisive.

They are happy and share their good humor.

They are intelligent and demonstrate good common sense.

They have a strong network of friends to whom they refer me regularly.

They have a financial cushion to pay me.

They pay on time and upfront.

They pay my full fee.

They plan ahead.

They grow and prosper with me and become a lucrative, loyal, raving fan.

They book me for a speaking engagement.

They appreciate and take the coaching.

They work with me to write a powerful testimonials.

They understand and demonstrate that they deserve to be successful.

They know they want to ignite their passion and purpose for being alive.

They want to work with a coach.

They make a request to become my client.

They value my time.

They value their time.

They are a leader in their own life, and in their community.

They love to pay me.

They love to refer me just for the joy they receive from seeing me be successful.

They are peaceful, calm, and kind.

They know their business and personal missions are aligned.

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They appreciate and take our coaching.

They are willing to invest their time and money.

They are mentally, emotionally, physically, and Spiritually available.

They have offices in great locations around the world and pay us to train there.

They are collaborative.

They get their own brilliance and draw out the brilliance of others.

They are open-minded

They are true to themselves.

They are courageous.

They challenge us to expand our capacities, and our community.

Now ask the question: What is the perfect number of perfect customers for you to serve during the coming year? Have them write it down.

As we proceed to Step Two of your Strategic Attraction™ plan, I would like to share a tip with you. Be sure to keep this list near you throughout the day. Look for perfect qualities in every encounter or interaction throughout your day, then add those qualities to your “Side One”.

Let's move to Step #2

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Section IX

WHAT MAKES ME AND MY PERFECT CUSTOMER TICK?

In Step 2, you and your business will undergo a paradigm shift that is at once of such a powerful magnitude that it can move mountains while being so subtle, you will hardly know that anything has changed. Yet, your relationships with your customers will be so profoundly different once you have undertaken this exercise. In STEP One, you undertook an expression of all the information you have been collecting through the years about the differences between a “less than perfect” customer and one that is a perfect fit for you. Almost every item that you wrote on your list has been running through your mind on a daily basis. There is probably nothing on your Step One list that you have not thought about a million times. The last exercise was designed to get it out of your head and onto a piece of paper to make room for more creative thinking.

Now you have the space in which to build relationships with your customers based on something much more solid and fundamental. The key to creating far more satisfying and synchronistic relationships is in saying those things that usually go unsaid. I am referring to the sharing of the motivations and missions that drive us and our customers to get out of bed each morning and face another day. When we know what makes our perfect customers “TICK” – what is most important to them in their lives – we are in a much better position to be able to assist them to achieve it and enjoy it. And, when we have knowledge of their mission and motivations, we are able to relate to our customers as vibrant people who have as much at stake in the success of our business as we do. This is where The Power of Strategic Synchronicity starts.

Please turn to Side Two of your Strategic Attraction™ plan.

Write on the board - IDENTIFY What Makes YOU and your Perfect Customers Tick.

At the top of your paper, please write the title **“What Makes Me and My Perfect Customer TICK?”**

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Now return to your perfect imaginary work space where your perfect customer is still sitting and waiting for you. Ask them the following questions:

- What inspires you so much that it gets you out of bed in the morning?
- What you are most committed to in life?
- What are you deeply devoted to?
- Who is most important to you in the world?
- What do you want to achieve before you leave this world?
- What do you really love about your life?
- What is your BIG WHY in your business?

This is the same for your perfect customers clients and relationships.

Next, write the answers you received on Side #2 of your sheet of paper. Did you find that you knew how your perfect customer would answer each of these questions? If the answer is "yes," you are well on your way to building a strong and lasting relationship together. If the answer is "no," Good! Your foundation for a great relationship is ready to be established. This foundation is created by asking the same questions of yourself. Based on the universal principle of The Law of Attraction that "like attracts like," you can be assured that your most perfect customers are motivated by the same missions, issues, and challenges as you.

REAL WORKSHOP TICK EXAMPLES

What makes me and my perfect SACAT TICK is that Strategic Attraction™ is the foundation to attract a global community of 6 million people who are awakening their divine potential and creating more peaceful, joyful, satisfying relationships in their business and personal life.

What makes me TICK is flying by the seat of my Divine.

What makes me TICK is being a catalyst for Spiritual growth.

What makes me TICK is settling many people into the role of their Spiritual Selves.

What makes me TICK is making love real.

What makes me TICK is feeling the joy of being alive.

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What makes me TICK is sharing my truth; inspiring others to see their truth.

What makes me TICK is being a lighthouse of freedom.

What makes me TICK is helping people and animals express their full potential.

What makes me TICK is 100 million people embodying their Divine.

