

# Strategic Attraction™ Guide Book

*Attract perfect customers, better relationships and greater abundance*



by Jan H. Stringer and Alan Hickman  
Co-Founders of Perfect Customers, Inc.  
Co-Authors of *BEE-ing Attraction*



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# Strategic Attraction™ Plan

## Step One

### CRYSTAL CLEAR AND FOCUSED

#### My Core Values

*Starbucks Coffee founded in Seattle, WA*



Howard Schultz, Founder of Starbucks, was turned down by many, many investors before he actually found one. His first investor was a neighbor who happened to be over having coffee with his wife one day, where Howard's wife was sharing with the neighbor about her husband wanting to get this business started. The neighbor went home and told her husband about it and then the next day the neighbor's husband and wife came back over. Howard Schultz shared about his ideas for this Starbucks Coffee with the neighbors. To everyone's amazement, the neighbor pulled out a personal check for \$100,000 and said, "Here I hope this will help you get started."

#### ***What can you learn from the story of Starbucks?***

This story about the start of Starbucks attracting their first investor is what we call **Strategic Synchronicity**. In other words, when you define what you want to attract in a certain type of relationship — in the story above the relationship was a financial investor — you become clear and focused about what you want to attract. Your **Strategic Attraction™ Plan** is the starting point that says that you are ready to receive and then by virtue of the Law of Attraction, you will draw synchronistic opportunities such as this one. **Strategic Synchronicity** is what we call opportunities that seem to come from "out-of-the-blue" almost magically. In reality when this starts to happen, it's a validation or confirmation that your attraction plan is working, and more is on the way.

*Whole Foods was founded in Austin, Texas*



The first store was known by locals for their feel good environment, as well as, a wholesome product-line. This combination made them a success locally first and globally later on.

Additionally Whole Foods Markets was one of the first grocery stores to offer organic produce, locally grown products and make healthy products available to people as an alternative to brand labels.

## Module One

Ever notice that you feel better after you've gone to their store? How about when you use products that support your healthy lifestyle? Perhaps you have also noticed that when you have a question, the people that work there are very knowledgeable about their product-line and are eager to help you make the best selection. Plus, whether you have thought about it or not, you probably like how you feel when you interact with an employee with a great attitude and know that a good attitude also reflects a healthy work environment... and you like that too.

### ***What can you learn from a business like Whole Foods Market?***

By going to stores like Whole Foods, you start to learn what is perfect for you and what you want in your business. Every business starts with an individual and a dream. The Strategic Attraction™ Plan helps you to clarify your desires by identifying what you like and what you want to attract.



### ***What is your dream for your business?***

Imagine that your business is like this tree shown here and all the hearts represent things that you love, are passionate about, and reflect the important values that you have about business and life.

Your business is about learning to paint a picture and fill in all the colors and the lines and the spaces and the shapes of what you find important to you.

Ask yourself...What is perfect for me? What do I value most in my life?

Before you answer, try on saying:

***“What is perfect for me is also perfect for the people that I attract. My PERFECT CUSTOMERS want me to have what I want!”***

*Module One*

**Write down what you want in your business that is a reflection of what is most important to you in business and in life. Use real life business examples that you are familiar with such as the ones given above and demonstrate what you will provide in your business.**



## CRYSTAL CLEAR AND FOCUSED

### Who is my Perfect Customer?

#### Describe Your Perfect Customer Relationships

Who are the perfect customers that you would like to be serving?

How would you describe them?

Who needs your services the most?

If you have been answering 'Everyone!' it's time to be specific about what IS a perfect fit for you. When you serve a specific and focused target relationship and market, you can be seen as an expert — and experts command more respect, sell more. They also earn more income because they are able to charge prices that are a match for their skill level, as well as, their reputation.

#### Strategic Attraction™ Planning: Part One

### DESCRIBE THE QUALITIES, CHARACTERISTICS, AND ATTRIBUTES OF MY PERFECT CUSTOMER/CLIENT



#### Tip # 1: Define Your Perfect Target Market

**Occupations:** teachers, doctors, dentist, service professionals, governmental employees

**Demographics:** men, women, age range, income level, etc.

**Geographic:** local market, international, certain states, or countries

**Preferences:** likes and dislikes, such as: people who vote a certain way, love cats or dogs, gardening, jogging, etc.

#### Tip # 2: Every situation is an opportunity to notice what you want more of and what you don't want at all.

*"I attracted someone who didn't keep our appointment and it caused me to be late for my other appointments that day. It seemed to me that this client didn't honor or respect my time by showing up late for our appointment and not calling to let me know."*

**My preference: My Perfect Customer calls in advance of our appointment to let me know when they are running late.**

*"My customer called me at 10:30 pm on a Friday night when I was exhausted from a full week."*

**My preference: My Perfect Customers call me during my business hours which are**

**Monday through Friday 9 am until 5 pm.**

*“My customer told me my prices were too high and I should consider reducing the amount of commission I would make on the sale.”*

**My preference: My Perfect Customers pay my fees happily and negotiations are handled fairly for all parties.**

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*Tip # 3:* **The key is to write down your thoughts and ideas daily on your Strategic Attraction™ Plan.**

By noticing daily what you want more of, you begin to attune your attention to attracting more of what IS perfect for you rather than focusing on the negatives.

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*Tip # 4:* **Play with scripting what you want your perfect customers to say.**

For example, my perfect customers say things like:

*“You are an answer to my prayers.”*

*“I’ve been waiting to meet someone like you who understands my business needs.”*

*“I’ve recommended you to an associate of mine, and will give you a terrific testimony of your work.”*

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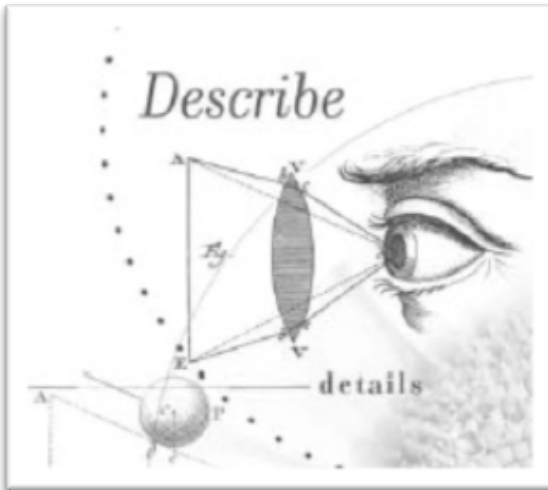
**READY – SET – GO**

**Start Creating Part One of Your Strategic Attraction™ Plan**

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## CRYSTAL CLEAR AND FOCUSED

### My Strategic Attraction™ Plan



**Part 1: Describe the qualities, characteristics and attributes of a perfect customer/client.**

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

- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

**Write 15 specific things now and expand the list later.** You are activating a powerful tool that will lead to business success. Connect in with your plan each day...5 Minutes in the AM/5 Minutes in the PM for maximum success and add what you are now noticing that you know you want to attract.



## CRYSTAL CLEAR AND FOCUSED

What is Your SALES \$\$ NUMBER?

Imagine what your business would be like if you attracted 5 new perfect customers in 5 weeks. Let's do the math first.

