



## **The Secret Sauce for attracting your ideal clients**

People often ask me, what's the "secret sauce" behind being consistently successful at attracting wildly motivated clients and raving fans?

So I wanted to share with you a very important business skill for you to develop, one that we talk a lot about in our workshops.

Here it is...

**Learn to see all of your interactions with your clients through the lens your clients are looking through (not your own).**

Can you imagine knowing exactly how your ideal clients are going to react to everything you do in your business?

- You would know what to say and what not to say
- You would know which of your offerings will be a hit and which ones won't
- You would know how to engage your audience rather than bore them to death
- You would know exactly what they want and be able to simply provide that for them

**And yes, your ability to serve your audience and your ability to generate the income you desire would skyrocket.**

You knowing how your potential clients are going to feel and what they will think as a reaction to all your outreach is a huge asset and it's also a skill. And it is absolutely a skill that you can develop. All it takes is a desire for it, knowing where to start and a whole lot of practice.

Here's what you can do to develop this skill:

### **1. Commit to asking yourself the following question:**

**How will my ideal client react, how will they feel and what will they think in reaction to what I am about to do right now?**

This is the essence of marketing. Ultimately it's a commitment to being of service, knowing that you will be able to provide more value, more service when you understand your ideal clients.

And asking these questions can be a huge eye opener:

How will they respond to your email? How will your ideal client respond to this particular word in your correspondence? What will they think when you show them a particular offer? How will they feel when they listen to your presentation?

And what I am talking about is getting as close with your clients as you do with your best friends. When you know your best friends, you know how they are going to react to everything you do. It might not be conscious, but you know.

Being able to intimately and consciously know your clients is one of your biggest business assets. Invest in it freely.

### **2. Do whatever you can to experience the world through their lens.**

Here are a couple of exercises that can help with this:

a.) Ask a friend or a colleague to interview you as if you were an ideal client for your business. Your friend would be asking you all kinds of questions to get to know you, what you want, what keeps you up at night, what you like and what you don't like as it pertains to your area of expertise and to marketing.

b.) Interview a few of your clients and ask them the same questions. Ask them about what they like about you and your service. Ask them about your marketing. Ask them to read one of your newsletters and ask them to be brutally honest. Provide an extremely safe environment for them to

tell you exactly what they think and feel about EVERYTHING you do. This will be extremely valuable. I've done this on many occasions and I have learned a ton (even if it wasn't comfortable to hear the criticism).

c.) Create a collage using magazine cutouts of your ideal client's world – what they like, what car they drive, what clothes they wear, what books they read, etc....

This will allow you to look at the world through their lens and will help you to be a more effective Professional and more impactful with your clients, too.

### **3. Learn to measure and monitor your ideal client's reaction to everything you do.**

This is an important and a very courageous act. It's not easy to always be tuning in to the experience of your audience. For example, when you send out an email and no one responds, notice that. Be loving to yourself and avoid getting down on yourself. But notice that you did something (sent an email) and you got a particular reaction. Ask yourself questions like, "What didn't resonate with my ideal client? What could I have done differently to get better results?" Conversely, when something works and you get a good response, notice what worked and do it again...and again...and again.

You can do the same in a consultation with a potential client. Notice when you lose the connection to them. Notice when they begin to shut down. Notice when they light up. Notice what reaction they have to what you say and also to how you listen.

Notice and adjust with no judgment and without making yourself or your potential client wrong.

When you are able to create this kind of empathic relationship with your ideal client by looking at the world through their lens, your marketing will be highly effective, you will love how it feels in your business and your clients will be raving fans spreading the gospel of YOU.

And isn't that what we all want???