



Marketing Dynamics
Business Solutions

Client Attraction

One of the reasons you are making no money is because you are attracting the wrong clients. The ones who want to beat you down on price, the ones who never buy again or refer you, the ones who really don't appreciate the value of what you provide. You do not want bad clients, you want the very best clients ever so you can earn all the money you want and deserve in your business.

We will cover:

1. Your ideal client
2. Your message
3. Your packages
4. Your visibility strategy
5. Your sales funnel
6. Your follow up/ closing of the deal



Let's start attracting the best clients:



Your ideal client

You have heard me say this before and it is only because it is so important. Having a client avatar will help you narrow down exactly not just who you want to serve but who you want to attract.

1. What is their gender? Male or Female _____

2. What is their age _____

3. Where do they live? (East, West, North, South, Tobago, regionally, internationally) _____

4. What is their education level? (Primary, Secondary, Tertiary)

5. What types of relationships do they have? (married, single, common-law,

divorced, widowed) _____



6. Where do they work? (Public sector or Private Sector)

7. What is their disposable income _____

8. What are 3-5 problems your ideal client is experiencing? What keeps them up

at night?



9. How can your product or service solve that problem?



10. What is the benefit to them of using your product or service

11. What is the benefit of that benefit?



Your message

What exactly do you tell your clients everyday? You see this could be the simple reason you are not attracting the very best clients. You are not telling them anything of value! You are not sharing with them how you solve their challenge and why they should buy from you. And I do not mean bragging about how great you are; dropping a flier or a link, but really and truly engaging and showing them how you can help them!



any clients I have noticed just like to talk about the finished product but they do not like to share the process and that is exactly what your clients want to hear to build know-like and trust! They want to know that you understand the process from start to the finish line.

Answer these questions:

Why did you get into this business? What is your WHY story?

What is the 1 main thing your product/service solves?



detail explain how it solves the problem



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What makes you different from your competitors? What is your unique selling proposition?

What is the funniest story about growing your business?





Your packages

What exactly are you selling? Another reason you are not getting clients is because you are not telling them what you can offer them. Are you being super specific and telling them what you are selling or are you giving them an overview of the 10-15 things that you offer and hope that they pick one of them.

You have to be specific about what you want them to buy especially when you offer more than 1 product or service. Giving them too much information about your whole portfolio may seem overwhelming to your client who just want quick easy solutions.

Make a list of 3-5 specific products/services that you offer?



Choose one of the products/services and describe in detail what problem it solves and how it changes your clients lives?

Repeat the process with each of your products/services?



Your visibility strategy

Now you know exactly what you will be selling and who exactly you will be selling to (your ideal clients!) and now it's time to decide where you will be showing up. Your visibility is paramount to your success.

Your visibility means how you plan to be seen every single day by the people you want to attract and may include a variety of techniques in a variety of ways

1. Make a list of the 5 places online where you will share valuable information. (fb groups, Instagram, twitter etc)



2. Create a one week schedule (5 days) and select 3 different times of the day when you will share these value posts online.

3. Answer each response you receive and if on Facebook like every comment posted.



4. Make a list of the 5 places offline where your ideal clients spend time.(networking events, if they read a particular magazine or column)

5. Create a one week schedule and reach out to each of these places, whether it's an association where they are or to a magazine that they read. Make contact with the head of each and volunteer to speak to the members and share valuable information.





Your sales funnel

A sales funnel is the process your client goes through from the awareness stage to finally buying from you.

Each potential client goes through the following journey in buying from you

1. Awareness
2. Consideration
3. Decision

The **awareness stage** is when they are doing research and looking for a solution to their problem. (This is where you build know, like and trust by giving valuable information everyday)

The **consideration stage** is where they have found the solution (you) but they still need to think it over

The **decision stage** is the final stage where they have made up their mind to work with you

Your job is to attract them, convert them, close the deal and delight them. In other words, you move them from strangers to visitors to leads to customers to promoters!

Think of an actual funnel where awareness is at the top and the decision is the narrowest part of your funnel. At each stage, you should be giving your potential clients valuable information that would eventually lead to a sale.

Your sales funnel will include a combination of activities at each stage of their journey



Awareness Stage-videos, blog posts, free tools, guides

Consideration Stage- webinars, podcasts, case studies, testimonials

Precision Stage- free trials, product demos, consultations, quotes

At each stage of your funnel you should be continuously be sharing valuable information.

Make a list of all the activities you will be doing at each stage.



Your follow up/closing the deal

The follow up is one of the toughest things to do for most entrepreneurs but truth be told, you have to follow up with persons at least 8 times during your sales process

Follow up can be done in a number of different ways depending on the relationship you have built with your potential clients. It can include

1. A phone call
2. An email
3. A whatsapp message
4. A postcard



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Make a list of people you have made contact with over the last 3 to 6 months and follow up with them. Sometimes they just need a simple reminder.