\$ \_\_\_\_\_ Dollar Amount/1 - Perfect Customer Sale

X \_\_\_\_\_ 5 Multiply the amount times five

\$ \_\_\_\_\_ SALES \$\$ NUMBER TOTAL

What would your business be like with a cash infusion like the one you have written above? That amount could provide you with enough to...get your new website, start a college fund, invest in training or coaching, take a well deserved vacation...now start a list of five things that you will use for your business and personal success when you achieve your SALES \$\$ NUMBER:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

How are you feeling right now about setting your 5 in 5 Sales Number? More than likely you have more excitement about getting started because you are in touch with what is possible for you as you reach your first goal of getting 5 new perfect customers/clients in 5 weeks.

Describe how you feel in this moment and keep referring to this feeling during the next few weeks so that you keep this vision alive. Your feelings represent your thoughts.

## CRYSTAL CLEAR AND FOCUSED

### Being in Relationship with Your Numbers

Think of a sales goal like giving a specific address to deliver what you have ordered so that it comes directly to you. Without a goal, your business is drifting in an uncertain direction and you become easily enticed by every possibility — in other words, you can become distracted by something that **dazzles** you rather than something that **keeps you on purpose** with your sales game. When you measure your actions and how many perfect potential customers you attract, it becomes easier to close sales and create a base of loyal raving fans.

#### Weekly Measurement Goals (Goal / Actual)

\_\_\_\_\_/\_\_\_\_\_ # of prospecting calls

\_\_\_\_\_/\_\_\_\_\_ # of one-to-one meetings

\_\_\_\_\_/\_\_\_\_\_ # of appointments set

\_\_\_\_\_/\_\_\_\_\_ # of proposals

\_\_\_\_\_/\_\_\_\_\_ # of networking events

\_\_\_\_\_/\_\_\_\_\_ # of closed sales

\_\_\_\_\_/\_\_\_\_\_ Ratio of Calls / Closed Sales

#### Sales Goals

#### Amount Closed

Week One: \_\_\_\_\_

\_\_\_\_\_

Week Two: \_\_\_\_\_

\_\_\_\_\_

Week Three: \_\_\_\_\_

\_\_\_\_\_

Week Four: \_\_\_\_\_

\_\_\_\_\_

Week Five: \_\_\_\_\_

\_\_\_\_\_

**TOTAL:**

# How To Share the Strategic Attraction™ Plan

## Step One

### 1. Select your PERFECT Training Partner(s) for the Program

Your Training Partners are people that you select and agree to participate with you during this training. They will allow you to experience how it is to Teach, Learn & Share the SAP while you are in this program.



They will ask you questions that will have you learning and also will prompt you to seek out the best way to field their questions and how to answer. You'll also start to learn how to integrate the SAP into your business and coaching practice. Also, teaching others will help you to see something for yourself (we teach what we need to learn or see!).

### 2. Purpose of the Strategic Attraction™ Plan



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

- To gain Focus and Clarity about what is perfect for you.
- It helps you to be in alignment with what is important to you.
- It's a tool that will help you see what is in alignment with your core values and what you need to let go of that is no longer serving you.
- It is a tool that clarifies what IS perfectly matched to your desires so that you can see the contrast against what is less-than-perfect for you.
- People will discover an inner connection with all of their relationships.
- When you get what makes you tick, you will connect the dots to everything you are doing: all of your talents, skills, and gifts.
- The Strategic Attraction™ Plan is a TOOL that they/ you continue to add to, and it grows with you.
- It is intended to cause a Paradigm Shift; it can Alter a Course or Direction.
- Shift your being from pitiful to powerful in a moment.

3. **Sharing your experiences by using personal stories & examples** to illustrate your point. When you have had transformational experiences from using the SAP personally, you will start being able to share those examples so powerfully that it will prompt transformation for others too.

Your personal stories illustrate better than telling someone what to do. Giving examples of your own life, business, and relationships opens others up to hear what you are saying.



**Your SAP is a Tool Kit of Creativity, Imagination, and Transformation!!!** The SAP is a creative process and it is intended to give people permission to use their imagination, to dream again, to see possibility, and to allow them to believe in what they may have given up on.

#### How to GET STARTED with your client ~ The Set Up:

1. Clarify their Intention for the Session – what do they want to get out of it – write it down.
2. Identify one type of relationship for this plan and stick with it throughout the SAP. They can do multiple plans later. This one part of the process helps them to become clear about ALL of the various types of relationships in their business.
3. Our Definition of Sales & Marketing is building relationships. Initially the SAP will build a relationship with yourself and then with others.
4. The SAP is based on the Law of Attraction (like attracts like) – based on that principle, the question is “what do I like?” and “how can I attract more of it!”



**TIP: The exact wording of the SAP has power and works just as each word is written.** For maximum results, use the words exactly as they given here and don't substitute or change the words (EX: Perfect VS Ideal). If you change the wording or context of the SAP, results may happen, however, it's not Strategic Attraction™. Stick with what works, and reap the benefits of sharing something that is unique.



## The Key Teaching Points for Strategic Attraction™ Planning

### Part One: Describe the Qualities, Characteristics and Attributes of my Perfect Customer

- ✓ Your list is limitless, you can have several pages of descriptions.
- ✓ Use examples from your own SAP to **start a mind-shift in them.**
- ✓ Have a copy of your SAP in front of you as you teach.
- ✓ Expand on what they say for each item. EX: If they say, "Fun" ask them to share... what does it look like if they are having FUN? If they say, "They Give Referrals" ..... ask them how many is perfect to receive?
- ✓ Add to the plan every day to increase your awareness. Adding one or two things to the SAP each day will keep it more active and attractive.
- ✓ READ your own plan before working with another person. Or before meeting with a potential new client to get present to your desires.
- ✓ Observe others; notice what you like and want to attract more of in your relationships. EX: a server at a restaurant was attentive to my needs; add to your plan that your relationships are too. EX: a friend went out of their way to support you; add to your plan that all of your relationships do this as well.
- ✓ Think about other relationships and their Qualities, Characteristics, and Attributes that stand out to you. EX: a past client is prompt, pays early, and refers business. EX: a past friend is loyal. EX: a past employer was fair and asked my opinion on important issues. Add these to your plan as well. These are things you desire to attract.



**TIP!** If you lose your Strategic Attraction™ plan....start a new one. If you spill coffee all over your SAP .....start a new one. When you are beginning a new phase of your life or business.....start a new one!



# Strategic Attraction™ Plan

## Step Two

### THE BIG WHY

*What Makes You and Your Perfect Customer Tick?*



The next step in your Strategic Attraction™ Plan is to identify the deeper meaning why you are in the business you have chosen, in other words, your BIG WHY.

When you identify what makes you tick, you will start to understand how it relates to all aspects of your business and life.

Additionally, since you will be attracting people who resonate with similar core values, they are drawn to what makes you tick because it matches their own BIG WHY.

***What makes you tick is the heart and soul of the Strategic Attraction™ Plan, where you turn on your inner light brightly so that others will see YOU.***

***Some also call it mission of service, others call it a purpose and their passion...it's all in the same family! What are you passionate about? Write a few things you love below:***

The most significant relationships that you have attracted are your best friends and clients you have been involved with the longest, and are the people who tick to the same beat as you. Many times, however, we haven't thought through the real reason why our long-term clients have stayed in relationship with us. Below is a story that describes this very thing about how the lights came on for a businessman during a coaching session where he got to experience what it was like to get what made him and his perfect customers tick.

This businessman, named Bill, was sharing about one of his long time Financial Planning clients. This person was someone who had referred many new clients to Bill and who he had maintained a very lucrative business relationship with for over 20 years.

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### **Bill's Story: Getting to What Makes Him and His Perfect Customers Tick**

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I asked Bill to tell me what he believes makes his loyal customers tick.