What makes me TICK is transformation through playful, full, free, self-expression.

What makes me TICK is the full expression of human potential in the world.

What makes me TICK is the magic of the journey that is my purpose.

What makes me TICK is allowing you to be yourself.

Now, let's move on to STEP #3

Section X

What DO I WANT MY PERFECT CUSTOMER TO EXPECT OF ME

Your perfect customers want you to have what you want, therefore it is important for you to know what 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.

This is where the rubber meets the road. A relationship is a two-way street. If it is true that your perfect customer want's from you what you want to

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provide, and it is, then you get to say what you want them to expect of you.

This may sound like a Catch-22, however, when you think about it, to be most attractive to your perfect customers, you must be completely fulfilled through your work. The way for you to be completely fulfilled is to create how you will deliver your product, service, or offering around your unique strengths and values. What is important to you!

So you can see that your perfect customers want from you what you want to provide.

Write on the board: SPECIFY what I want my Perfect Customers to expect of me.

WHAT DO YOU WANT?

Under the title, begin listing all the services, products, and other details that you have decided you want to provide. Consider all the details that are important to you including, and not limited to your pricing, your location, your advertising methods, the size of your staff, etc.

The emphasis here is what do **I WANT?**

What is perfect for ME to provide?

When you follow your own inspiration, and you get in alignment with that, the business genius in you will naturally flow through you. "Work" becomes effortless, and you will love every moment of your involvement.

It's what we call "The Power of Strategic Synchronicity". The more clear, focused, and SPECIFIC I am about what I REALLY want, and the more in alignment I am with that, the more clear and powerful I send out THAT signal to be received by my perfect customers.

This is the stage of the Plan where I shut the door on sacrifices, and suffering. I get to say... what I want my Perfect Customers to expect of me.

In Part Three list and consider every detail that is important including, and not limited to: my products my services, my skills, my favorite activities and

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interests, my time availability, my spiritual preferences, my income goals, the number of perfect customers I will attract this year, where I will meet these customers, how I will connect with them, what I will say to them, how I will provide services to them, **be specific!**

For example: I want my perfect customers to expect me to have an office that is perfect for me. To have a website that looks and feels good to me.

I want my perfect customer to expect me...

- To be at my best when I meet with them. (this requires that I know what I need to be at my best – rest, relaxation, fun, preparation, etc.)
- I want my perfect customer to expect me to communicate clearly.
- To be open and available, spiritually, emotionally, mentally, and physically.
- To have a successful profitable business – (how much profit?)
- I want my perfect customer to expect me to know what's perfect for me.
- I want my perfect customer to expect me to be awake and aware.
- To take a two week vacation to Laguna Beach and stay on the top floor of the Montage hotel and spa.
- I want my perfect customers to expect me to have a global reach.
- To have a massage and a movie on Friday's.
- To exercise, eat well, and meditate regularly.

Notice that Step One is a great place to refer to for Step Three content. That is because “Step One” of your Strategic Attraction™ Plan is about your customer, “Step Two” is about both of you, and “Step Three” is about who?

That's right. Step Three is about me, and since we are working with the Law of Attraction it would follow that many of the qualities you have listed on Step One about your perfect customer would give you an indication of something you want for yourself too.

Take a look at what you have listed in Step One of your plan, and see how it might give you more content for your “Step Three”.

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For example I have on my Step One:

Ready, willing able & open to a new possibility.

They make a decision quickly and take the action to register immediately.

They are ready to launch, expand or seed a new business direction.

They are ready to step into their power.

Ready to attract what they really want & be accountable for that.

Ready to have real results in their life & willing to do what it takes.

They love the Strategic Attraction™ planning process & see the value of it.

All of these can become content for my Step Three and what I want my perfect customers to expect of me.

Finally, check each item on your Step Three list and ask yourself... "Do I really choose to provide this service?" For example, you may have written, "I choose for my customers to expect me to be available when they need me." The answer may be "yes" as long as they only expect me to be available Monday through Friday between the hours of 8:00 a.m. – 5:00 p.m.," add these new details to your list.

Now before we move to Step Four, take two min to share the additions or changes you have made to your Step Three with your partner. Then ask who would like to share what opened up for them as a result of this exercise?

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Section XI

STEP #4. DECLARE Who I GET to be to attract what say I want.

You have a voice in how others perceive you. Developing your capacity to shift your being is a critical strategy you can use to be ready and able, to talk to anyone, anytime or place, and not back down.

My perfect customers LOVE me for who I really am, and when I DECLARE who I AM... I am announcing that I am ready to play.

