



Be Exact to Attract

Have you ever noticed that when you have two magnets one side repels while the other side attracts? No matter how much you try, if the magnets are not positioned with the right poles, you can't put them together.

Without realizing it, your marketing messages very well may be repelling your ideal clients rather than pulling them in. If you say "I work with anyone who...", you likely are keeping them at bay. Why? The words "anyone who" paints such a broad landscape that people cannot identify with your message. However, if you said, "I work with financial planners," now you're starting to identify more specifics about who you work with. Your referral partners will start to get a picture in their head about your ideal client.

If you choose a specific market, you will be more successful in your business because you align all of your activities with that specific market. You get to know that ideal client on a deeper level. There are a few additional benefits to describing your ideal client:

You craft a more compelling marketing message. A plain message that is general and broad won't get you far. Write a specific compelling message that speaks to your ideal client. When they read it, they will immediately identify with your message and be drawn in.

Referrals will be a snap. If you want to draw in referrals like a nicely paired magnet, then paint the picture of your ideal client in your referral partner's mind. The more exact your description, the more clients and referrals you will attract.

You get laser focused. When you are crystal clear about your ideal client, you are able to research what they read, where they gather in large numbers, and their habits. Once you determine where you can find them, insert your message in front of them. They will identify with that message and want to do business with you.

Armed with a laser focus, you will begin to create massive momentum. You will use your time more efficiently and pieces of your business will start to fall into place. Through the momentum you create, you will draw in new clients in large numbers wanting to do business with you.

Lisa Mininni is Best-Selling Author and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System for small businesses. If you're not clear on your ideal client yet, then we have to change that right now. You have a system available to you that is all laid out and available to you in an easy-to-implement, plug-and-go process. The Entrepreneurial Edge System™ includes



everything you need to know to fill your practice quickly and seal the deal 98% of the time regardless of how long you have been in business. All of the tools, scripts, templates and examples are available to you. Take step one of the system and implement it. When you complete that step, you move on to the next. That is why my students have gotten such great results from it. Pick up the free ebook Get Ready, Get Set, Go! at <http://www.freebusinessplanformat.com> to learn more. Our next LIVE Entrepreneurial Edge System 3-Day Intensive is scheduled for May 12, 13, and 14, 2011.