***“Well...I never ask that kind of a question! I've never even thought about it; I just thought my best customers and I stayed together so long because we are both making money.”***

Then I said, tell me something about one of your favorite long term customers. He picked someone named Stu.

***“Stu is a family man. He wants to take good care of his children. He wants his family to have things better than he did when we was growing up. Stu wants to leave them the financial stability that he never had. He is willing to give them money when they needed it at special times in their lives.”***

Then I asked Bill to **GUESS** what **MIGHT** make his client named Stu tick?

***“I would guess that what makes him tick is his family. He is someone who is all about Building a Legacy for his Family!”***

All of a sudden, Bill looked like a deer in the headlights!

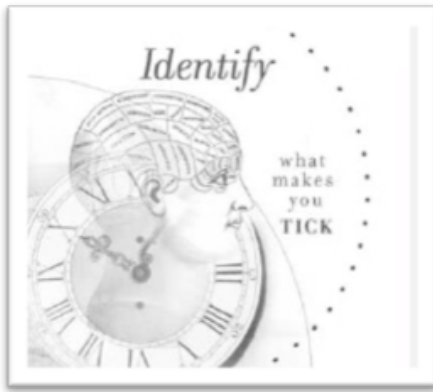
As the words left his lips, Bill saw for the first time that he was just like Stu and that what

Stu wanted for his family was exactly why he had gotten into the financial planning business in the first place, 20 years ago, 3 children ago, when he was newly married.

His dream was that the financial planning business would help him build a legacy for **HIS** family too.

Yet for 20 + years, he had only seen that his long term customer relationships were about making money. His AH-HA moment during this exercise was that while making money with and for his clients was important, what kept some relationships together for the long haul was like he and his client Stu, they had developed a deeper connection and mutual admiration.

Bill was amazed to learn that his business relationships are lucrative, as well as, about being committed to the same things in their life.



## **PART 2: IDENTIFY WHAT MAKES YOU AND YOUR PERFECT CUSTOMERS TICK**

This part of your plan could be the game-changer for you in all of your relationships. Once you do this exercise, you begin to have a deeper knowledge and information about yourself and your purpose, vision, mission, and motivations. It gives you the BIG WHY. PLUS when you get what this is for you, you are also starting to understand what is important to those customers that are attracted to working with you. Your understanding of what makes **you** tick creates that

foundation for connecting with others who become customers as well as loyal raving fans. Enjoy your TICK discovery lesson.

To begin, ask yourself the following questions:

- What is most important to me in my life?
- What is the most important thing in the world to me?
- What motivates me to get out of bed in the morning?
- What do I really love about my life?
- What do I want to achieve before I leave this world?
- What am I doing when I most love my life?
- What do I feel that I am meant to be doing more of?

**Next, circle the words that you used to answer these questions. These words are the ones that strike you as the most important. Write the circled words in this box randomly without trying to make sense of them.**



## Module Two

Looking at these words, see if you can put a sentence together using some of the words that would describe the most important things in the world to you. Feel free to add words too.

**What makes me tick is...**

### Examples:

- **What makes me tick is building a legacy for my family.**
- **What makes me tick is working with people to discover a deeper connection creating heart-centered businesses and lives.**
- **What makes me tick is creating beauty with an element of magic in my work.**
- **What makes me tick is expressing the gift of love.**

When you get your tick, it will feel like things clicked into place in your understanding of everything that is important to you. A physical reaction could happen, like tears may come to your eyes, or you will have a big grin from ear to ear, or maybe even you will laugh out loud.

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*How you know that you have gotten what makes you tick?  
Remember it's a process!*

## THE BIG WHY

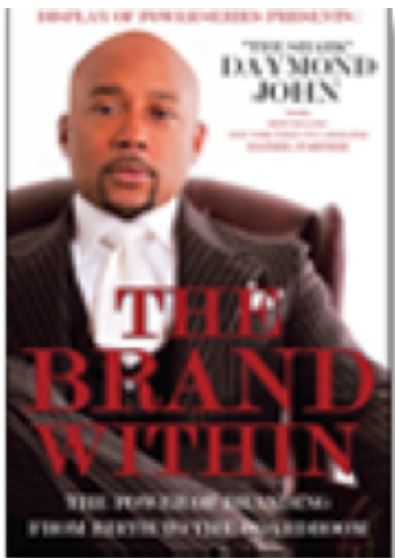
### *Branding Words together with Your Tick Words*

Once you have created your TICK statement, you are ready to look at how it connects with your marketing and brand.

Your tick statement is private and may be something so dear to you that you wouldn't want it advertised in your marketing materials. However, here is a way to make sure your tick statement is integrated into your brand.

Your brand is similar to your tick statement in that – it should identify you, it should help define you, it should make you memorable, and give people a shortcut experience to thinking about you. The main thing that is that you first understand that what makes you tick IS your inner purpose.

This purpose drives you to be successful in your business; it's even stronger than your desire to make money because it will keep you going when you confront the challenges and when new hurdles appear your inner strength will help you to go further than you thought you might be able to go. Your tick will shine through in the toughest moments.



*“From the day you’re born, you’re branding yourself as one thing or another. You are what you eat. You are what you wear. You are what you drive. You can’t help yourself. Might not even realize what you’re doing, even as you’re doing it. Until the day you die, you’ll advertise your character, your integrity, your passion, your faith, your background....all on the back of every choice you’ll ever make as a consumer of goods and services and ideas, from the clothes you choose to wear to the person you choose to marry to the house or apartment you choose to occupy. Every move you make will establish or re-establish your position, and shape and re-shape how the world looks back at you.”*

