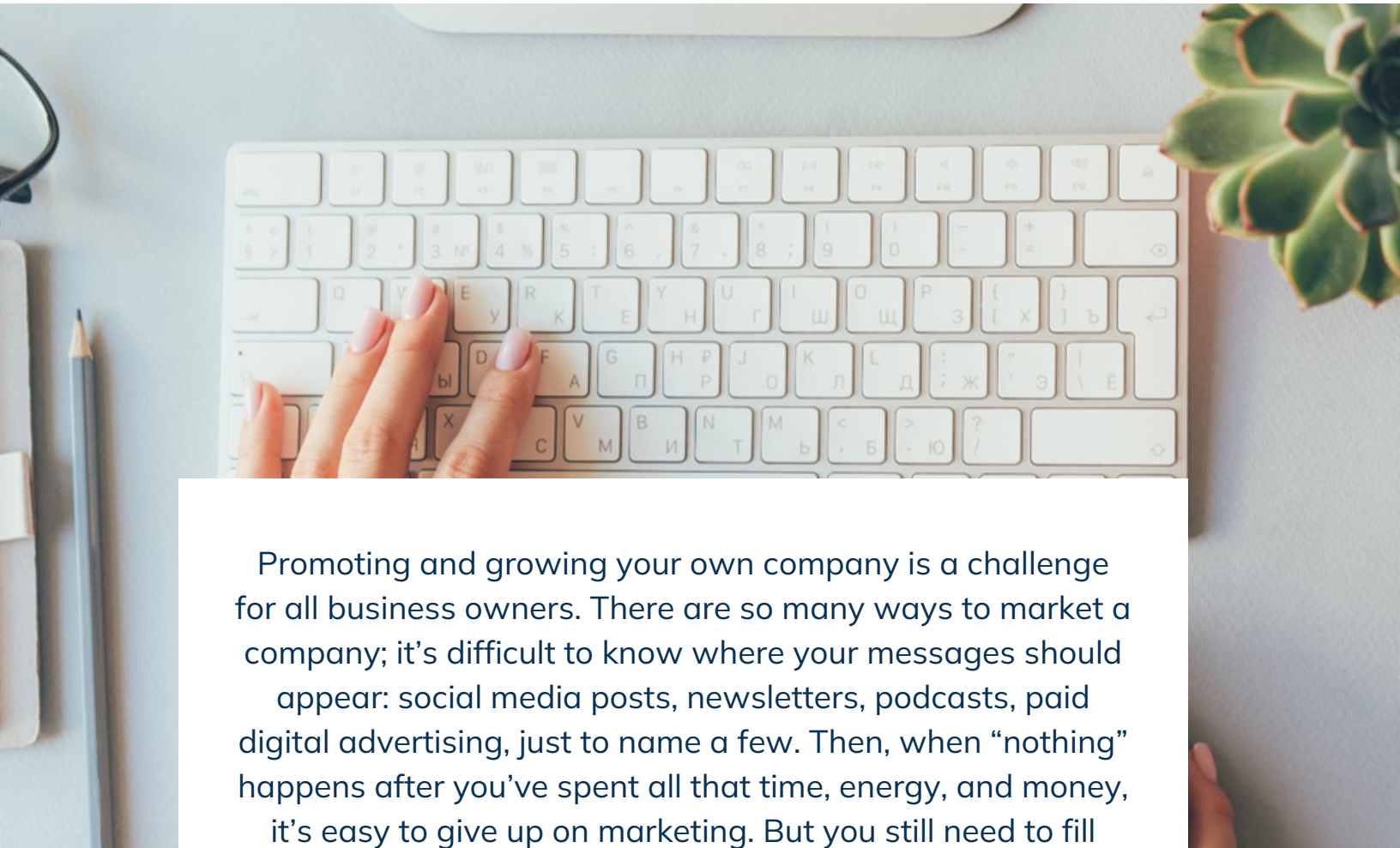


4 MUST-DO **Actions** to Attract Your **Ideal Clients**



SUSAN GOLD
COACHING



Promoting and growing your own company is a challenge for all business owners. There are so many ways to market a company; it's difficult to know where your messages should appear: social media posts, newsletters, podcasts, paid digital advertising, just to name a few. Then, when “nothing” happens after you've spent all that time, energy, and money, it's easy to give up on marketing. But you still need to fill your pipeline with new prospects and paying clients, right?

