



Attracting Your Ideal Clients and Partners

Exercise - Ideal Client Design

For 27 years I've been in business, in sales, marketing and management. After college, I sold copiers. I was in the solar business for many years. I've been involved in residential and commercial construction. I had a publishing company and I still have an energy conservation business that I started 18 years ago.

I've been looking for clients the whole time.

And I've been getting clients the whole time.

Along the way, I discovered something that would have been great to know at the beginning. I used to think that all customers were created equal. And I thought any customer was as good as the next. Before I started working with The Law of Attraction, I didn't know that my thoughts about clients; who they are and where they come from; could have such an amazing impact on my success and enjoyment in business.

According to The Law of Attraction, things will flow into your life according to the thoughts, words and actions you take, and the emotional energy behind those thoughts, words and actions.

So if I'm saying and acting in the direction of new clients, I'll get some.

But if I'm saying, "Business is down, things are slow" - then "thy will be done" and business is slow.

We think our language is "Descriptive" when in reality our language is "Creative."

If there is only one idea that I can convey to you it would be this one (that is why I underlined and italicized it.) The words we use are an amazing creative tool. This applies to the words that come out of our mouths and the words that bounce around between our ears. What we are thinking and saying will show up in our lives. What we say about life and business seems to be "the truth" to us. But what if it was flipped around? What if the words we use today generate our reality tomorrow? That means the words we have been using in the past have created our life today. That is pretty startling unless you already know this and live this way.

Imagine if life were as simple as:

- 1 -Create clarity about what you desire
- 2 -Feel yourself having it, enjoying it and being it



- 3 -See yourself having it, enjoying it and being it
- 4 -Think and Speak knowing it is here and on the way to you
- 5 -Act as if what you want is already here (because it is)
- 6 -Be grateful now for what you've already received and for what is coming
- 7 -What you were attracting shows up in your life

What if you found out that this formula above is **ABSOLUTELY TRUE!**
Have you ever tried it? If not, how could you say that it can't work?
Imagine your life once you begin to practice this.

You can apply this starting **NOW**.

The first 2 pieces to do in this section are 1. being as specific as possible about the characteristics of Your Ideal Clients, and 2, writing about how it feels when you work with Your Ideal Clients. And the 3rd task is to knit these together in a bit of language that will light you up, and keep you motivated. It is very important to remember that you can have more than one Ideal Client Design. If you have different product lines, services or division, it would be wise to do this exercise for each. Have you employees do it too. This can have a huge impact on your marketing results. Why advertise or market or spend a nickel trying to get "any" client, when you can focus your marketing on getting Ideal Clients. This process also leads to an amazing amount of leverage that is available in defining your Ideal Partners.

Part 1. "Good" Clients

Begin with a client list. If you just starting out, think about people you know that could be clients and make a list of them. Make sure your list is printed and not on a computer screen. If you have a list that has some information for each client, even better! Maybe you can show what town, income-per-client or any other information that you can readily compile. You can even add some breakdowns like revenue between \$2-5,000, between \$5-10,000, \$10,000 and up for example. Or pick a distance from the office if that is important and that helps distinguish good from better clients. Maybe list the business they are in or what kind of car they drive. It's up to you, your imagination and your discernment.

Spend a moment with each name. Imagine seeing the client's face, or hearing their voice, or seeing their home or office. Once you get a feel for them, then simply make a mark or not as follows. Simply make a checkmark next to the clients that you really enjoy, that are really "good" clients. Don't worry about for now **WHY** you enjoy them, or **WHY** you think they are "good" - we'll get to that in a moment. Just be quick, and let your first instinct guide you here.



Congratulations! You just took a very important step to connecting your feelings to your business. We often try to ignore and discount emotions in the workplace - like - “It’s just business!” as if our feelings and emotions don’t have a place at work. Thoughts like that have a lot of power. We usually repeat them as if they are true, even if the idea originally came from someone else, or even if it is “just an old saying.” Just because people have been saying it, doesn’t make it true. It might be true for them, but it doesn’t have to be true for you. Don’t you think you would prefer being able to bring your whole being to your business? Why leave out such an important part? What if the old saying was about home? “You know what they say, It’s just home, no use getting upset or emotional about that” How ridiculous? Be careful and thoughtful about the things that come out of your mouth.

Part 2. Ideal Client Matrix

Take the list of enjoyable and good clients and make a new list with just their names on it. You can use the Ideal Client Matrix.pdf which helps organize this section. (see the Example on the “Attracting Your Ideal Clients” page of the website.) List the clients down the first column. Once again, spend a moment with each name. Close your eyes if that helps. Imagine seeing the client’s face, or hearing their voice, or seeing their home or office. Once you feel a connection to them, now we will begin to ask Why? What is it that we enjoy about them? What makes them good? Do we have good conversations? Are they a big revenue or profit producer for you? Do you laugh together? Do you always think of them as smiling? Do they make referrals to you? Do they pay on time?

Record these observations. As you discern and discover a trait about the client, write it in at the top in the next column. Stay with the first client for a moment and record as many traits as you can in the top row.

Now go to the 2nd client. Connect with them in your imagination. Using the traits in the top row as a checklist, does this client have any of those traits? Make a check in the box for that client under that trait. Does this client have any other traits that have not been recorded for previous clients? If so, record this new trait at the top in the next empty row.

Here are some things to consider as traits or column headers:

- they refer new clients
- they are great to work with
- they appreciate what we do for them
- they are within xxx miles from the office
- they bring in \$\$\$ of revenue per year



There are many other categories you could list for information you may not know yet but might be very helpful. Consider items like: educational level, income, do they have children, what do they do on holiday, are they church members, are they club members, association members etc.

Eventually, you'll have a completed "enjoyable and good" client list with a chart of all the different traits you value and an easy way of seeing who has which traits.

Review this chart. Look for patterns. Are there certain traits that only a few have? Are there traits many have?

Which traits are most important to you?

Which traits do you feel are the best indicators of the best clients?

If you could define Your Ideal Client, which of these traits are the best predictors?

Part 3.

Take your observations from Part 2 and start to Brainstorm (write as much as you can without editing or judging.) Expand your notes into phrases and sentences that point to the traits, attributes, behaviors and patterns of your Ideal Clients.

Use present tense and add in emotion to your language to empower this process.

The end result is to have a paragraph or so for each Ideal Client Design.

Review

Imagine if someone asked you what kind of clients you wanted more of. This statement is your answer. Read this statement to yourself periodically. Post it in conspicuous places. Use this as you decide on marketing issues. Make sure your vendors know this too.

I'd love to hear what you came up with. Send it to me by email. There will be teleclasses and groups on all the different Steps in the book so you can share your experience and hear what other people are experiencing. If you'd prefer, we can also set up a One-on-One session. Please refer back to the website for information on these opportunities:

www.earthandlight.com