



ATTRACT
THE
RIGHT CLIENTS

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Think about all of your good relationships - whether personal or business related. The ones you enjoy, the ones you find rewarding, and the ones you look forward to continuing.

What do you share in common?

What comfort do they bring you?

What learning opportunities do you gain?

What motivates and inspires you about them?

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The best business partnerships are similar to great friendships. They are enjoyable, they are built on mutual respect and trust, and hopefully they are long lasting! Think of your ideal business partnership, and put yourself in your client's shoes. Reflect on what support they might need, what their concerns might be, and how you can best support them.

What struggles does your client face?

What concerns, fears, and worries do they have?

What goals are they trying to achieve?

What would they pay for to solve and achieve their goals?

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Keep coming back to that one ideal client that you really want to work with, and tailor your communications to that one person. Communicate in such a way that your ideal client will say: “WOW, you have read my mind - that’s EXACTLY what I need. I want to work with you!”

What key words and sentences will your ideal client identify with?

What key words and sentences should you include in proposals?

What key words and sentences should you add to your LinkedIn profile?

What key words and sentences should you always have on hand to describe your services?

