

Magnetic Marketing: Attracting Perfect Clients

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POTENTIATE

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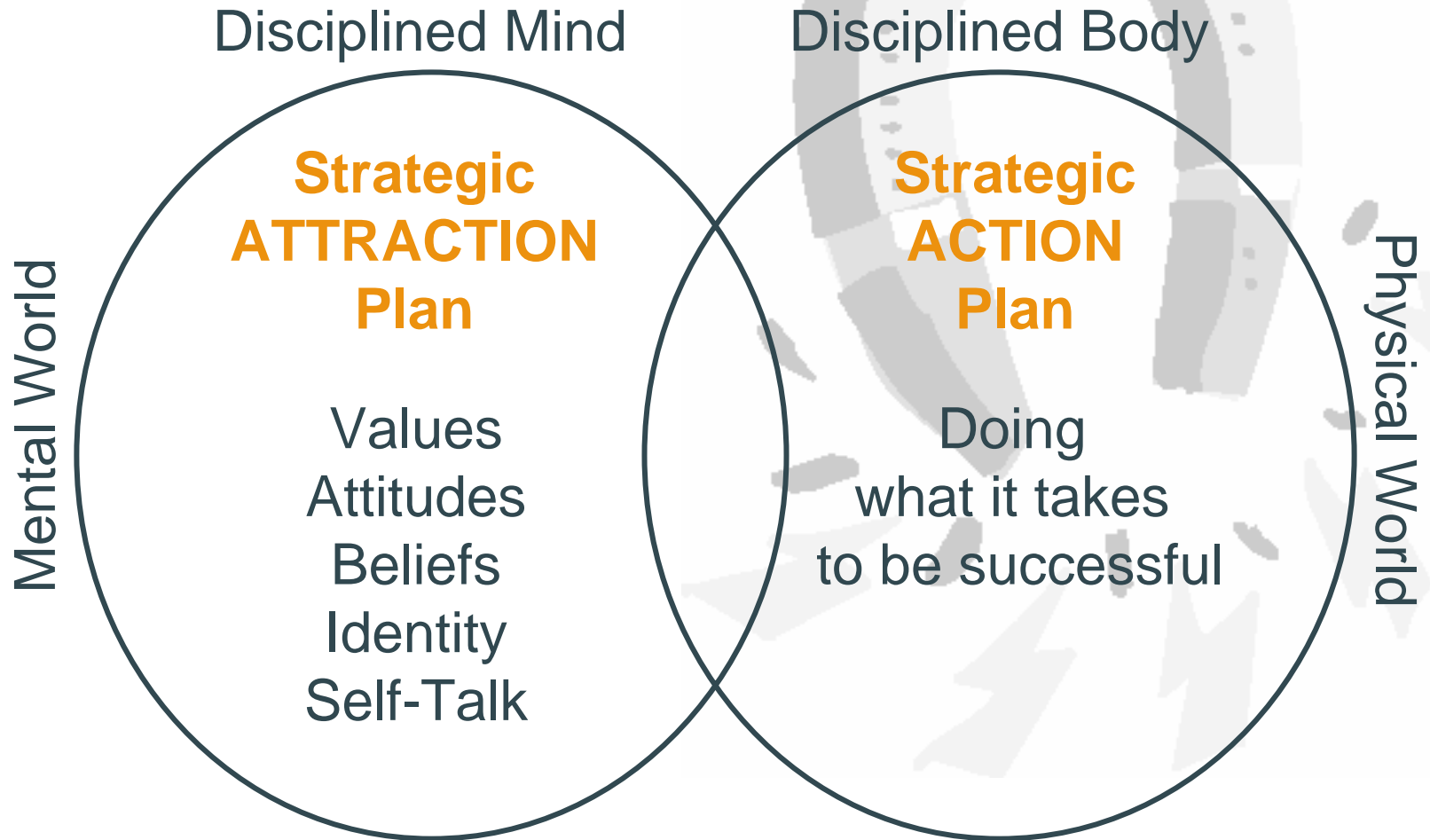
Introduction

