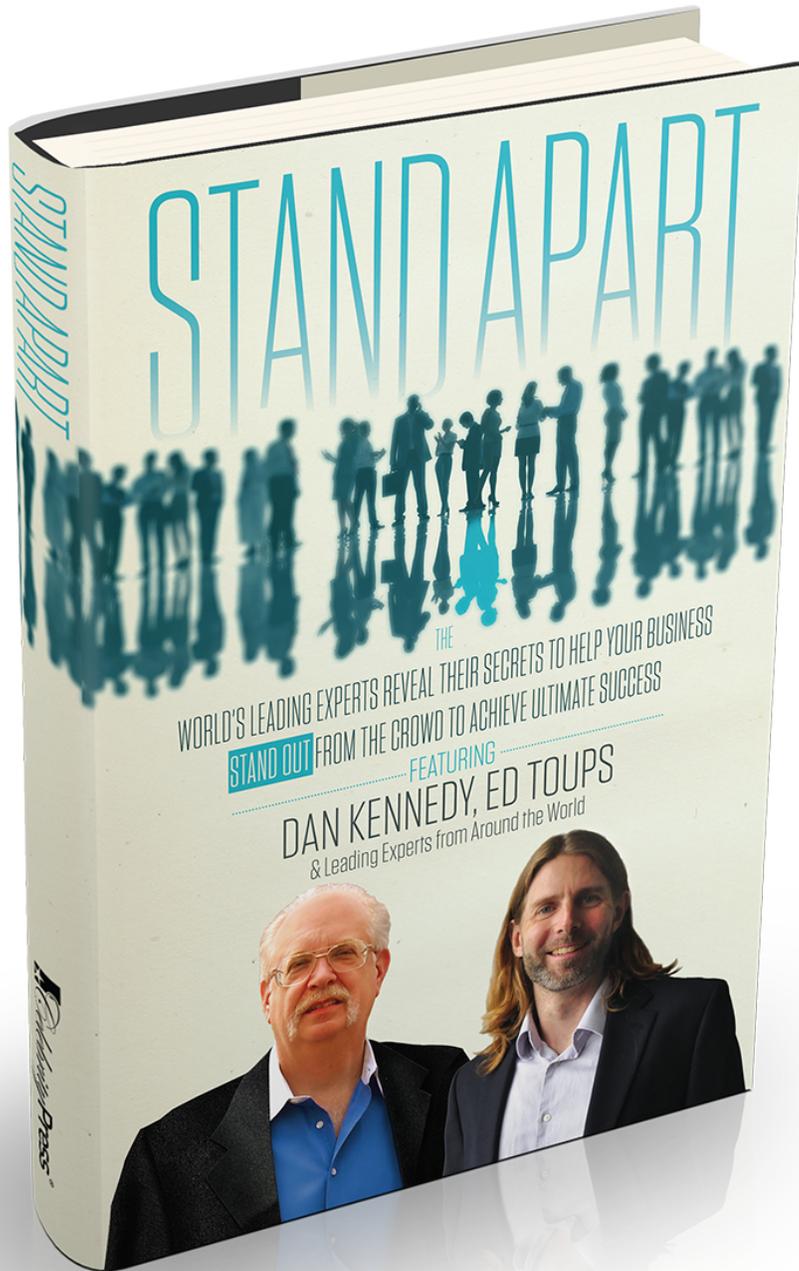


# How To Find & Gain Perfect Clients You Love & Who Happily Pay You More...All In 3 Easy Steps

As seen in the Amazon.com Best Seller “Stand  
Apart” & “Business Control”

**Ed Toups**



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## Exercise 3: How to find your ideal clients you love and who happily pay you more...all in 3 easy steps.

**NOTE: This report was taken from my full program “Business Control: How to make more money, faster and with less work than you ever thought possible...all while transforming your clients into raving fans...”**

You’re about to discover some pretty sneaky advanced psychology for finding great clients who love what you do for them, who’ll happily pay your fees and who you’ll really enjoy serving.

