

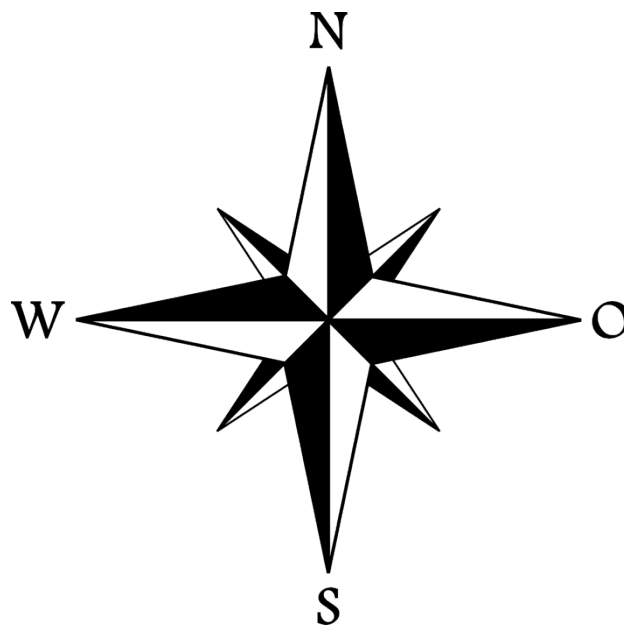
Magnetic Marketing

6 Steps to Attract your Ideal Client Without the Ick

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Because everyone deserves the opportunity to evolve to their best self.

*To learn, to inspire, to empower others to evolve,
achieve their dreams and be their best selves.*



Part 1: Marketing Review

What is one word to describe how you feel when you think of marketing your products or services? _____

What is your level of confidence when you think of marketing your products or services? _____

Which PUSH marketing strategies have you used?

How successful were these strategies in bringing your ideal client to your website, phone or inbox?

Which PULL marketing strategies have you used?

How successful were these strategies in bringing your ideal client to your website, phone or inbox?

Part 2: The Journey:

6 Steps to Attract your Ideal Client without the ICK

Step 1: The Destination

What are you passionate about regarding the work you do with clients? What gives you goose bumps? What would you do even if you didn't get paid (and money weren't an issue)? Use I AM statements to describe your passion.

What are you really good at? What do people say you are good at, and you don't even notice yourself doing it? Use I AM statements to describe your skill.

Where have you had success in the past?

What are some of your particular accomplishments with clients?
What skills or talent or innate ability did you use to be successful?

