

DEFINING YOUR PERFECT-FIT CUSTOMER / CLIENT / PROSPECT

Reminder: Attraction is the fundamental building block for creating successful, fulfilling, harmonious businesses. The power of attraction increases as we become very clear about who WE are, and what WE want.

Use the **Clarity Through Contrast Tool** to gain clarity about what you like and don't like (or want and don't want) in a client or customer. Be very specific about your *wants*.

This is truly an opportunity to shape your business life exactly as you want it, and to work with only those people who are a right- or perfect-fit for you. Take advantage of the Universe's generosity in this regard.

You may want to keep this tool handy for a couple of weeks so that you can add to it as more ideas and characteristics come to mind so that you have a complete and accurate profile.

First: Think about and write down in the left column all the qualities, traits or characteristics that you DO NOT WANT in a customer or client. Write them down without censoring yourself.

Second: In the right-hand column, write down all the qualities, traits or characteristics you DO WANT in a customer or client. Often, this takes the form of writing just the opposite of what you wrote in the Don't Want column, but it is not always. Think of the most positive way you can express what you DO want.

Third: Fold the sheet in half and only pay attention to the right-hand column. Do not hide this away as you will want to refer to it often to keep it top of mind for you. Just as you want to always be able to recognize your perfect-fit clients when they show up, so do you want to be able to recognize those who are *not* a right- or perfect-fit client for you. So from time to time you may need to refer to the left-hand column of the tool.

Then, answer these 4 questions:

1. What are the qualities, characteristics and attributes of my perfect-fit customer? (or whatever you call them for yourself, i.e. workshop participants)
2. What makes my perfect-fit customer "tick"? (What makes *me* tick?)
3. What do I want my perfect-fit customer to expect of me?
4. What is there for me to improve to be more attractive to my perfect-fit customer?
5. Write no less than 20 keywords and phrases about your perfect-fit client to create your client profile. Find a photo that represents for you your perfect-fit client.

Marty's Perfect-Fit Client Profile



1. Independent professional, solo-entrepreneur, or small business owner.

i.e. Coaches, Holistic Health Practitioners, authors, consultants, trainers
2. They are the *owner* of the business and work solo or with contractors (i.e. assistant, VA, webmaster, etc.).
3. Run their business full time and are fully engaged in it.
4. Mission-driven
5. Interested in building relationships for the long term.
6. Open to being transparent about the inner workings of their business.
7. Hold themselves 100% accountable; do not place blame elsewhere.
8. Makes and keeps commitments.
9. Open to new ideas and willing to try new things.
10. They would be a welcome guest in my home.
11. Enjoyable to be with; and to work with.
12. Willing to do the work necessary.
13. Mentally healthy.
14. Woman or Man.
15. Between ages of 35 and 70.
16. Has a goal of making \$50,000 (annually) or more.
17. Has little business and/or marketing experience.
18. New to being in business or in it for a short time.
19. Comfortable with technology.
20. Is willing to invest in their own personal growth as well as their business.
21. Honest in all of their dealings.