

CLIENT ATTRACTION

YOUR AVATAR

The **Client Attraction Matrix** is focused on improving the conversation you have with people in the market place to let them know you are here, you have products that will benefit them and make them secretly pleased for discovering you.

"You can have the best product or service in the world, but if people don't buy - it's worthless. So in reality it doesn't matter how wonderful your new product or service is. The real question is - will they buy it?"
- Noel Peebles

Focusing on the masses causes you to take your eye off opportunities that are sitting right in front of you. Consider this, think about your last 10 clients.

Did you blow them away with awesomeness? Or did they leave simply feeling content? They shouldn't feel just satisfied when doing business with you. They should leave as a new fan of yours. *This is how a great brand grows: one client at a time.*

*What are the expectations your clients have of you and what you can deliver?
Expectation is anticipation of an experience that is to occur in the future.*

Research your target audience; understand how they see themselves. Leverage their beliefs about who they are in your messaging.

LEADING THE MARKET HAS NOTHING TO DO WITH PRODUCTS.

But the product is the LAST step in the whole process of making money, and doesn't even get invented until about ten other things (maybe I exaggerate) have occurred.

The saying "build it and they will come" is NOT true in marketing. And if you act as if it is true, you'll probably go broke.

Here's what you will do, and have lots of great times developing products that sell. **Know your Avatar**; know your **Ideal Client**; know everything about them.

THIS IS HOW IT WORK'S:

Complete the Worksheet Questions to explore your Avatar. When you have completed all the questions with your dot points you become clear on what your AVATAR is really like. Narrow down the list to get to about 15 points that you could concentrate on.

It is crucial that you are getting the right message to your Client and that you understand whom your Ideal Client is.

For Example - James is a 45yr old, male with a wife and 2 children.

- Not enough time to complete daily tasks
- Not enough clients and always has to chase prospects
- Not enough money coming and also has to chase people up
- He worries constantly about providing for his family and children
- His wife is always complaining about working too much
- He is passionate about chasing his dream and working for himself
- He wants things done for him
- He wants solutions fast
- He wants more time & money
- He wants less hassles

He wants to grow and get bigger, so you can see you're starting to get a clear message on your AVATAR. What this provides is a starting point to know where to go and find this AVATAR.

There is no point knowing all of this and then advertising in a local newspaper. This person doesn't have the time to read the paper let alone see what you have to offer.

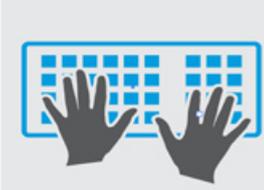
THE PROCESS TO SUCCESS

The final part of knowing your AVATAR IS THE SECRET to this exercise.

When a prospect calls or you're speaking with a prospect, you are always answering the questions of the AVATAR and NOT THE ACTUAL PERSON.

You see, if the prospect you're speaking with is your AVATAR, then they will be all over you ready to buy as you have just answered their burning desires and solved their frustrations.

So...here's the final step. Call me on 03 90058275 or 0408 036 153 to arrange the best time to develop your Avatar Strategy for Success

1		<h2>Conduct Phone Interview</h2> <p>Phone to Schedule a time where we Discuss your Business direction and Book your Appointment</p>
2		<h2>Discover and Design</h2> <p>We get together for 4 hours and go through the Questions for knowing your Avatar. Then we complete the worksheets and Design your Strategy for connecting with them</p>
3		<h2>Implementation</h2> <p>Now you implement the information you have gathered and integrate it into your Sales funnel</p>