So, where do you start?

It all starts with a strategy. For many, that's a scary word but it doesn't have to be and to grow you have to have one. Think of a strategy as your roadmap to success.

To get you started here are 4 Must-Do Actions to take that are critical to helping you attract your most desirable clients.

If you take these steps, you will be sending the right message to the right people in the right way, and you'll attract your most desirable clients. (I've also added a bonus tip to manage your prospecting activities to keep you on track with your revenue goals.)

#1 Make sure you are **targeting** your ideal clients.

It may be true that almost “everybody and anybody” needs your services, but being all things to all people doesn’t work, especially in today’s environment. It’s getting more challenging to get the attention of your targeted prospects with incredible amounts of messaging hitting them every second.

Getting specific about your most desirable clients is key to engaging with the right prospects. When you are clear about WHO you want to work with, then it’s easier to focus your messaging, particularly for networking and traditional promotional activities.

ASK YOURSELF

Exactly who do you love to work with? Who respects what you do for them? Who pays you on time? Which clients do you want to replicate over and over because they are a great fit for you and your company?

ACTION STEP

Review your client list for the past few years and pull out the absolute best. Write down why they are the best. Include details on who your clients are such as location, title, industry. Now list what you sold them and how much you were paid. Add the referral source or how they found you. Rank them on “Loved to Work With” and “Made Me Money.” Eliminate from your list the “Really Disliked Working With” and “Lost My Shirt”-rated clients. Your highest-ranking clients are now your Ideal Client Profiles. The better you understand who they are, the easier it is to find more of them. Start by asking for referrals and introductions for these specific ideal clients from your network. Use the Client History Worksheet on the next page to track your data. Continue to add new clients and rank them to validate if you are truly attracting your Ideal Clients.

USE THE WORKSHEET ON THE NEXT PAGE TO GET STARTED >>

Client History Worksheet

COMPANY NAME, CONTACT + TITLE	INDUSTRY	LOCATION	PRODUCT SOLD	PAID	RANKING
ABC Company Joe Smith, CEO	Manufacturing	MA	Consulting Pkg A	\$5000	10 loved to work with + made me money

Adapted from Ideal Client Methodology™

#2 Ensure you are in the "right room."

Do you network to get introductions? How is your networking going? Do the members in your networking groups have the right connections that lead to introductions to your ideal clients and their referral partners? Is it possible that you are in some networking groups where most of the members are not in your targeted industries? And maybe they don't network or circulate with your ideal clients? It can take some time to figure out if your networking groups are aligned with your marketing strategy. But at some point you'll know that you are in the "wrong room" and won't be heard by the prospects that care about what you have to offer them. When this happens, you'll want to consider shifting from general networking to more focused networking within your ideal client's industries and the associations that support them.

Maybe you aren't networking and are trying other ways to get the attention of potential buyers. Are you posting on social media? Sending newsletters out? Generally, these efforts keep you visible but only if your connections and database see them. Maybe you aren't "in the right room" with your ideal clients to connect with them.

ASK YOURSELF

Where do your ideal clients network? What industries are they a part of? What associations, conferences, and online groups do they belong to? Have you thought about building relationships with the professionals your ideal clients know, like, and trust? How can you be visible within their industry associations such as posting on their social media pages, their networking meetings, and do they encourage workshops, etc.? How can you serve the organization to help their members, which are your targeted prospects?

ACTION STEP

If you don't already know, ask your best clients where they network and what resources they rely on to stay in touch and be connected to the right people. They are likely to be "your people" too. Create a list of industry associations that you research, visit and consider joining. Plan to add one new association membership per quarter. Get engaged, do workshops, network, be visible. Show up regularly. Be in the right room so you'll be heard by the right decision makers; build relationships and your pipeline with your Ideal Clients.