Knowing how to find *IDEAL* clients gives you a distinct advantage in your market and stacks the odds of success in your favor. Not knowing how to find ideal clients stacks the odds against you.

Here’s a simple example, two florists marketing flowers during Valentines. Florist A markets to men and women who are in a relationship.

A competitor, florist B markets *ONLY* to men over 45.

When all is said and done and the sales are counted...who do you think made more money? Who was most successful?

Hard to say? Florist A has a larger market. She’s marketing to a wider larger audience...certainly she’ll attract more customers. Besides men in their 20’s are trying to woo girlfriends and wives...so they’re more likely to buy right?

Florist B didn’t even market to this prime group.

Still not sure who did better? Need a little more information?

You probably already know where I’m going with this, but let’s see this through...it’s that important.

What if you knew the National Floral Marketing Institute found that men under 35 spend \$30 on flowers for Valentine’s day while men over 45 spend \$105... (which is true by the way)

Men over 45 spend 350% more. Knowing this paints a totally different picture doesn’t it?

Florist B focused only on men over 45, which is a much smaller market, but by doing so she **can spend 3x more** than the competition to acquire an ideal 45 year old male client and still net over 200% more in profit per customer.

Florist B can advertise in MORE places and in media specific to 45 year old men...she can also include a free gift with purchase, since she has more money to work with, making her offer that much more attractive to her ideal client.

Of course Florist B needs to have the right marketing system in place to take advantage of her savvy insight but we'll talk about that later.

**Notice this is only TWO factors...age and sex.** Imagine if you knew the income level, education level, the flower recipient's age and career, that these men buy yellow, purple and red roses, an assistant actually buys the flowers, he buys for wife, mom and sister, the men have been married 7 or more years to second wife 10 years their younger etc. etc. etc. ? (all made up by the way, don't go out marketing to this man just yet)

That's powerful. That's stacking the odds in your favor.

It gets even better.

I'm about to show you how to define YOUR ideal clients so you create the same advantage for your business.

*"Success comes from identifying precisely who your somebody is, and advertising, marketing, writing, and speaking to that somebody."* –**Business & Marketing Legend Dan Kennedy and headlining co-author of our Best-Selling book, Stand Apart (available at all fine bookstores! ☺).**

Not knowing who "your somebody" is and bringing on "just anyone" as a client is like not knowing what your family's perfect pet is and going to a zoo, a farm and the animal shelter to pick one out.

You may come home with the perfect Labradoodle but at the same time you're just as likely to come home with a tiger cub or a monkey.

Sure, tiger cubs are cute and cuddly and chimpanzee toddlers are so darn irresistibly curious but are they really ideal playmates for your children 3, 6 or 12 months down the line?

We like to think our businesses can work for just about anyone needing our particular product or service.

In many ways this is true...it can "*work*" for just about everyone looking.

That's the seductive DANGER!

The question is, "Is your service *Ideal* for just about anyone looking?"

Just as important, if not more so, is...**"is just about anyone" IDEAL for your business?**

Interesting question isn't it? Most respond with "of course *not EVERYONE* is ideal."

But in the real world, when the rubber meets the road, when there's real money at stake and real bills to pay...rational thinking goes right out the window.

**Without having a clear, firm grasp of who's ideal and who isn't, we end up with baby orangutans on our client list.**

Ultimately a disaster.

You see, business owners and entrepreneurs have a tendency to think if ANYONE is willing to hand over a dollar, they'd be a fool not to take it.

**In the heat of the moment we "think" ...a paying client IS an ideal client!**

Bad idea.

This isn't strictly a beginner mistake either...Seven Figure a year businesses, as well as multi-billion dollar empires, are seduced by the siren call of the immediate payoff.

New business owners rationalize they need to take anything and everything to survive...while seasoned companies reason they have the recourses to handle anyone and everyone.

I recently read an article in Forbes, Inc. about how Apple was rumored to be launching a very inexpensive version of the iPhone to cater to less affluent markets...a market Apple does not deal in.

