

Becoming a Client Magnet

One of the main principles of the Client Magnet approach is that it's easier to close a sale when a prospect has sought YOU out, rather than when you approach them. One of the reasons for this is that when a prospect approaches you, the business relationship starts out on a more equal footing. Contrast the situation where a prospect approaches YOU with the built in resistance and or scepticism you encounter when the first contact is made via a cold call or unsolicited mailing.

So to become a Client Magnet, it's time to start focusing your attention and energy on generating a response from those people who already have a need for your product.

Start by thinking about the people in the world who are already struggling with a problem or issue that you can help them solve. For example, I created Client Magnets having met lots of small-business owners who were frustrated with the amount of time and energy it was taking to find clients. I knew I had ideas and techniques that could make a difference, and so my business was born out of a desire to serve a group of people with whom I had empathy, and who were facing problems that I knew I could help them solve.

The fact is, when you match up your skills and talents with the people in the world who really need you, there isn't a lot of selling or convincing to be done. So aligning what you have to offer with those people in with world who most need it is a crucial element of becoming a Client Magnet. The key word here is alignment. What we need to do is match your skills and talents to groups who are easily identified, who are already explicitly aware of an immediate need, want or problem, and are highly motivated to find a solution.

If you only do one thing differently after reading this article, I urge you to stop trying to create demand. You simply haven't got the time or the energy to spend persuading people who 'might' be interested that they need what you're offering.

Sounds radical? Does it sound like I'm breaking a few rules of sales and marketing here? Well I am, because here's how most people approach marketing:

1. Find, create or acquire some product or service
2. Pray you can find someone to sell it to

This is a backwards formula. It's a formula for failure.

The onus is on you to 'get people interested'. This is HARD work.

Here's an easier way to approach marketing:

1. Find a hot target market
2. Find out exactly what they already want
3. Sell them exactly what they already want.

Or in other words, always be market-focused, never product- or service- focused.

The majority of marketers do this: they come up with a product or service, and then they expect to go out and find people to shoe horn into this product or service. In other words, they first decide what they want to supply, and then they try and find or create the demand that this supply fulfils. This is really doing things the HARD way. This is a massive mistake! If you've tried marketing this way, then you know how exhausting, time consuming and frustrating it can be. Not to mention that feeling of fear that grips you as you start to wonder whether you will even cover your costs, let alone make a profit.

This typical method of marketing can work if you have an unlimited capacity for spending money, wasting time, and have no concern for risk. But, if you're like most of us who want to do things, shall we say, a little more safely and cheaply, then you need to change your thinking. Because the reverse of the mistake I just told you about is absolutely, positively, the best way there is to make money marketing yourself.

Find the Market First, Find Out What The People Want, And Then-
Let Them Buy What They've Told You They Want!

Make sense? I hope so, because you must not spend any time thinking about your product or service until you've discovered the MARKET.

You have to find markets that really, really want things - really, really badly!

When you do, you tip the balance of supply and demand in your favour. Identify the demand first, and then create the product or service which meets that demand. There are literally thousands of potential tightly-niched markets out there. Your first job is to find them; find what people want - before you even begin to think about what product or service they might buy from you.

Pick a crowd you deeply, thoroughly understand, share passions with, share a language with, and have empathy and credibility with. Finding a target market that you know well, will allow you to know people's wants, then create or adapt your product or service around those wants.

One of the most critical mistakes you can make when marketing yourself is offering too many services to too many different types of clients.. You simply can't survive by trying to be all things to all clients. One of the first things you must do is define the people in the world who need your help and with whom you want to work. This isn't an optional step. It is a must do. Over and over again I see 'would be' magnets diluting their marketing by trying to be all things to all people.

Think you've already done this? If you already have a steady stream of clients queuing at your door waiting patiently for your services then you MIGHT be able to skip this step, but if not, the message is that you need to get even more specific.

Let's say you were about to open a new fresh juice stand in your local market. What is the one thing you would want most? Fresh, organic fruit? The latest juicing technology? Friendly staff? A great location? An endorsement from a local celebrity? An attention grabbing name? A positive review in your local newspaper?

The one thing you would want most is a thirsty crowd. Because above all that's what's going to guarantee the success of your business. All of the other things I mentioned have varying degrees of importance, but none of them are as important as a steady stream of people in the market for what you have to offer. In my opinion the majority of small business owners have not found a way to identify or develop 'a thirsty crowd.' You need to find or develop a thirsty crowd for your business.

Focus on those people who are ALREADY looking for help. Every product, every service, every business either appeals or has the potential to appeal much more strongly to a certain definable group of people than it appeals to everyone else. Yet most of us approach marketing as though we are trying to sell to everyone instead of focusing on the definable group. That's like getting a letter to my cousin in Glasgow by dropping 10,000 copies of my letter out of an airplane flying over Scotland!

You must make to commitment to market smarter by picking better targets. First you need to identify those people who most need what you have to offer, then we need to devise a way for those people who have an interest in what you offer to make themselves known to YOU.

This doesn't have to be a complicated process. At the same time as you are reading this and wondering what you can do to attract more clients, somewhere in the world there is a group of people wrestling with problems that you can help them solve. They are crying out for what you have to offer. The only problem is, they haven't heard of you. They have no idea that you, or the solutions you provide, even exist.

Somehow we need to get you communicating with each other. I want to introduce you to the concept of lead generation advertising. A lead generation ad has one goal and one goal only. To get the highly qualified prospect to step forward and make herself known to you. What do I mean by highly qualified? It means she's already interested and has needs that you are able to satisfy, you aren't going to have to spend a whole lot of time educating her about what you do. She has a problem, condition or situation and is ACTIVELY seeking a solution.

If you try to do more in your lead generation ad, you'll fail. This is not the time nor place to build your image, create name recognition talk about your particular therapy, explain how it works. Your lead generation ad is to do one job and one job only, to get your prospect to respond!!!! So a lead generation ad may be a short message with a headline and an incentive to respond, say a free report. Lead generation advertising will help you to build a targeted qualified list of people who have 'raised their hands' and proven their interest.

Think of your marketing messages as acorns falling from a tree. The ones that hit concrete won't develop. Your acorns need to fall on fertile ground. Lead Generation Advertising can help you identify that fertile ground, so you don't waste time or money trying to convert people who aren't in the market for what you offer.

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