

How attract your dream clients

Would you like to bring healing where it's truly needed to people who appreciate what you do? Or would prefer to stagger back home after a treatment feeling tired and drained?

Okay, I'm making this point a little more dramatic than it really needs to be. But my experience with giving and teaching reiki has shown me that there are an almost infinite amount of clients out there who will feel entitled to your attention and really don't fully appreciate what you do for them but there are also an almost infinite amount of potential clients out there who are extremely appreciative of your help and are very glad to have found you. Now considering you only have a limited amount of time and energy which do you choose to attract to you?

You are like a radio antenna. Broadcasting at a certain frequency. And your emotional, mental, and spiritual value systems come together to create this combined frequency.

Your broadcast, as well as transmitting also has a magnetic quality, attracting all kind of things to you. People, situations, opportunities, so called good or back luck etc.

So your specific broadcast frequency is attracting a certain range of potential clients to you. And ultimately you are in charge of this broadcast and therefore you get to decide who and what you attract to you.

How do you tune your own frequency?

Its starts with your intent.

You have to decide that you are going to choose this.

If you feel that you should be open to everything and everyone who comes your way you have little or no intent. You are mainly reactionary.

To help you decide what kind of clients you would like to attract you need to have a clear picture of them in your mind.

To achieve this, start by understanding their needs and wants by asking some basic questions.

Some simple ones:

1. What is the end result your client wants to achieve?
2. What is preventing them from getting there?
3. What is your role in helping them on this path?

Then you can start to create an empathy map.

Like we have done here for Alice:

To do this well you need to really put your selves in their shoes. That's why it's call an empathy map.

Spend 30 minutes imagining that you are Alice. What is her life like?

The empathy map is divided into four quadrants:

1. THINK & FEEL?
2. SEE?
3. SAY & DO?
4. HEAR?

(BTW: After this webinar I'll give you resources that you can use to create your own empathy map.)

Populate your empathy map by asking and answering the following six questions:

1 — WHAT DOES SHE SEE?

Describe what your ideal customer sees in her environment:

- What does it look like?
- Who surrounds her?
- What types of offers is SHE exposed to daily?
- What problems does she encounter?

2 — WHAT DOES SHE HEAR?

Describe how the environment influences your ideal customer:

- What do her friends say?
- Who really influences her, and how?

3 — WHAT DOES SHE REALLY THINK & FEEL?

Try to sketch out what goes on in your ideal customer's mind:

- What is really important to her (which she might not say publicly)?
- Imagine her emotions. What moves her?
- Try to describe her dreams and aspirations.

4 — WHAT DOES SHE SAY & DO?

What is her attitude?

- What could she be telling others?
- Pay particular attention to potential conflicts between what a customer might say and what she may truly think or feel.

5 — WHAT IS HER PAIN?

- What are her biggest frustrations?
- What obstacles stand between her and what she wants or needs to achieve?
- Which risks might she fear taking?

6 — WHAT DOES SHE GAIN?

- What does she truly want or need to achieve?
- How does she measure success?
- Think of some strategies she might use to achieve her goals?

Write down as many answers as you can think of. There's no such thing as too much info here. Just make sure anything you write is related to the problem your ideal customer is trying to solve.

Keep checking yourself to make sure filling this in from HER perspective.

Now you have created an Empathy Map like the one I made here for Alice

Remember that your initial intention is to attract the clients that you want to work with so keep this impulse behind this creative and intuitive endeavour. After a while you will start to get a feel for each avatar.

You are starting to connect energetically to them. Pulling them magnetically to you.

Continue this process until you can create 3 or 4 different types of clients (avatars) and give them each a name. Don't do too many as your focus will become too diffuse.

Put these maps where you can see them. Each time you look at them imagine connecting to these people and magnetically pulling them towards you. Feel all the ways that you want to help them.

You are creating a strong creative and magnetic force.

Image these new clients coming to your door. Image how that feels. Allow yourself to experience the feelings of gratitude that you are meeting and helping your dream clients.

When you put this into practice you will continue to be surprised at the results and the difference it makes in your life!

Imagine that you are a radio antenna and now you are transmitting with these new frequencies and attracting your dream clients to you.