The rumor to focus on less ideal markets alone sent Apple shares tumbling...

Investors knew, venturing too far from Apple's ideal customers, buyers leaning toward the affluent and creative, would not be good for Apple's business.

Letting less than ideal clients pass-on-by without buying is one of the biggest psychological hurdles entrepreneurs face. But **when you're able to overcome the urge to take on just any ole client, your life becomes that much easier, fulfilling and more fruitful.**

Here's why...

**You make LESS money and in many instances LOSE money when you allow "less than ideal" prospects become "less than ideal" clients.**

**Its counter intuitive I know...here's how the math works.**

"Less than ideal" clients...

- On average represent 20% of your client base yet are responsible for 80% of your complaints, refunds and frustrations...
- Demand 2 to 10x more of your time ...
- Generally don't refer other clients...
- Spread negative word of mouth about you since they're ultimately not happy.
- Are more likely to take advantage and demand more than the scope of service.
- Value your service less.
- Cost you 2x to 10x more to serve than ideal clients...

When you add to this the opportunities you miss because of their distraction, **it's easy to see how important it is to only work with ideal clients.**

Despite this common mistake, some entrepreneurs are earning more profits than ever while having fewer frustrations and spending less time fighting fires.

Imagine the opportunities you'd have if you replaced the above less than ideal clients with ones that...

- Are perfect fits for your services...
- Happily pay your fees...
- Are happy with your service so rarely have complaints...
- Value what you provide.
- Spread positive word of mouth about you...
- Refer new clients...who more than likely will also be ideal clients.
- Buy more of your services more frequently...
- Get great results from what you offer...
- You enjoy working with...

You'd INSTANTLY have more money, more time and feel great about what you do.

**Why?**

Every moment you invest in a less than ideal client, you're missing opportunities you may never see.

It's like swimming with an anchor around your neck and one hand tied behind your back. You just can't get as much done and the odds of drowning are extremely HIGH.

A firm may have the capacity to service 100 "Ideal" clients while only being able to serve 60 or less combination of "ideal" and "less than Ideal" clients. (if you're confused why, review the "less than ideal client" list above)

**More money and more time in the hands of an entrepreneur is what empires are made of.**

No matter where your business is located and no matter what condition it's in, you can attract high paying ideal clients in droves...using little known but effective techniques I'll show in other parts of the Business Control program...But first you need to know who are your ideal clients?

The simple exercise I'm giving you below does two key things for you.

**First it will help you determine which of your CURRENT clients are less than ideal. Second, it gives you the exact criteria you need to find NEW Ideal Clients.**

**By the end, you'll have your ideal Client Prototype/Avatar to plug into other parts of your business blueprint and Client optimization funnel. You'll have a better grasp of what to OFFER and how much to CHARGE.**

When you follow these steps you'll have more control over your business. You'll have more insight than you ever had.

Advertising and marketing will become easier because you'll know specifically who you're trying to attract. Your clients will enjoy your business more and you'll be able to achieve the goals you set for yourself quicker.

If you continue down the path you're on now and you fail to define your ideal clients, you'll have less and less control over your business and have limited success. You'll miss opportunities you'll never know existed; and you'll struggle to reach your goals if you reach them at all. Your ideal clients will continue to be pushed away and leave.

If you're ready to take the next step in your business...lets get started.

## **Ideal Clients in 3 Simple Steps.**

Grab a pen and paper and find a quiet space. Dedicate at least 1 hour to this exercise.

## **Step 1:** Think about your business and your experience in it.

Think about the experience you've gained over the years. Think about the successes and the struggles.

You know so much more than when you started. When you think about it, you've come such a long way!

Now, taking all your wisdom and experience with you, I want you to think a little differently.

**In a perfect world...with all things being equal as it relates to you and your business, I want you to see a perfect client for your business in your mind.**

What would make a perfect client for you? What traits does this perfect ideal client have?

