



The Better Question To Ask To Get More Clients

I'm often asked, "How do I convince people that what I have to offer is valuable." The better question to ask is, "Who is it that really wants what I have, who is ready to buy, and is willing (and able) to pay for it?"

Over and over, people ask me how I attract such high caliber clients. It wasn't always that way. Initially, I threw out a wide net. This is a common approach many business owners continue to use unsuccessfully to get more clients. It often stems from their inner entrepreneur, specifically their mindset. Trying to convince someone to do business with you comes from a place of scarcity. It is often the mindset of push marketing.

In push marketing, you become the pursuer rather than being pursued. You're also pursuing when you make numerous follow up phone calls that never get returned. You end up spending your valuable time following up with people who would never do business with you.

This occurs often because (1) you're operating from a long-established, traditional mindset and (2) your sales flow is not set up to pre-qualify your prospects so they can self select into your programs and services.

As many of my clients found out recently at my Wake Up Profitable Intensive in April, they made a paradigm shift to a systems mindset. Many of the business owners I work with are doing a lot of things in their business. Unfortunately, they have a lot of disconnected pieces. When adopting a systems mindset, it's about connecting all of the pieces of your business to create a seamless flow. One of the first steps is getting focused on exactly who you do want to attract into your business. This is where the shift begins to occur for most business owners. They get really clear on who they want to attract and the results they want to achieve. The more focused you get, the more you will attract the prospect who is looking for the solution you provide. Your description of your preferred prospect should be so vivid that it conjures up a person in your mind (and an image in your referral partner's mind, too.)

There are benefits to knowing your ideal client and identifying your sales flow. When you identify your ideal client, you begin to understand their preferences, what they like to read, and what they listen to. Your clients can't help themselves but to follow your messages because they identify with your messages. It's as if you are talking directly to them. Then you get your message in front of them and network where they network. The prospects that are not a direct match, will pre-screen themselves out.

Once you match your message to those prospects you want to attract, you also want to make sure that your sales flow is set up to pre-qualify your prospects and have them self select into your programs and services. This involves using all of your marketing assets and messages to pre-qualify your prospects, create mesmerizing marketing messages that your prospects identify with, and describe a clear call to action. When you have that flow, you put the responsibility on to them to choose you, actually reversing the sales process. They choose you instead of you chasing them.

Do you see the difference between this strategic systems approach and traditional push marketing methods? Can you also see how much easier it is to pull in rather than push hard to get more clients?

Armed with the right mindset and appropriate process, you can easily attract a line of pre-qualified prospects. You'll also find that you leverage your time and effort so you spend more value-added time with your high-paying clients.

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