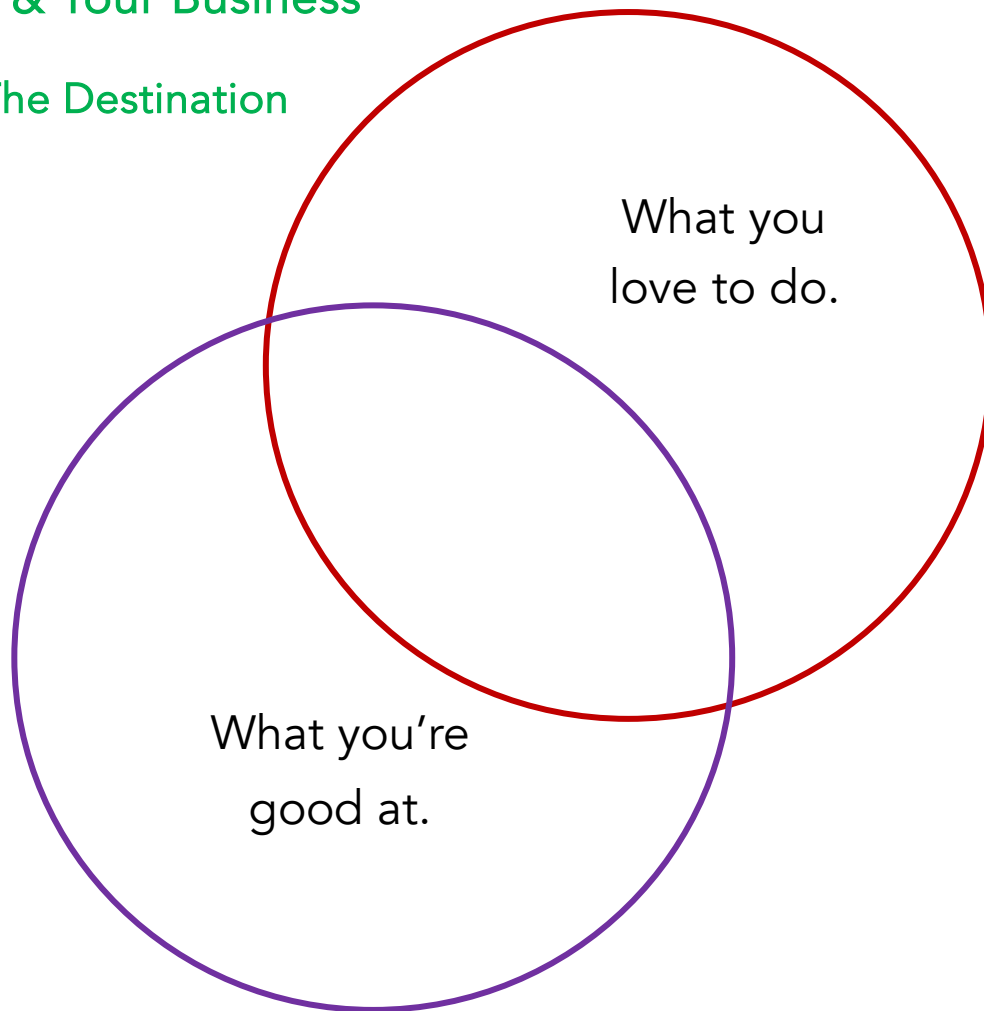
If you have had clients in the past, what have those clients most appreciated about how YOU do what you do?

Pull it all together. What is it that you are really good at, that you love to do and for which people admire you? You love it so much you could do it all day even if you did not get paid.

This is your unique offering, the destination to which your Ideal Client is journeying.

You & Your Business

The Destination



Step 2: The Guest

Your guest on the journey is your Ideal Client. If you have had clients in the past, think of your experience with those individuals and the transformation you provided for them. What was the pain point that you resolved?

If you have not had clients yet, think about what you know you can accomplish because you have done it for friends, family, acquaintances.

Who needs the passion and skill you identified in Part 1?

Who is prepared to pay for it?