Really try to picture this person. Working with them...interacting with them...See this person in front of you. What does he or she look like?

**Now, while imagining this perfect ideal client, write out as many qualities as you can see and think of...NO EDITING...just let it flow out of you and write them all down.**

Example (let's say for a Boot Camp Coach): a woman, smiling, loyal customer, values what I offer, decisive, pleasant personality, understanding, friendly to my employees, pays on time, refers other clients, let's us know when there's a problem, happy to hear from us, follow instruction etc. etc etc

**STOP: Complete Step 1 before moving on....**

## **Step 2:** Now think and picture through the entire client base you have now and have had in the past...picture actual paying clients (get your client list out if you have to)

Picture the good ones and contrast this with the not so good ones and the GREAT ones that have come and gone over the years.

Do you see the duds and the homeruns?

**Now, I want you to focus on your GREAT customers...the ones you really enjoyed serving...the ones who happily pay your fees. The ones you feel received the most benefit from you.**

**Probably 1, 2 maybe 3 people come to your mind. See them sitting in front of you. (same goes for B to B...picture the company or their rep)**

**Now, list out as many traits you feel describe these clients.**

Example: 37 to 44 year old woman, she buys nearly everything we offer, been a client for 3 years, has children at home, married, owns own business, attorney, has 2 employees, completely loves what we do for her, dresses casually yet professionally, drives an entry level luxury car, social hub of her community, understated, open and friendly most of the time, etc etc etc.

Remember no editing just yet...let your pen flow.

**STOP: Complete Step 2 before moving on....**

**Step 3:** You're now ready to create your Master Trait List.

Now look at your two lists.

**Circle the 10 traits you feel are the MOST important to finding and recognizing your ideal client.** (you can pick 5 from each list if you like)

You now have your Ideal Client Prototype/Avatar! Your perfect client has all ten of these characteristics. Only bring on clients who are STRONG in these ten traits...refuse to take on anyone who doesn't have ALL TEN!

**Bonus steps: Dig a little deeper...**

**Step 4:** Time to grade your current clients.

List your current clients down the left side of a piece of paper or excel spread sheet.

List your 10 ideal traits from Step 3 across the top.

Now rate each client on a scale of 1 to 10 for each trait...1 being least ideal and 10 being most ideal. Add up the total. **The closer the score is to 100 the more ideal.**

Example:

	Values our service 100%	Decisive	Happily Pays on time	Refers other clients	60 to 100K Income	Total score
Acme XYZ	6	8	7	3	10	28
Jane Doe	8	10	9	8	8	43
Bill Smith	9	10	10	8	9	46

Note: This example lists 5 traits for a possible total score of 50.

## **Step 5:** Review the results and calibrate your rating system.

**Do your client's scores match your experience with them?** If not, you may be missing a major trait across the top or you were too critical or too lenient in your ratings. **Remember this is for your eyes only...no one else is going to see this so be honest and fair with yourself here.**

Do most of your clients rank above 80? Do some clients rank below 60?

If you feel your rating system is calibrated and accurate...it's time for you to consider your below 60 ranking clients. **Can they be easily trained into 80 or above? If not you have a decision to make.**

**Ideally you want ALL your clients to be 80 or above. (even better if above 8 in each and every category)**

In the example from step 4 Jane and Bill score above 80%, this means they fall within the ideal client range while Acme XYZ falls below 60% and scores as a less than ideal client.

It's time for this business to consider training Acme XYZ to be ideal or cutting their losses and letting Acme go to make room for an ideal one.

They can refer Acme to someone else who'd make a better fit for them.

**You just completed the three (maybe 5) steps...now you have Your Ideal Client Prototype/Avatar and a concrete and tangible way to find, recognize and retain ideal clients...**

This is HUGE.

Most business owners have no clue about what you just learned.

The guesswork is over...Now that you have your ideal client defined in front of you, you can begin to really fill in the details.

What magazines, TV shows, radio stations and blogs do they visit?

