

What Is A Perfect Customer?

How many times have you said to yourself, “If I just had more clients, things would be great!” You’re not alone. Many self-employed people have made that statement.

But, think carefully. More is not always better and based on The Law Of Attraction, you could attract some very unsavory characters, not to mention business situations, unless you get very clear about what’s perfect for you.

This “*perfect for me*” concept applies to everything from your clientele, staff, and vendors to less obvious areas of your business such as service offerings, working hours, and even the way you treat yourself.

INSTRUCTIONS: Answer the questions below which were designed to give you clarity and fresh insight about yourself and your business.

♦ **What do YOU stand for?**

Traditional marketing models focus on luring clients away from the competition. The Law Of Attraction marketing model basically says that we attract clients by virtue of who we are. Who are you personally? Create a brief personal mission for your life.

♦ **What does YOUR BUSINESS stand for?** A perfect customer might be described as one whose needs are a perfect fit for your business mission. But, how can you know whether a customer fits your mission if you haven’t clarified what your business stands for? With that in mind, create a brief business mission.

♦ **Are you treating yourself the way you’d like clients, staff, and vendors to treat you?**

When you fail to appreciate yourself (or your talents), you will attract people who treat you the way you treat yourself. List some ways you might be taking yourself, your time, your boundaries, or your skills for granted. What small changes could you make to turn those around?

♦ **Who IS your perfect customer?**

When you (consciously or unconsciously) take the position that you’ll serve “*anybody and everybody*,” look out! And, be aware that the “*target market*” verbiage in your business plan may satisfy your banker, but it won’t carry much weight with The Law Of Attraction. What qualities does a prospective customer need to have to qualify as a “perfect match” for you and your services? Be as specific as you can, and if you have trouble, think of the qualities that would NOT be perfect ☹ and then turn them around.