Notes

ASSOCIATIONS MY IDEAL CLIENTS BELONG TO:

INDUSTRY ASSOCIATIONS THAT EDUCATE, TRAIN, AND SUPPORT MY IDEAL CLIENT INDUSTRIES:

ASSOCIATION ACTION PLAN

ASSOCIATION + URL	ELIGIBLE TO JOIN	ANNUAL DUES	SOCIAL MEDIA POSTING	NETWORKING MEETINGS	WORKSHOP POSSIBILITIES

#3 Make sure you have the **right message.**

Having the right message to attract your ideal clients is critical. Getting their attention and engaging them are real challenges for most business owners. A focused message, one that connects with your intended audience, has to be about them, not you.

ASK YOURSELF

Are you unsure what to say when asked what you do? Is your website generic and sounds like any other company that does what you do? Is your “ask” uncomfortable and vague? If you focus on your clients and why they come to you, it will put the focus on them. What do they struggle with? What are their “pain points”? When they come to you, how do they describe their issues? What impact do you have on their pain?

ACTION STEP

Use language that you've heard directly from your ideal clients to fill in the blanks below to create your “ask message.” Start with listing 3 issues/problems your clients complain about. Focus on the most common ones you've heard. Then list the impact you have on those specific issues. You can also incorporate this in your website, your elevator pitch, your proposals, and presentations. Consistency in your messaging reinforces what you do, who you do it for, the impact you have, and the results you give your clients. You can learn more about this in my Blog.

#4 Be sure to offer **something of value** to your prospects.

You are not the same as others who offer similar products or services. Your ideal clients know that. Share your expertise. Your secret sauce. When you create an offer, sometimes called a “lead magnet,” you provide something of value in exchange for email address and contact information of the interested party. They could be a prospect, someone that reflects your ideal client type, or a potential referral partner that also works with the same ideal client types. By gathering email and contact info, you are building a contact database that you can use to send a newsletter, invite to your workshop, etc.

ASK YOURSELF

Do you have some Action Steps, Hot Tips, or a tool that demonstrates what you do to help your clients? How do you impact their pains and complaints? What is the one thing that you could offer that would make a big difference in solving their issues and really show your value?

ACTION STEP

Create a lead magnet such as a quiz, assessment tool, e-book, report, guide, or worksheet. This should solve a problem your ideal clients have, but be specific about what to do, make it easy to digest and demonstrate your expertise. This Action Step Guide is an example of a lead magnet. Provide action steps that lead to your desired end result.

#5

Actively manage your leads and prospect pipeline!

BONUS TIP

When you are networking and promoting your business, you should have a constant flow of connections you need to keep track of. Hopefully you've already outgrown your daily planner or Excel spreadsheet to manage your follow up. You'll want to use a Customer Relationship Management (CRM) software program or phone app to track who you meet, whether they are a prospect or referral partner, your meeting notes, and next steps. Every morning, it's important to check your pipeline of prospects and follow up activities to move them through your sales process to either a win or lost client status. Your marketing and networking will continue to feed the "top of your sales pipeline funnel" and a good CRM system tracks all your prospecting efforts to help you achieve your sales goals.

ASK YOURSELF

Am I using the right tool to help me manage my follow up? Do I feel in control with all the people I'm meeting and focusing on the right activities to achieve my income goals? Do I know who sends me the best referrals and introductions? Are my networking efforts giving me what I need? Do I know where my prospects are at any one time?

ACTION STEP

If you are using a CRM system already, enter the important data that you'll need to understand and analyze regarding your ideal client targets. Track revenue, referral sources, products and services sold, profitability (did you make money or lose your shirt) and client "fit" factors. Then you will be able to check in on your ideal client targets in 6 months to see if your targets are changing. If you don't use a CRM system and are not sure where to start, check out [HubSpot](#) and you can use it for free!

I hope you found this Guide helpful and apply my 4 Must-Do Action Steps and the Bonus Action Tip to help you focus, attract your ideal clients, and keep track of your efforts to grow your company.

-Susan



QUESTIONS?

This is hard work. It seems simple at first, but it is really challenging to step out of your business and get inside of your ideal clients' mind. Hopefully this worksheet document helps you get started on building your marketing strategy and aligning your efforts to identify and attract your Ideal Clients.

If you are a business owner of a B2B company (you sell to other businesses), you are welcome to apply for my Unleash Your Ideal Client Breakthrough Strategy Session. [Click on this link](#) to submit your application. Please note that there are limited strategy sessions available each month.

Want to learn more about Susan Gold Coaching?

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