Who is the most influential person in their life? Spouse, assistant, dad or mom, kids, a character from a TV sitcom?

What are their dreams?

What are their fears?

What are their hopes?

What are their secret dreams, fears and hopes they don't share with anyone—maybe even themselves?

What REALLY keeps them up at night?

Once you know this you can really begin to speak their language. When you can speak their language you can help them with the problems and challenges you solve.

## **Extra extra bonus step 6:** Name your Ideal Client Avatar

Example: You're an Exercise Boot Camp coach.

The ideal client exercise resulted in an ideal client who is a 35-year-old professional woman. **Let's name our ideal client Annie.**

### **This is what you discovered about Annie your ideal client:**

Annie owns her own business with 3 employees and earns over 1 million in sales per year, married with a family, she dresses casual professional, she's in OK shape but "could stand to exercise more if only there was time", values exercise and eating healthy (although does not do it all the time), reads Oprah magazine and visits NOLA.com several times a day, The Walking Dead and The L Word are two of her favorite TV shows, Annie is stressed and stretched thin. She fears not being taken seriously and has a secret fear of being seen as a bad mother for having a career she

loves, she hopes to have a positive effect on the community through her business and dreams of being recognized with a business/community achievement award one day. She is conscientious of others and is friendly. She is guarded at first but quickly relaxes.

Do you see how powerful it is to know that Annie is your ideal client? Annie is not a mystery. She is VERY real. You can sympathize with her struggles can't you? You can talk to her.

Annie is NOT a single 23-year-old woman who has time to jog 5 days a week and spends a large portion of her time socializing and searching for a boyfriend/husband. We'd talk to this woman very differently.

Let's take a look at how this works in the real world.

Boot Camp advertisement example before defining ideal client:

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**Stick to your New Year's Resolutions!** No better way to stay fit and lose those 10 extra holiday pounds than cross training. Lose 10 pounds in 10 weeks or your money back. Just in time for bikini season. January savings of \$50 off regular price. Boot Camp starts next week! Call to learn more. 555-544-9994  
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Compare the above "general" ad to something more focused on our Annie...Now that you KNOW your ideal customer you can speak directly to her...

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**Attention professional moms over 35:** Do you LOVE feeling fit and healthy but feel you don't have the time to make it happen? **Are you stressed and stretched thin from your career, family life and social life?** Did you gain 5 to 10 pounds over the holidays and are ready to get your figure back? **You can rid yourself of stress, super charge your energy and get your body back in just 3 thirty minute mini-Boot camp workouts a week specifically designed for busy working moms like you.** Oh, by the way, we work around YOUR schedule too! visit [www.LessWeightMoreEnergy.com](http://www.LessWeightMoreEnergy.com) to get the FREE special report "5 Killer Foods to Eat So You Lose Fat While You Sleep and Double Your Afternoon Energy and 3 hidden food ingredients to absolutely avoid that's causing you to feel bloated and sluggish."  
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See the difference? Now I'm not a Boot Camp coach and I don't know precisely who an ideal client is for THIS Boot Camp coach and I didn't spend much time on this ad but based on our fictitious ideal client Annie...I think we have a fantastic starting point.

If you're a 35 year old mom with a career who wants to be in shape and be healthy this ad spoke to you...you may even feel the urge to read the special reports. If you're not a 35-year-old mom this probably didn't speak to you at all.

This ad will attract our ideal clients and repel less than ideal ones.

Annie can definitely relate to this ad. Now that we have her attention we can speak to her on a deeper level on the website, in the report, in emails and direct mail pieces. We can create new services specific to her that she'll enjoy, value and gain from.

This example business, website and ad are totally made up—I just made it up on the spot here as an example but **the same strategies work whether you're an Internet based coach, consultant, high-end advisor, author, information marketer, speaker, local area professional or run a traditional service business.**

Now.

If you have not done so already...

## **Your next step is to implement this system in your business.**

Four Things begin to happen when you eliminate your not so ideal clients and replace them with ideal ones...