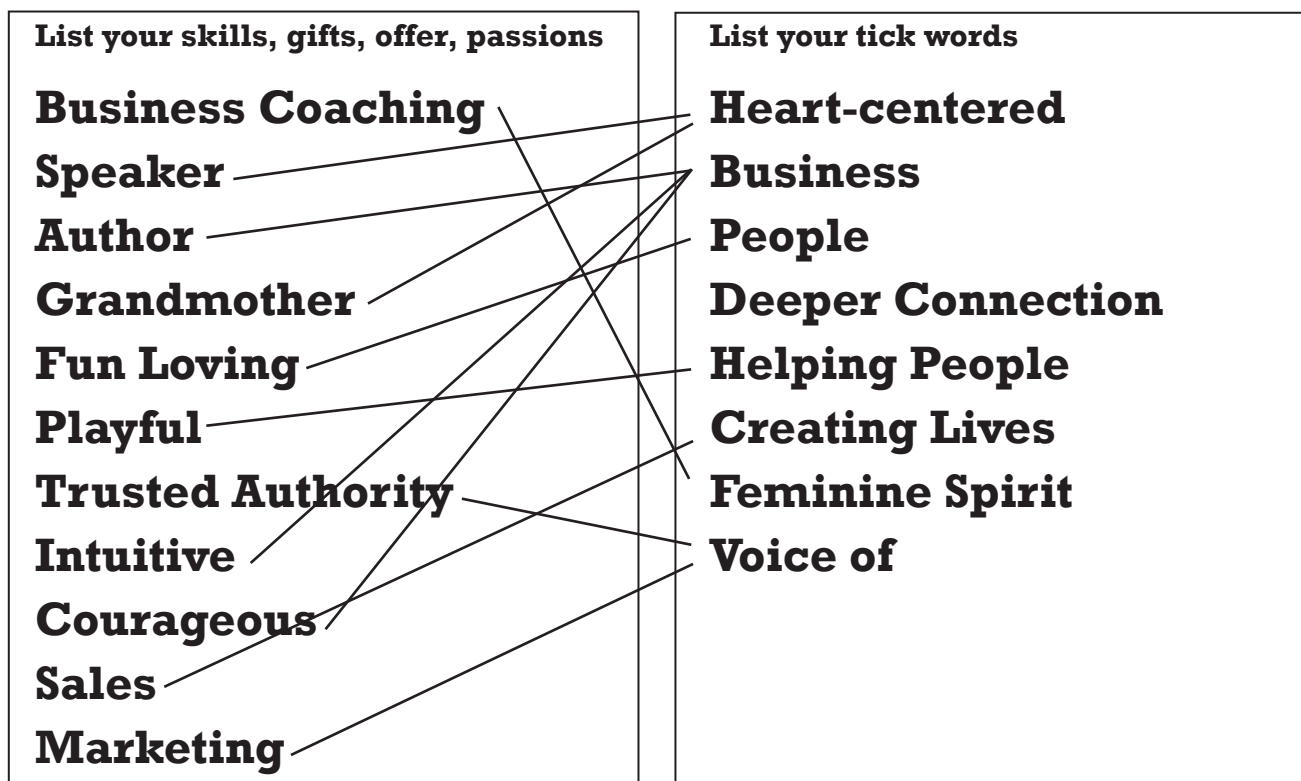
*— excerpt from The Brand Within*

## Your Tick Words Create Your Branding Words

In the following exercise, you will take your Tick Words and match them with your Skills, Gifts, Offering, and Passions. As you match different word combinations, you start to see different ideas about how to brand and market yourself. Have fun with the process and see what different ideas come up with when you do this for yourself.

As you can see from the examples shown below, there are countless ways for someone to speak about their core values. Your perfect customers will be attracted to the combination of your words and often it is the exact magnetic draw that got them to you in the first place.

At the very least, it's a great conversation starter!!! Follow the example shown below to create your own word combinations.



See how many ways you can connect the dots!

- Feminine Spirit Coaching
- Heart Centered Speaker
- Grandmother of Heart Centered Business
- Fun loving people
- Helping people be playful
- Trusted Marketing Authority
- Business Intuitive
- Creating Sales Lives
- Courageous Business Owners

***Now it's your turn to play with your tick word combinations.***

**List your skills, gifts, offer, passions**

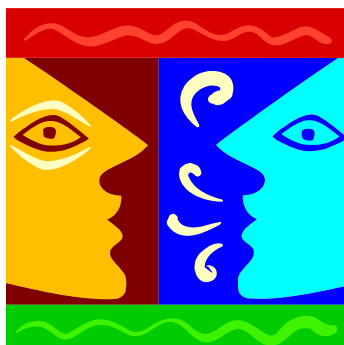
**List your tick words**

**Connect the dots**

# How To Share the **Strategic Attraction™ Plan** Step Two

## Sharing Part Two: Identify What Makes Me and My Perfect Customers Tick

### 1. Getting Started.....Setting it Up for your Client / Customer



Let people know that this part of the plan is different from Part 1 in that it is a statement, rather than a list. It could consist of only one or two words. Simplicity of words increase the power.

#### ***A few things you could say, that will help you to set it up...***

- The Tick statement is something extremely personal – it may be something that you choose not to share with anyone else.
- It's NOT intended to be used as a marketing statement or something you use on a brochure or website. And it could be used – as always, what is the perfect use of this statement is entirely up to the individual.
- Your TICK is something that is a foundational piece that a relationship and a business is built upon that will cause it to hold together over time.
- Your TICK helps relationships STICK!
- It's about something that is bigger than your circumstances and is worthy of your devotion of service.
- It's your legacy.
- It's your BIG WHY!

### 2. Share your own Experience with your Tick

Share with them, what makes you tick and how it has made a difference for you to identify this for yourself. This is something that you will want to think about in advance and craft into a powerful share.

If you are still unsure of what makes you tick.....then share what you have now! There are NO wrong ways to do this and you will start them (and you) on a process to get clarity about what the exact words are for them. Share some of the other TICKS you have heard from other SACAT, or Jan & Alan's.

**Jan and Alan:** *What Makes Us 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 business & personal life.

**Jan:** *What Makes Me Tick* is being Voice of the Feminine Spirit.

**Alan:** *What Makes Me Tick* is settling people into the role of their Spiritual Self.

### 3. How to know if THEY GOT IT

Knowing when someone gets their tick takes some practice. Your part is to observe while you are working with them and pay close attention to as they are going through the process. Listen attentively, and take notes.



#### Here are a few things to notice:

The way they say particular words.

The energy they have around phrases or individual words.

If you are face-to-face, you might notice their eyes shining, or them smiling a big grin, or perhaps their eyes start to tear up.

If you are working over the telephone, then you need to listen closely and pay attention to their voice, intonation, and feelings that you get coming from them.

### 4. Your role as a Coach or Facilitator

You are holding the space for them to connect to their heart.

If someone is having a hard time with this step, they may be trying to THINK it through their HEAD to get the RIGHT answer.....and this type of process is intended to have them let it come through their heart.

You can ask them to put one hand on their heart and you do the same.

Then ask them to connect with their heart before answering the prompting questions.

Allow them to do most of the speaking rather than guiding or directing them in a certain direction. Validate them after each response – every answer is exactly perfect - just as they say it!



### 5. To get them started ..... ask some of these questions



You can ask them to write their answers to the following questions. Or you can ask the questions and write down their answers for them.

- **Ask them:** What is the most important thing in the world to you?
- **Ask them:** What gets you out of bed in the morning?
- **Ask them:** When you are doing what you love most, what are you doing?
- **Ask them:** What are you most committed to in life?
- **Ask them:** What is something that when you are doing it or involved with this, it brings you the most joy?
- **Ask them:** What would you like to leave as your legacy in the world?
- **Ask them to share about a time or give an example of them doing what they love.**

### 6. Refining their Tick Statements

You have to help them dig for the "gold" by making suggestions of word combinations.



When you feel like they are getting close, ask them to TRY it on by saying:

**What makes me tick is** \_\_\_\_\_

**NOTE: Always suggest to them to start with this statement each time because it helps them become present to the purpose of the exercise.**

✓ More signs they've got it: you can see their eyes shining, their excitement shows up, they start to cry or laugh, they say their tummy has butterflies, they experience new passion, they get goose-bumps and you do too, they feel vulnerable, they express that it feels TOO BIG for them (which is them getting used to the idea) yet you can also see it excites them to think this thought, they have a physiological change in their face, their forehead gets shiny (seriously – this happens!).

## 7. The Tick evolves over Time



Sometimes the persons' TICK doesn't feel like it is exactly right yet, or perhaps it doesn't quite light them up. If so, it's perfectly okay and let them know that the tick will evolve with them.

In fact, let them know that the tick will probably change over time at various moments in their life.

Invite them to notice refinements coming within a few days, a bubble of an idea could arrive in middle of the night; it could be that there is only one word changed which makes the tick become more of a fit.

Eventually, they will integrate their tick and it will be something they will wonder how they ever lived without!

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...