It's not just about trying to motivate people to hire you. It's about being inspirational, sharing your authentic story, which has your unique message in it, and then inviting them to join you.

However, if you have not dealt with your own doubts, and you meet another "doubter" on the road, or in the room, they will magnify your doubt.

The principle of declaration is one of the most powerful strategies you can use to shift your mindset - who you are being - in a moment.

The principle of DECLARATION has the innate power of shift from being less than (poor pitiful me) to being the masterful, powerful, productive, prosperous, inspirational, healthy, vital, and enrolling REAL ME.

WHO DO YOU WANT TO BE SEEN AS?

HOW DO YOU WANT TO BE PERCEIVED BY OTHERS?

Read over what you have written on your plan. For example, you might read each item in Step 3 and, for each item, answer this question:

Who would I get to be to attract what I say I want?

Giving a title to your being is an exercise in opening your heart and allowing yourself to be who you really are.

Your being titles are intended to be something that you feel inspired by when you declare them. They actually shift how you feel emotionally in your body.

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For example: Who I am being is a powerful business passionista. Who I am being is the Savvy Goddess of Business. Who I am being is the trusted authority in my field.

Who I am being is a powerful connection to positive change. Who I am being is in love with my business attracting perfect customers, and creating new friends for life. Who I am being is a sexy fit chick! Who I am being is an irresistible magnet for attracting my perfect customers. Who I am being is the CEO of my business.

My presence is who people are attracted to when I walk into a room....and whoa baby!!!

Heads are Gonna Turn!

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 create the being of it first.

Now let's move to Step 5

"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 – entrepreneur; founder of Atari Video games and Chuck E. Cheese restaurants

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Section XII

STEP 5. Taking Attractive Actions VS Dazzling Distractions

An ATTRACTIVE ACTION is an action that is in alignment with you, your plan, your core values and your being.

Setting a goal to take an attractive action may cause your self-doubt or resistance to pop up - which is only a BLINDER that you have surfaced – and when you shift your being, remove your blinder, it's clearly the next best step for you to take.

- 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.

A dazzling distraction is anything that takes you off course.

A Dazzling Distraction may seem like a good idea at the time, however, it almost never works out. If it sounds too good to be true, it is! That's a dazzling distraction.

The best way to know the difference is:

An attractive action produces a specific measurable result, and that result makes you feel good. A dazzling distraction does not.

Now is the time for you to take BOLD ATTRACTIVE Actions.

What are the attractive actions that will keep you on track?

For Example: Attend 3 networking events this week. Make 10 marketing calls and follow up emails each day. Design my product package. Hire a Copy Writer. Meet with Website Designer.

Recently I went through the Strategic Attraction™ plan with an author who was launching a new product based on the success of her book and when I asked her what her next most attractive action would be... she said, brilliantly, "I feel so much lighter I think my next most attractive action is to go deeper with my attraction plan for attracting perfect "Keep Your Man" course participants.

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If you took no other action than to review your Strategic Attraction™ plan every morning, you would notice major shifts for the better in your business occurring very quickly. It will make you more magnetic, and it will provide you with the necessary perseverance and patience required while you are making all the other necessary improvements.

Some people keep their Strategic Attraction™ plan on their night stand, and review it before going to sleep. Others put it in their daily planner, or on their computer. A few clever ones have put it on the bathroom mirror where they can look at it while they are preparing themselves to be more attractive – inside and out each morning.

A vision is like a lighthouse which illuminates rather than limits, gives direction rather than destination. Almost all successful individuals and organizations have one thing in common: the power and depth of their vision. A positive, meaningful vision of the future supported by compelling goals provides purpose and direction in the present. - James J. Mapes

Looking at your plan each day reconnects you with your vision, your goals and your most attractive actions.

Where are you putting your plan so you can look at it every morning?

Allow each person to speak about what they found to be most valuable about the workshop. Then, close the workshop by asking each participant to honor and acknowledge their partner for the contribution they have received from them. Encourage them to exchange business cards and make arrangements to stay in contact as a means of support.

END

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Parting Thoughts

A perfect customer is born of love.

Love is the recognition and expression of the divine in each of us.

When we are in alignment with THAT, who-we-really-are, we are LOVE. We cannot help but find fulfillment in service: attracting our perfect customers, uplifting our family, our community, and the world.

"According to all known laws of aviation, there is no way a bee should be able to fly. Its wings are too small to get its fat little body off the ground.

The bee, of course, flies anyway because bees don't care what humans think is impossible." - The BEE Movie We are like the BEE's.

"For those established in self-referral consciousness,
the infinite organizing power of the Creator
becomes the charioteer of all action."

-RK VEDA, 1.158.6