- Wendy L. Jameson, MA
- Potentiate (www.potentiate.net)
 - Coaching, Consulting, Training
 - *Get more organized—efficient—productive—confident*
 - *Communicate better*
 - *Improve relationships*
 - *Achieve BIG HAIRY AUDACIOUS GOALS (BHAGS)*
- Strategic Attraction Planning
 - Attracting Perfect Customers: The Power of Strategic Synchronicity, by Stacey Hall & Jan Brogniez

Agenda

- Aspects of Success
- Six Standards of Strategic Synchronicity
- Strategic Attraction Planning Activity
- Seven Tips for Being More Magnetic
- Questions

Aspects of Success



- **Be on Purpose with Your Mission**
 - Become clear about whom you are meant to serve
 - Team only with people who are truly aligned with your mission
 - Ensure all products, management practices and organizational structures are in alignment with the mission
 - Measure how well mission accomplished each day
 - Trust that money is a natural by-product of staying true to the mission

- **You Have the Power to Attract Whatever You Desire**
 - If you can picture it, you can manifest it
 - Prepare yourself to receive what you desire
 - Expect prosperity and abundance
 - Practice envisioning

- **Like Attracts Like: Whom Do You Like?**
 - *“Confidence is contagious. So is lack of confidence.”* –Vince Lombardi
 - Replace negative chatter with positive affirmations
 - *“Pay any price to stay in the presence of extraordinary people.”* –Mike Murdock
 - Create a positive environment

- **Choose Collaboration, Not Competition**
 - *“Great partnerships are characterized by generosity—an abundance mentality and a giving attitude that willingly, even eagerly, go beyond the basic requirements.”* –Dance Lessons
 - Do you give freely or do you always expect something in return?
 - Make deposits before withdrawals
 - Work with, not against

- **Your Clients Want You to Succeed**
 - Your success helps them succeed
 - They depend on you
 - They're trying to teach you something
 - Seek feedback and listen!

- **Create an Atmosphere of Accomplishment**
 - Demonstrate gratitude
 - Say “please” and “thank you”
 - Acknowledge your accomplishments and the accomplishments of others
 - “R” is for Reward

Strategic Attraction Planning

- What is Your Vision of Your Most Perfect Customers?
- What Makes Your Perfect Customers Tick?
- What Do Your Perfect Customers Expect You to Deliver?
- Where Do You Have Room for Improvement?

My Perfect Customers

- Enthusiastic & talkative
- Willing to invest in self development
- Respect/value our time
- Make referrals
- Listen carefully
- Trust that I have their best interests at heart
- Don't suffer about cost
- Want us both to succeed
- Happy and share their good humor
- Community minded
- Possess and demonstrate physical and mental well-being
- Demonstrate integrity, honesty and sincerity
- Sense greater potential
- Suspect self is obstacle
- Enjoy cognitive exploration
- True to themselves
- Lifelong learners
- Plan ahead
- Enjoy being challenged

What Makes Them Tick

- Why do you get out of bed in the morning?
- Who is the most important person to you in the world?
- What is most important to you in the world?
- What do you want to achieve before you leave this world?
- What do you really love about your life?

Perfect Customers' Expectations

- **Provide lowest prices**
(what is “lowest”?)
- **Have a website** *(with what information?)*
- **Act professionally** *(how does this look?)*
- **Return phone calls within reasonable amount of time**
(what’s reasonable?)
- **Treat them with courtesy**
(what does it mean to be courteous?)
- **Be referred by someone they trust** *(a friend, coworker, family, etc?)*
- **Communicate regularly**
(What is said? How often is this? Purpose?)
- **Be an expert in my field**
(how do experts distinguish themselves?)
- **Be available when they need me** *(what if they need you at 4am Sunday?)*

Room for Improvement

- Are you able to provide the particular service or meet the expectation completely and fully right now?
- What's missing?
- What can be improved?
- Write a date by when you will ***begin*** to work on improving that item (not when you will complete working on it)

You are more attractive when...

- You listen to your little inner voice
- You make irresistible improvements
- You expect breakthroughs to look like breakdowns
- You acknowledge accomplishments and declare completions
- You share, share, share
- You delight in the success of others
- You gain clarity about yourself

For More Information

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- Attracting Perfect Customers: The Power of Strategic Synchronicity, Stacey Hall and Jan Brogniez
- www.perfectcustomers.com