## 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*



# Strategic Attraction™ Plan

## Step Three

### Refine and Reframe

#### *Getting to Your Authentic Offering*

Step Three of the Strategic Attraction™ Plan is about what is perfect for you when you are sharing your products and services with your perfect customers. As you specify the services, products, skills, and gifts being provided to your perfect customers, you are using this part of the plan to **refine** what IS perfect for you to provide product and service-wise. As a result, you are also creating your **sales and marketing offering that makes you unique and attractive to others.**

- **Here are a few questions to consider:**
- **What do I want to receive from my business and perfect customers?**
- **How do I want to be perceived by my customers?**
- **What do I want to offer to my customers?**
- **What do I want to give to others that is in alignment with me?**

In the space below, specify your talents, gifts, and skills that you may or may not provide to your customers. They may be things that you successfully utilize in your business to make it successful. These are things you do well, however, are not directly paid for; this makes you unique & attractive to your clientele.

*EX: Sales skills, Marketing savvy, Writing, Joint Ventures, Networking, Corporate structure, Strategic Planning, Copy Writing, Finance, Investments, Accounting, Product Creation, On-line marketing....*

*Module Three*

**Specify your products and services that you do provide to your customers. These are things you provide that earn an income for you.**

*EX: Books, On-line Training Classes, Coaching Programs, Speaking at Events, Listing Real Estate, Selling Real Estate, Title Searches, Selling Expertise, Branding, Graphic Design, Custom-made Jewelry*

**PART THREE: SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME**



In this part of the Strategic Attraction™ Plan, list everything that you provide in your business as you have listed in the previous two boxes. These are what you love to provide to others; products you believe in and that you offer for sale, and your professional services that bring you alive each day. Include additional items such as business hours, days of the week you work with clients, prices you charge for each product/ service, and how you will be introduced to

your new perfect customers/clients. Write in the space below.

## Module Three

Thinking of everything you want can be daunting! The following exercise will help you turn unwanted situations around and help you to transform your clientele list to be filled with those relationships that really are 100% perfect for you and your business.

### The Magical Turnaround



Ever been stuck in the muck about a situation that seems to keep happening over and over again with more than one customer and seems to follow you where ever you go? Such as, a customer who is repeatedly late to their appointment, never pays their bill on time, doesn't follow your advice, or someone who challenges you so much that you wonder why you are even in this business!

Follow these steps and you can turn every situation around from a relationship disaster to a business success. You may even say it's **MAGIC**.

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### A True Story

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**A successful businessman, named Phillip, was the owner of a multi-million dollar business. He explained that he was close to giving up his successful business because of a situation he had recently experienced with one of his customers. Phillip explained that he had bent over backwards in his attempts to please this particular person. In fact, he had gone way beyond what he typically does with his other customers, yet the man was still unsatisfied. Phillip was so discouraged that he was inches away from leaving this business, even though he had made millions of \$\$\$.** When Phillip was asked to **SPECIFY WHAT HE WANTED HIS PERFECT CLIENTS** to expect of him in a situation like this one, where he had bent over backwards to please someone who could not be pleased...he answered:

**“I want them to expect me to walk away knowing that I have attempted to do everything that I can to satisfy the situation. And to know #1.... I did my best to serve my customer and #2 if I still cannot satisfy them, I will walk away knowing that they were NOT my perfect customer in the first place.”**

When something like this happens to you in your business, evaluate what you have gained from the situation. In the future, you will be more specific about what IS perfect for you in advance and be able to circumvent less-than-perfect situations earlier in the relationship.



## Your Complaints are a Clue



What are you complaining about? Sounds negative, perhaps... only if you always complain and blame others for not having what you want.

Understandably you don't like to think of yourself as complaining, however, with this exercise complaints serve you to understand what you do want, and can be a vital piece to Step Three of your Strategic Attraction™ Plan which is to **SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME.**

Your complaints are a clue to show you what you want to attract in the future. For a moment, consider looking at your complaints like two sides of a coin. One side of the coin is a complaint about something you are attracting that you DON'T want and on the other side is what you DO WANT.

**My complaint is that my client is late for every appointment...which is NOT perfect for me.**

**Write out your top complaints below:**

1.

2.

3.

4.

5.

**REFINE and REFRAME what you do want instead of what you are attracting.**



*“What would be perfect for me is to confirm all appointments in advance, provide my cell phone number to call and ask them to call me if they are running late.”*

***REFINE AND REFRAME my complaints:***

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



## PART THREE: SPECIFY WHAT I WANT MY PERFECT CUSTOMERS TO EXPECT OF ME

Add the additional items that you NOW know that you want your perfect customers to expect of you WHEN situations arise that you previously used to complain about!

Now you know that your complaints are a clue to show you want you want to attract, you can REFINE and REFRAME every situation to be one that is a perfect outcome for you.

A large, empty rectangular box with a light blue background and a thin purple border, intended for the user to write their specifications.

## Imagine ~ Dream Big ~ Have Fun

*My Perfect Customers want me to have EVERYTHING I want!*

**This is what I WANT My Perfect Customers to expect me to have...**

In my Business:

In my Personal life:

In my Community life:

In my Spiritual life:

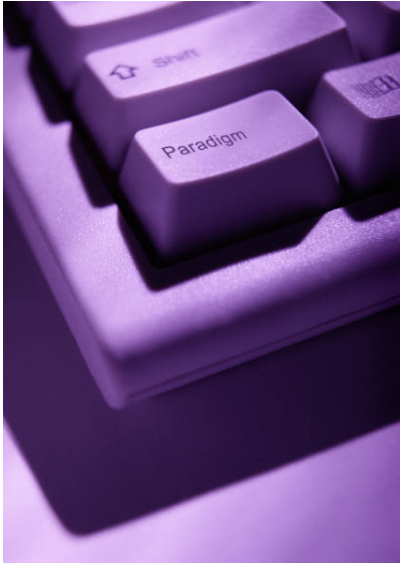
In my Family life:

In my Romantic life:

# How To Share the Strategic Attraction™ Plan Step Three

Sharing Part Three: Specify What **I want** my Perfect Customers to Expect of Me.

## 1. The Set Up of Part Three; How to Explain this Part:



❖ This part of the plan is worded in a particular way to inspire you to **think in a different way**. It is designed to shift your mindset about how you may have thought of things before.

❖ This part of the plan is intended to cause a **paradigm shift** in how you will operate in the future.

❖ We have all tried to meet what WE BELIEVE are the expectations of others, such as: a child grows up thinking that his/her parents wants them to become a doctor, nurse, teacher --- since the child doesn't want to disappoint their parent, they try to meet what they think is expected of them, and set aside their true interests or passions. This part of the plan is the polar opposite of this!

## 2. Guide your Customer/Client How to Respond to Part 3

In this part of the plan, the key principle is that your **PERFECT** relationships want you to have what you want....so, what do you want to attract?

Give practical ideas by using the title of Part 3 in every response. This helps them to hear the mindset shifting title and to begin listening differently, for example:

- I want my perfect clients to expect me to specify my office hours.
- I want my perfect customers to expect me to have a wildly attractive Website, Blog, Internet presence.
- I want my perfect clients to expect me to earn \$ XXXX.00 dollars / year; to work with XXXX number of clients; to charge \$XXXX.00 for products & services.
- I want my perfect clients to expect me to be knowledgeable, professional, and offer quality products & services.



3. **Part 3 is an excellent tool for turning around less-than-perfect situations!**

**You would say to your client:** Ask yourself, what are some of your complaints?

**Example:** My client stood me up for an appointment. I wasted my whole morning waiting on them to get there, then felt frustrated and angry that they hadn't even bothered to call.

