



"Ensuring Your Brand has Impact!"

Ideal Client Acquisition Model



10 specific characteristics of my clients:

Ex: Identifiers: These are the **observable behaviors** other people can see in a person

- 1) Well spoken & groomed
- 2) Member of industry organization
- 3) Good follow up skills
- 4) Actively uses Social Media

Ex: Client Profile: These are the **characteristics** you want your clients to have

- 1) Actively searching for improvement
- 2) Ready to start & invest
- 3) Ready to be accountable for success
- 4) Understands the value of the service



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My 10 Client Identifiers	My 10 Ideal Client Profile

To **Attract** my Ideal Client is to find where they are and communicate with them consistently using Specific Key Words.

To **Nurture** my Ideal Client is to engage them and empower them

To **Retain** my Ideal Client is to convert them into referral sources and committed users of my products and services as well as promoters of my Brand/Company



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Date: _____

My Client Attraction Activity:

My Client Nurturing Activity

My Client Retention Activity



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Words of Influence:

The way your words are used makes a difference..Online or In Person

Routine Language	Enhanced Language
It's Time to Register or Join...	Leap Into the... or Discover the..
Membership	Your Passport to... Valuable Affiliations
Choices	Giving you the Power to..
Easy	Uncomplicated Streamlined Process
Experienced ...Expert	The Foremost Authority... Influential
Informative	Knowledge Expansion ..Removing the Guess work ...Giving the Insider's grasp
Pay for Service. Pay Online	We'll prepare youras soon as you follow this link...or as soon as we hear from you