

7 simple steps to attract lots of lovely new customers!





Do you want more customers?

If you're running a business I'd be surprised if you said 'No'. But there are customers - and **customers!** Ideally, you want the RIGHT customers - the best fit for you.

If you have a laser focus on your exact perfect client it's like having a magic wand to wave over your business!

1. It's easy to tell your network exactly the kind of referral you want.
2. You'll be able to find good matches much more easily.
3. You'll have better conversations with potential clients because you understand their business.
4. Potential clients who match your perfect client profile will find you more easily.
5. You'll start attracting clients who REALLY appreciate what you do for them and are happy to pay you for what you do.



Identifying your ideal client may sound pretty straightforward - until you sit down and try to do it (as I know only too well) - so I've put together 7 simple steps to help you nail it down.

HOT TIP: To help you get that essential focus, think of the best customer you've ever had – the one that thought you were really wonderful and who was a joy to work for. Use them as the template to complete this profile.

A large, dark red arrow pointing downwards. Inside the upper part of the arrow's shaft is a white rectangular box containing the text 'Read on!' in a bold, black, sans-serif font.

Read on!



Get a sheet of paper and work through these 7 simple steps.

1: The product/service you are offering (just one)

Pick your most popular item and focus on this.

2: What group do they belong to?

If you're selling B2B this might be:

- The industry they're in
- The size of company
- Their geographical location
- The number of staff they have
- Their annual turnover

Or if you're selling direct to consumers it might be:

- The size of their family
- Their job or career
- Their hobbies or leisure pursuits
- Their affiliations (membership of communities - online and offline)
- Their lifestyle

What you're looking for is the defining factors for all the people who will really appreciate what you're offering.

3: Their personal style

For B2B clients this might be something like 'sales mover and shaker' or 'financial wizard' or 'people developer'

For B2C clients it could be 'environmentally aware' or 'party animal' or 'lover of fine living'.

4: Personal demographics

- Gender
- Age
- Name (I'm not joking - this will bring your ideal client to life - give your ideal client a name.)

5: What influences them?

If you know what they read - online and offline, it's going to be much easier to put your information under their noses.

This will include industry blogs, online groups/forums they belong to, social media platforms they're active on and industry/specialist journals.



6: What keeps them awake at night?

What problems plague them? What do they want, but can't find or don't have at present? What causes them stress?

7: What will life be like for them with your product/service in place?

This is the other side of the coin - how will life be easier, more satisfying, more fun, stress-free when they've got your product or service? Be specific, describe what they'll feel, see, hear, smell or taste.

If you have existing clients ask them what they like most - and what results they get from your products or services.

There's one additional piece of information it will be helpful for you to think about

What is their most common excuse for not buying your service/product?

If you know what stops them buying, you can ensure you resolve those issues before they raise them.

Now tell all your contacts who you're looking for and get ready for the phone to ring!