**Your response:** Obviously that wasn't PERFECT for you! What would be perfect for you in the future? Because of this situation, what would you now add to your attraction plan on Part 3 about what you want your Perfect Customers/ Clients to expect of you before every appointment?



**Example of your new response on Part 3:** I want my Perfect Client to expect me to confirm every appointment in advance and verify the time, location, and duration of the meeting. I want my Perfect Client to expect me to let them know that they are free to make a change in our agreements by communicating in advance of a set appointment.

**TIP:** When you are working with this part of the plan as shown in the example above, guide your client to see for themselves where they are attracting less-than-perfect situations. By listening closely, you will hear examples in what they have shared with you. Reassure your client that you know they are not the kind of client who complains all the time! Yet, you are digging for what is perfect for them and what is not. One way to find what you WANT is to look at what you do NOT want....then turn it around.

#### 4. Using intuition



★ Determine where your client is by asking questions and using your best intuitive skills.

★ No need to push or direct your client; work with your Client / Customer where they are at this time in their life or business.

★ Trust that you will know whether they are ready to take small steps or that they are ready to go deeper into various situations.

#### 5. Using Part 3 as a tool for Personal Transformation

If the person you are working with brings up a situation that keeps following them around and indicate that this situation is something they keep attracting again and again, then they have an underlying issue that keeps this reoccurring situation in place.

Part 3 is the perfect transformative tool! As the facilitator of this process, all you have to do is to use the title of Part 3 in relationship with this particular situation.



**For example, your customer says:** One less-than-perfect situation that I keep attracting is that people tell me they can't afford to pay my fees.

**You would say:**

**“Let's look at this situation using Part 3 ~ what do you want your PERFECT customers to expect of you WHEN they say that they can't afford to pay your fees? “**

You would start to help them by repeating the question – placing particular emphasis on the word **WHEN** --- to help your client hear that they have a part in attracting this situation. That's why it follows them around --- it's an issue that they need to resolve for themselves.



Your powerful personal sharing will turn the light on for your customers to open up and see themselves. This is where transformation occurs....**your clients' transformation starts with your own ability to shine the light for them.**



### The Key Teaching Points for Strategic Attraction™ Planning

#### Part Three: Specify what I want my perfect customers or other relationships to expect of me.

- ✓ My perfect customers/clients want me to have what I want, so what *DO I WANT?*
- ✓ My complaints are a clue; turn my complaints around by refining & reframing them to what is perfect for me.
- ✓ Include Specific and Measureable Items (#'s, amounts, time frames)
- ✓ Include Basic Business Principles (hours, professionalism, services)
- ✓ I am 100% responsible for all that I attract (and I give up my right to BLAME others for not having what I want).
- ✓ Powerful sharing of your own experiences help others transform. (Keep a journal and practice your powerful shares).

**TIP:** A less-than-perfect situation keeps happening until you are clear about what IS perfect for you and are able to clear out the underlying source of the issue. **The Strategic Attraction Plan is designed to bring these things to your awareness on a conscious level.** It is up to the individual to determine how to clear out or heal these issues. Your job is to help guide them to seek the perfect healer, teacher or energy clearing method.





# Strategic Attraction™ Plan

## Step Four



*Congratulations!*

You are ready to create who you are being that is in perfect alignment with what you have written on your Strategic Attraction™ Plan. All great things begin with a Powerful Declaration statement.

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### **Business Success Formula: BE + DO ⇨ HAVE**

The Business Success Formula is all you need to remember, let's keep it simple...and that formula is **BE + DO ⇨ HAVE**. Many business people jump into immediate **DO** mode before engaging with the idea of who they must **BE** to accomplish their goals. Said another way, this is the you that you will be when you have accomplished your grandest goal...you **BECOME** or **BE** that person **NOW** as if you have already reached the finish line. This is the magic of Part Four of your Strategic Attraction™ Plan coming into play, literally this one part of your strategy is vital and it's okay if you **PLAY** with your declaration statements to have fun too!

*Write several different examples of who you want to be seen as by others that you would like to attract. Play with 'titles' and use the ones that make you light up inside when you think of it; imagination is a plus here; exercise your creative side here. Ex: Savvy Goddess of Business*

## Blinder Removal

Perhaps there is a BLINDER that is causing you to be unable or hesitant to share with others about who you want to be seen as by those you want to attract. Maybe you don't quite believe that you can attract what you want in the first place? These are blinders...**Thank goodness blinder removal is simple.** Here is the antidote for removing your blinders by creating a statement that will have you dropping that blinder mask and start attracting like a rock star.



See if you can disappear several of your blinders below:

### My Old Blinder

**I hate business networking groups.**

**I can't see where to find any new clients.**

**I am tired of people who stand me up.**

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### My New Being

**I am the Savvy Goddess of Business.**

**I am a Magnet for Attracting New Clients everywhere I go.**

**I am a Business Rock Star and my clients are excited to work with me.**

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Module Four

It takes courage to BE an authentic expression of yourself, DO what you love in your business to HAVE what you want to attract AND be seen this way by others.



What are some of your random acts of courage that you have already taken in your business? List your acts of courage along with those that you will be taking soon.

*Ex: I joined a networking group; I spoke in front of a group; I hired a business coach*



**PART FOUR: DECLARE WHO I GET TO BE  
TO ATTRACT WHAT I HAVE  
WRITTEN ON MY PLAN**

Use your creative side on this part; think of this statement as a starring role in a part you are playing where you are the rock star; give your BEING a title; shift your BEING to go from pitiful to powerful – moment to moment.

A large, empty rectangular box with a light blue gradient background, intended for writing a personal declaration.

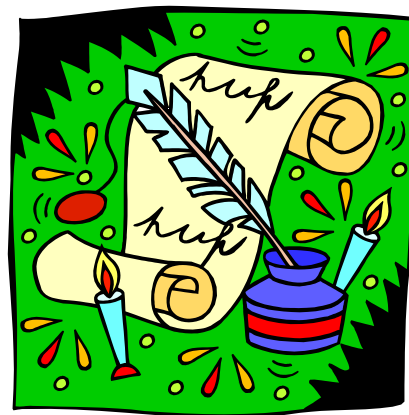
# How To Share the Strategic Attraction™ Plan Step Four

## Sharing Part Four:

**DECLARE WHO I GET TO BE TO ATTRACT EVERYTHING I SAY I WANT AND HAVE WRITTEN ON MY STRATEGIC ATTRACTION™ PLAN.**

**1. Setting up Part Four; examples of how to explain this part.....**

- ❖ The Key Word in this part is the word **DECLARE**.
- ❖ All good things start with a **DECLARATION**, such as: The United States' Declaration of Independence says "this shall be!" and that's what a declaration is all about.
- ❖ You may use this part of the plan to **CREATE** multiple being statements; it's different from Part Two: What Makes You Tick, which is a statement that remains the same over time.
- ❖ Your **Declaration of BEING** can be created moment-to-moment; it should change context and quality with each one.
- ❖ Your Declaration of BEING is intended to **SHIFT WHO YOU ARE BEING** from one state of being to another more desirable state. We call this: **Shifting Your Being**.
- ❖ When we surveyed our clients who have been the most successful with their Strategic Attraction Plan, we found there was one thing that made the most difference over those who didn't do this --- and that one thing is that they stepped into who they were **BEING first before engaging into DOING**.
- ❖ These principles are based on Ancient Sanskrit Wisdom.....



