

# Business Success **Solution**

*Loren Fogelman*

**BSS**

## Stop Attracting Non-Ideal Clients

Do you attract non-ideal clients? The people who reach out to you aren't a good fit for your services.

These non-ideal clients are:

- *Price sensitive and shocked when you state your rates.*
- *Not fully committed to change.*
- *Don't share your values.*
- *Lack respect for your time or expertise.*

If that's true, then your message attracts the wrong people.

### 4 hints that you're messaging isn't working for you

**1. Red flags appear** You ignore the warning signs that this isn't a great client.

**2. No boundaries** You fail to define expectations upfront.

**3. Fear of hearing *no*** You take *no's* personally.

#### **4. Your marketing language**

Your marketing positions you as a low-cost option that's willing to bargain. Any statements claiming *we'll work with your budget* and *at a price you can afford* attracts price sensitive clients.

## Tips to attract clients who value your service

**1. Repel non-ideal clients** Get clear about who's a terrible fit for your business. List 3 qualities of non-ideal clients. Weave those statements into your marketing copy.

**2. Green flag list** Now consider your PERFECT clients. What qualities do your best clients share? Describe your best clients in your marketing.

**3. Intention** Check to make sure your actions and your intentions are in alignment.

Attracting the quality client you want isn't a game of a chance. It's your choice.