1. Your business begins to run smoother.
2. You and your employees discover a newfound pride and respect for your services.
3. Morale increases
4. You make more money, time and profit all with less stress and frustration...you can then reinvest these new found resources into growing/scaling your business into one you love!

**Congrats you're on your way to building the business of your dreams.**

You have a solid foundation to take your business to the next level.

Now use your Ideal Client Prototype/Avatar you've just created in your Client Optimization Funnel and Business Blueprint.

**Hint: Your website, lead magnets, small trip wire offer, core offer, profit maximizer and return paths should ALL be written and created with your ideal client at the forefront...same goes for your ads, brochures, business cards, emails, newsletters and the rest.**

**Tip: Do this Perfect Client exercise once every year.** The cool thing about all this business stuff is that you grow and develop personally as you build your business. Your perfect client this year may not be your perfect client next year...or inversely, a not so good fit client from 2 years ago may be the perfect client moving forward today. Doing this exercise once a year keeps you on track so you don't find yourself lost in a sea of mismatched clients.

**What do you think your business would look like if you actually did this stuff?**

Do you want to find out?

**Would you like me to give you a plan to double your business for free?**

I'm looking for a "dream" client that I can **bring in massive windfalls for.**

If you're that client, I will work with you personally one-on-one on your business to help you double or maybe even triple your revenue in the next 12 months.

First though, I'm happy to help you design a custom marketing plan for your business, identify your perfect target market of prospective clients, and show you how to have them coming to you, asking you to sell them what you have to offer.

This way, you'll be able to get more clients...without having to talk to "tire kickers" or unrealistic people who want to waste your time.

**There's no charge for this and it only takes about 45-90 minutes for us to do it together.** (after focusing on this over 6 years, I've gotten pretty good at getting fast results)

I offer this service because I'm a consultant specializing exclusively in helping small business and Internet entrepreneurs, consultants and coaches attract and secure more clients.

And there's a good possibility your market has a large pocket of underserved prospects who would be very responsive to the marketing plan I'll be giving you for free.

It really is that simple and there's no catch.

And if you find the plan I create for you valuable, you might want to become a client. If this is the case, my rates start at \$3886 per month.

However...

With that said, please understand that I am not offering you a "sales pitch in disguise."

I promise not to pressure you or pester you in any way at all.

In fact, if you feel I've wasted even one second of your time, let me know and I'll immediately write you a check for \$750 to compensate you for your time.

So really the worst that can happen is you get \$750 for "wasting" 45-90 minutes of your time...the best that can happen is we work together one on one to increase your sales and profits.

**You'll see value by the time we hang up the call...without having spent a dime.**

But before we go further, you need to know that I can't help everyone. I can only be of benefit to small business professionals and entrepreneurs who are...

- Well respected in their markets.
- Willing to advertise
- Able to service the clients I get them.
- Able to follow directions

Here's what to do next:

If you meet the criteria above and would like to talk to me personally about getting you results...Schedule a planning session with me by simply clicking the link below.

Here's how the process works...

First, you'll see a form with a few simple questions asking about your business and what you're looking to accomplish.

Once I have that information, I'll do some market research for you and we'll set up a time to go over it together. I'll have a plan in mind to bring in money immediately.

If you see the value in becoming a high level client, great! We can talk about that. And if you don't want to become a client – that's totally ok too.

<http://www.edtoups.com/talk-with-ed.html>

**WARNING- TIME IS A FACTOR**

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. It's physically impossible for me to work with more than a handful of people...this opportunity won't be open long.

[If you feel this is right for you, click here, fill out the application and let's talk.](#)

Regardless of what you decide...I hope you got a lot of value out of this blueprint. I was happy to give it to you.

All the best

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PS If you'd like help implementing anything you've learned here or how to build your business into one you really enjoy that makes more money...visit <http://www.edtoups.com/talk-with-ed.html>. I'll learn a little about your business and we'll collaborate on a plan that's realistic and actionable for you...totally free of charge.