***Established first in being, then perform action.***

## 2. Guide your Customer/Client How to Respond to Part 4:



Start by having your customer or client think of how they were being this morning when they first got out of bed. Were they full of energy, ready to meet the day, couldn't wait to get started on their business goals? Chances are they needed to **SHIFT THEIR BEING** before getting started.

Work with them to say who they were being this morning, for example:

- I was being poor, pitiful me.
- I was being tired and grumpy.
- I was feeling like a loser.
- I was being nervous that I hadn't prepared ahead.
- I was being anxious about meeting new people for the first time.

**Give them a PERSONAL SHARE about a time when you shifted your being. (Jan shares this story and you can borrow it until you have one of your own)**

*"I had just moved to Santa Fe, NM and I knew no one here. No family, no friends, no acquaintances. And decided to go to a Women's Networking Event to meet some new people. I made a reservation and was excited....until, the day of the luncheon, my excitement turned to anxiousness and nerves. Driving to the meeting, I was tearing myself up inside saying things in my head, like: I should have worn the other outfit – my hair looks terrible – I probably won't meet anyone – I'll sound stupid when I make my introduction. Sound familiar?"*

*So, I called my friend Patty from the car..... Knowing that this meeting would be a disaster if I arrived **being poor, pitiful, Jan!** In two minutes, after hearing my story, Patty asked me how I would prefer to be seen as when walking in the room full of networking people.*

**On the spot, I created this DECLARATION: Who I am being is the Savvy Goddess of Business.**

*Immediately I shifted! My chest puffed out, my body relaxed, and my mood shifted from one of anxiety to one of power.*

*I knew that the shift had indeed happened, because as I got out of my car and was walking across the parking lot – several women were walking towards the front door at the same time and one of them asked ME – do you know where the Women's Networking Lunch is being held? Right then I knew that my being had shifted! "*



**TIP: Create your own personal share about a time when you shifted your being powerfully so that you can illustrate this to your customers & clients. Here is a daily practice:**

- Who would you like to be being today instead of who you are being right now?
- Who would you like your clients to see you being when you walk into a room?
- What is the perception that you would like people to have about you when they meet you?
- Keep a journal and make notes of the results and what happens when you shifted your being.
- By answering these questions each day – moment to moment – you will come up with some powerful shares about the day you shifted your being

**3. There are a rainbow of possibilities that can be created. Here are some useful tips for crafting being statements.**

**It's can be similar to a title like a movie, book, or a company title. Make one up or copy someone else's.**

- Director of Client Happiness
- The Audrey Hepburn of our Time.
- A Legacy-Maker that Stands the Test of Time



**It can be lighthearted which will shift your mood just thinking of being this much fun and play.**

- The Savvy Goddess of Business
- A Champion for Marketing with Flair
- A Magnet for Attracting Perfect Customers
- A Powerful Manifestor of Great Abundance

**It can be serious sounding and have deeper meaning.**

- God's Right Hand
- An Advocate that All Children are Fed
- Catalyst for Spiritual Growth



**Cont'd..... useful tips for crafting being statements**

**It can be thought provoking to others.**

- I'm a catalyst causing radical change in the world.
- I am a global leader of transformation.
- I am the one who will rock your world.

**It can be in alignment with your branding tick words.**

- I'm playful, feisty and a trusted advisor.
- I'm an expert in sales and marketing.
- I'm a confident partner for people who resist change.

**It can give you a feeling of more inner strength, courage, personal power.**

- I'm a powerful, force in the universe.
- I'm a Deva leading the way to cause miracles.
- I'm a Catalyst for rapid growth in your business.

**It can be a stretch and cause you to expand each time you speak it out loud.**

- I'm the CEO of a Fortune 100 Corporation.
- I'm generate communities in which millionaires are created.
- I'm the owner of a Million Dollar Business.
- I'm the Imagin-eer of our Company.



**Have Fun and Use your Imagination!**



## The Key Teaching Points for Strategic Attraction™ Planning



**Part Four: DECLARE who I get to be to attract what I say I want and have written on my Strategic Attraction™ Plan.**

- ✓ It's a DECLARATION --- intended to be spoken out loud.
- ✓ You can go from pitiful to powerful in a moment.
  - ✓ Your being can be changed moment to moment.
- ✓ It's different from your TICK – in that it changes daily.
- ✓ You wouldn't think of leaving the house in the morning without brushing your teeth and from today on.....you won't leave the house without creating your being.

**TIP:** If you want to create a being and are feeling stumped, think of someone who you respect and admire. Imagine for a moment that you can embody their being. Who would you be being if you were this person? Be that!

**Who I am being is the Oprah Winfrey of Strategic Attraction.**

**Now that's Attractive!**



# Strategic Attraction™ Plan

## Step Five

### Attractive Action vs. Dazzling Distractions

Activating Your Strategic Attraction Plan



It's time to put everything into motion by taking actions that are in perfect sync with your Strategic Attraction™ Plan. When you take Attractive Actions, you feel guided, your actions are empowering, the feeling you have while taking an attractive action is GOOD. Attractive actions keep you on course and is in alignment with what makes you tick; it is perfect for you.

*What is the next most attractive action for me to take?*

Asking that one question will almost always keep you on track with your Strategic Attraction™ Plan. Yet there are so many tempting options, how can you choose and be sure it is an attractive action?