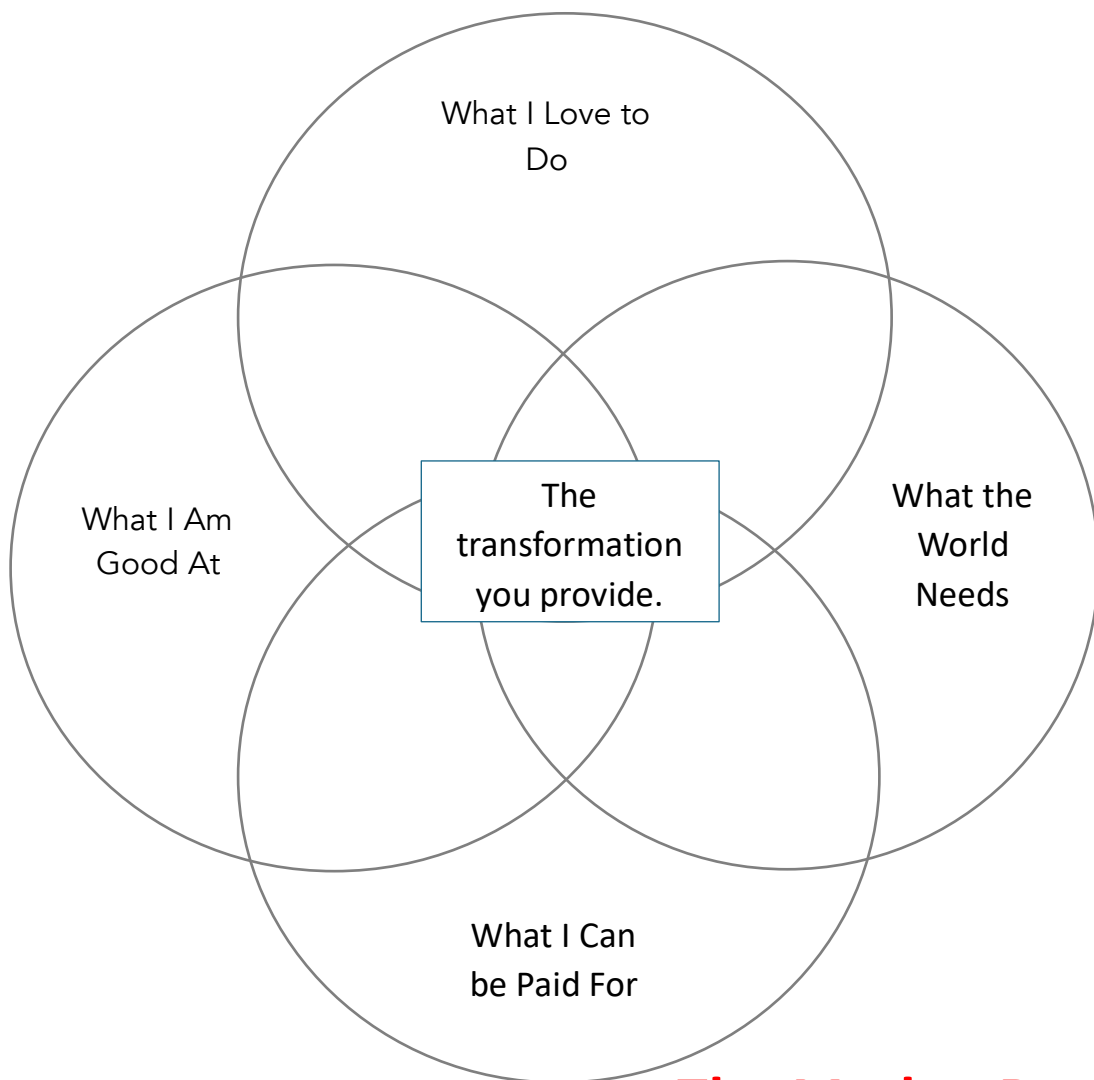
The person with the pain point that you resolve, who is prepared to pay for, and CAN AFFORD, your services, is your Ideal Client. What else do you know about that person? What do they like to do, hang out, etc.



The Transformation

Put together your passion, skill, the person who needs it and who is prepared to pay for it.

The Authentic You



The Market Reality

Part 3: The Vehicle

Your Ideal Client needs a means of learning more about you so they can decide if they are your client.

How do you currently connect with your client? Where do they find you? How do they find you? Where do you currently have your conversations? Include all the sources you use, including networking.

Review the list you created above. List all that are Embassies (rented vehicle).

Review your first list again. List all that are Outposts (someone else's vehicle where you are a guest).

Do you have...

Vehicle	Yes	No
A website		
A blog (hosted on your website or a domain you own).		
A podcast (hosted on your website or a domain you own).		
A place on your website for clients to engage with you.		
An email list.		
A lead magnet (a means to legally exchange value for a potential client's email address).		
A mechanism to invite potential clients to dialogue with you (e.g. scheduling app)		

Where is the easiest, most effective opportunity to invite your Ideal Client to engage with you directly and learn more about you and your business?

Step 4: The Route

The Route is the process by which your Ideal Client will move through your Marketing Funnel. Reach out to the potential client the farthest away – the one who doesn't know you or your services exist. Use the language of the client closest to you, who already buys and loves your services.

The Role of Social Media

1. Visibility

At the beginning of the journey, social platforms can provide you with visibility. They are more likely to reach the client the farthest away. From these embassies and outposts, redirect your Ideal Client back to your home base – your email list, website/blog.

2. Credibility

Social media provides social proof i.e. an opportunity for your Ideal Client to see/hear/experience your style to decide if they are even interested. Your Ideal Client may not be the decision maker in their process of hiring services. You may, in fact, be marketing to a decision maker in a different age bracket than is evident. This person may be looking for you on social platforms to see if you are a credible business and if they LIKE you.