**Here is a quick checklist for determining if it is an Attractive Action or a Dazzling Distraction:**

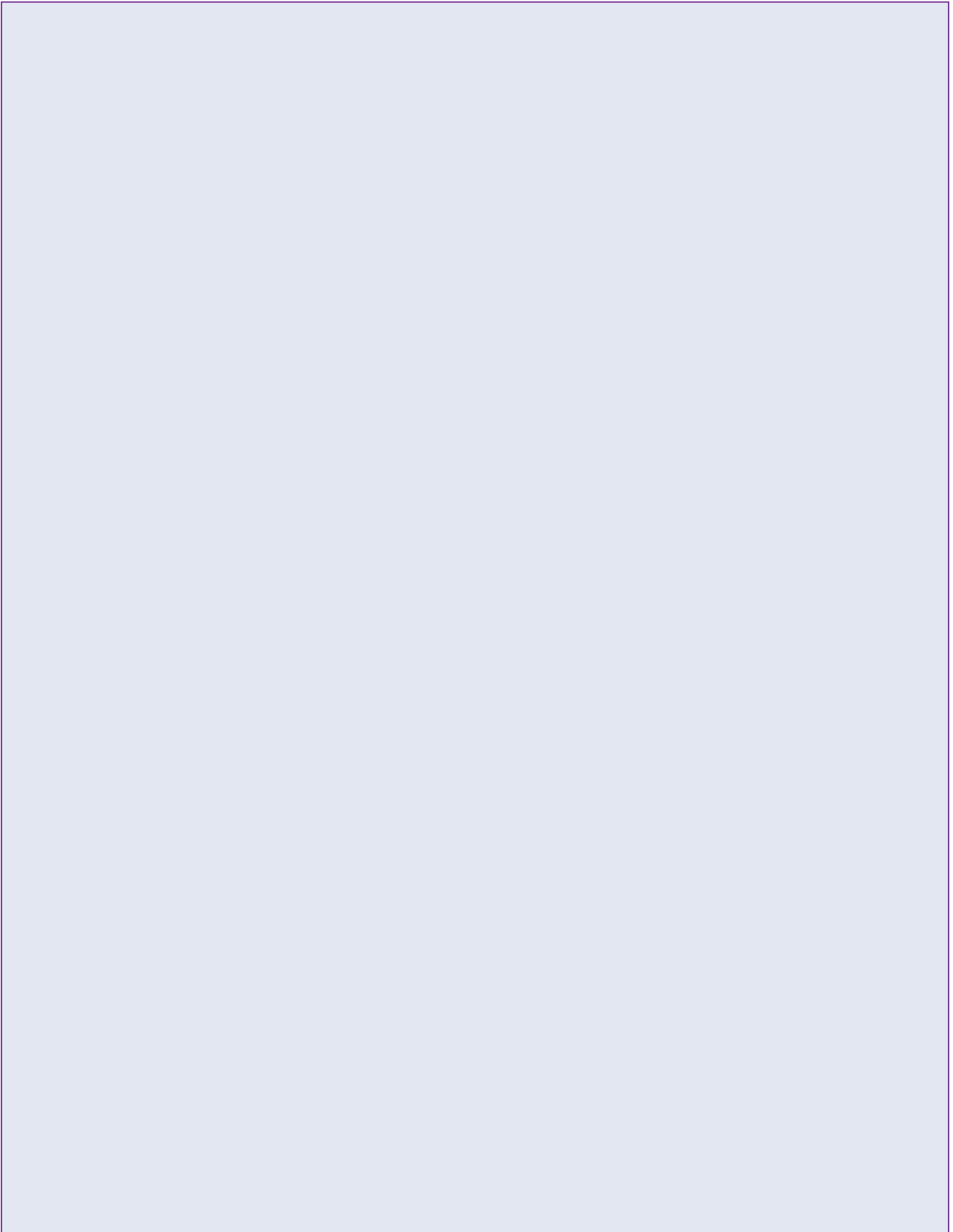
#### *Dazzling Distractions*



- Keep me awake at night worrying
- Cause me to feel anxious inside
- Seem too good to be true
- Have me deviate from my plan
- Are often a get-rich-quick kind of offer
- Cause tension and upset in relationships
- Are a high-risk return on my investment
- Cause a lack of clarity
- Feel seductive and inside I feel seduced
- Seems too hard, difficult, complicated
- Body, Mind, Soul feels tight & tense

**Now take a quick review to see if there are thing that you are involved with that are Dazzling Distractions and see if you can let them go. Time to get back on your course!!!**

**List below anything you are going to release:**



### Attractive Actions



- Feels good when I take this action
- Is in sync with what makes me tick
- If I say no, I feel relieved afterwards
- If I say yes, I feel empowered and confident
- Takes time to develop
- Results are satisfying
- Relationships get better as a result
- Are a good investment in my business
- Are focused and directed
- Seems easy, natural, simple
- Body, mind, spirit are relaxed & aligned

### Make a List of Your Goals & Next Most Attractive Actions

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## Quick Review

Let's do a quick review of the previous Modules to show you how far you have expanded over the last few weeks and jog your memory before starting on Step Four of the Strategic Attraction™ Plan. As you will see, there have been many things happening all at once that have brought you to this point.



**Module One** – Clear and Focused about Perfect Customers for your business. Describing your Perfect Customers' qualities, characteristics, and attributes. Setting your Sales \$\$\$ Numbers; allowing your thoughts around sales to surface so you can let them go.



**Module Two** – The BIG why you are in the business you are in; what makes you tick connects the dots to your purpose, passions, and core values. Branding from your tick words to represent your uniqueness.



**Module Three** – Getting to your Authentic Offering by refining and reframing what is perfect for you when you are sharing your products and services with your perfect customers; use the magical turnaround of complaints by refining and reframing to attract to your true desires.



**Module Four** – Shifting Your Being takes you from one state of being which are less desirable to something that is much more attractive. By creating a simple DECLARATION, this process is the antidote for removing all of your blinders too; our Success Formula is BE – then DO – which will attract our goals and HAVE.



**Module Five** – Take an Attractive Action today. What will you choose? Now is the time to find the COURAGE that is inside of you to take BOLD actions. Use your inner guidance to choose what is best for you and will move your business forward. Trust your gut feelings. your intuition and you will always be on course. Even if you find out that an action was not in your best interest, you will know quicker than you did before and able to make a more attractive choice.

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**Most important tip: Apply what you have been learning and stay engaged with your Strategic Attraction™ Plan, it's simple! We are looking forward to our next journey together. — Jan & Alan**

# How To Share the Strategic Attraction™ Plan

## Step Five

### Sharing Part Five:

#### Taking Attractive Actions VS. Following Dazzling Distractions

1. Setting up Part Five; examples of how to explain this part.....



This part of the plan is intended to set everything in motion that was defined in Parts 1 thru 4 of the SAP.

It helps to ask yourself: What IS the next most attractive action for me to take?

*How to know you are taking an  
Attraction Action...*

It **feels good** to you when you take it.

It is always in **alignment** with what makes you **tick** and your true mission or purpose.

It comes after **you have a solid strategy**, a plan.

It has an intended outcome that is based on **reality**.

It involves a choice and there is always **more than one solution**.

*There is always more than  
one solution for everything.*

#### *How to know that you are following Dazzling Distractions .....*

It takes you away from your true path.

It causes you to go for something that is unobtainable or not right for you.

It sounds seductive and filled with promises like "easy money".

It sounds too good to be true and usually is.

It always comes with a high price that will cost you in terms of lost time, energy, and/or money.



*Hi! I'm  
Easy Money*

It causes you to stop mid-stream and change course suddenly without thinking it through.

2. **Guide your Customer/Client How to Respond to Part 5:**



Give your Customer / Client the suggestion to talk about and even write out previous experiences where they followed a dazzling distraction that got them nowhere.

Talk about these previous situations and identify the warning signs that they were seeing, however, they stepped over them or ignored the stop sign.

Make a list of things that are always a dazzling distraction for you, so that you can share these with others to help them see something for themselves.

**A list of possible Dazzling Distractions:**

Lure of easy money

Being famous

Children / Spouses / Family needing you

Tiredness

Feeling like you have to keep going non-stop

Pushing yourself with no rest

Over-committing

Needing to convince or defend

Feeling like there isn't enough time

Lack of commitment ~ never getting things started

Never finishing something ~ always incomplete

Lack of making a strategy / or a plan and then sticking with it

Always changing your mind

Stopping short of the finish line ~ giving up easily

Living in doubt, fear, never taking a risk



**TIP:**

*When you share your own personal vulnerabilities with your customer or client, you are serving them by being willing to authentically be yourself and modeling for them in a way that can alter the course of a person's life and cause personal transformation for you, as well as for them.*

**3. Time to step them through their list of actions to take that are PERFECT for them to take next.**

The natural next step is to identify the Attractive Actions that your customer / client will take. Hold their hand as you both clearly identify these actions and use the criteria shared in this module, to be sure that these are Attractive Actions for them. Be sure that each action has a completion date.

**My next most Attraction Action is:**

**Date I complete it is:**

_____	_____
_____	_____
_____	_____
_____	_____



## The Key Teaching Points for Strategic Attraction™ Planning



### Part Five: TAKE ATTRACTIVE ACTIONS VS. FOLLOWING DAZZLING DISTRACTIONS

- An Attractive Action feels good.
- A Dazzling Distraction feels yucky.
- Share your own vulnerabilities; you have the power to transform yourself and others when you are being authentic.
- MOST IMPORTANTLY!!!! There are no WRONG actions and it's not BAD to follow a dazzling distraction ... we learn from all of it. It's a journey.



*Congratulations -- you've GOT THIS now go forth and share the SAP!!!!*