3. Sales

Direct sales links can be placed in stories, bios and, on some platforms, right in the captions. Since this tends to work better for people with a large following, concentrate on visibility and credibility.

Step 5: The Invitation

This invitation is the language you use to dialogue with your Ideal Client regardless of where that conversation is happening, either your vehicle, an embassy or an outpost.

The following exercise will walk you through creation of a table of 27 talking points to use in your marketing material that emphasises the pain points of your Ideal Client and the transformation, or resolution of that pain, that you provide.

Exercise 1

What are 3 pain points of your Ideal Client?

e.g. Frantic Mom: I'm so busy trying to keep the family functioning that I can't keep up with the mess the kids make.

Exercise 2

For each pain point, identify 3 impacts, or consequences, of that pain that you KNOW your Ideal Client is experiencing.

e.g. Frantic Mom: I'm afraid I'm losing connection with my teenage daughter; I can't have a Friday night movie night with her while the boys are at hockey practice because the rec room is a mess with the Lego of her younger brothers. She won't sit with me.

Exercise 3

You have identified 9 impacts or consequences. For each one, identify the solution of your transformation that resolves that impact. There may be some overlap. However, because the solution is for a different impact, it will show up as a separate item in your Invitation, your dialogue with your Ideal Client.

e.g. Message to Frantic Mom: We create tailored access and retrieval systems for your family's toys, including the Lego, which the kids can use themselves to keep their creations, and toys, contained. The couch will always be free, the rec room clear, for you and your daughter to snuggle up for Friday night movie night.

The Invitation Table

Pain Point	Impact	Solution
1	1	1
		2
		3
	2	4
		5
		6
	3	7
		8
		9

Pain Point	Impact	Solution
2	4	10
		11
		12
	5	13
		14
		15
	6	16
		17
		18

Pain Point	Impact	Solution
3	7	19
		20
		21
	8	22
		23
		24
	9	25
		26
		27

Step 6: The Arrival

Your Ideal Client has found you, they decided they like you. They have travelled with you to your website. They've looked at your services and your material really resonate with their pain points and the transformation they are looking for.

The final step is to make sure there are NO roadblocks in place to prevent them from hiring you.

What roadblocks have you identified that your clients come up against?

1. _____
2. _____
3. _____
4. _____
5. _____

What can you apply from today's material to remove those roadblocks?

1. _____
2. _____
3. _____
4. _____
5. _____

Common Roadblocks

	Client Experience	Roadblock
1	My client doesn't know I exist.	I am not visible in the places, either online or in person, where my client spends their time, research or gets their referrals.
2	My client doesn't recognize themselves in my invitation (my marketing material).	I don't use the language or pictures consistent with my Ideal Client's pain points, or the transformation they seek.
3	I attract the wrong client.	<p>My marketing message is confusing or otherwise not clear. I don't have clear, concise information on my website or invitation (marketing material) to rule out the wrong client.</p> <p>I don't use the language or pictures consistent with my Ideal Client's pain points, the transformation they seek.</p>
4	My client doesn't know how to get hold of me. I don't get any calls from all the traffic to my website or marketing material.	<p>I am not visible where my Ideal Client spends their time, gets their research or referrals.</p> <p>My invitation (marketing material) does not present a clear picture of the service I provide, why and to whom.</p> <p>I don't have a clear, easy, simple call to action and action button on my marketing material</p>
5	Caller doesn't understand my packages/courses.	I don't have a rate sheet to give my Ideal Client that clearly outlines my services, rates and packages.

6	Caller keeps calling back for more information but won't make a commitment.	I don't have enough information on my website or in my "book a free consult call" email series that explains my work in my client language. I need to set stronger boundaries.
7	Caller only wants a free in person *consultation.	I don't have clear intake process information on my website or marketing material. *This may be part of your Ideal Client Route and Invitation. Not everyone charges for a consultation.
8	Caller doesn't have a budget or disposable income for my services.	I don't have clear information, and boundaries, about the cost of my services. This is not my Ideal Client.
9	Client will only book one *session.	My services are not clearly identified in my invitation (marketing material). *Single sessions may be part of your business model. Not everyone provides packages.