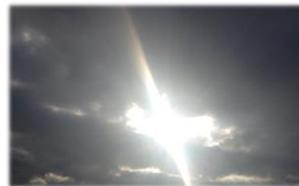




**Business On-Purpose**

*The business you love – the pay you deserve...  
with Kathy Forest*



**Part III: South: Attracting Right and Perfect Clients**

**Calling in Sacred Space**



**Open your Creation Vessel**

**To Receive**



**A Word about our Business Plan...**

An energetic business plan is **the success foundation** of your business. It is your vision, your ideals, your passion, your purpose, and your mission mapped out.

**This plan will become a powerful tool in your business because you should only be taking actions that are in alignment with your energetic business plan.** If you're taking action that doesn't align with your ultimate vision it's time to take a serious look at why.

At this point you should have completed the questions on pages 1-8 of your energetic business plan. You can probably fill out the Mission and Vision sections of your Energetic Business plan, and the name and location if you know those. I would advise you to wait on the rest as it will probably evolve as we move on through this course. We will take time at the end of the course to make sure the bulk of it is filled out.

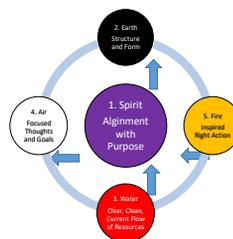


**Part III: Connecting with Water:  
Creating an Abundant flow**

*"The starting point of all achievement is desire."  
–Napoleon Hill*

We have begun to create structures that are going to support our business. We may not be finished developing those structures, but we can always return to that gateway and spend time there. That is the beauty of working with the Wheel. We can always return to our starting point and begin again. Today we are going to help you begin to create a steady stream of the right and perfect clients to flow into your business.

Once again I want to remind you of where we have been and where we are going. During our first session we began in the Center, remembering and re-aligning with our true purpose. We connected to our true purpose.



Next, we began to seriously look at structures and how to plan and develop structures that dictate our process, rather than just allowing our process to form our structures. We saw that doing business without a plan is always a gamble. You can never really be sure what your outcome is going to be. Some of us may have experienced some resistance as we began to move those structures and begin to see or make necessary changes. If this is true for you, it is important to make small, significant changes you can handle, one step at a time. You will gradually find a supportive structure that funnels more and more support to you. If fear comes up, use it to help you know that you are **RIGHT ON TARGET!** You are really getting really close to a breakthrough. Right when you are at your biggest fear point is right when you are getting ready to make a big breakthrough. Welcome it as a reminder that **YOU ARE ON YOUR PATH!** See the fear for what it is—in indicator that you are doing the right thing—and then move through it.



**WHY DETERMINE YOUR RIGHT AND PERFECT CLIENT?**

Doing this work helps you determine who it is you are really helping. So when you start sending out your message about who you are and what you are offering, **YOUR RIGHT AND PERFECT CLIENT WILL HEAR YOU!**

If you are just sending your message out to everyone, they don't hear themselves being called out. In fact, the more narrow your focus, the more effective you are in your business, the more money you make. This group is made up of people that you serve and the specific problem you help them solve. The more clearly you call out this person, the more powerful your business is going to be.

**ALWAYS REMEMBER: Money flows to you through other people. The more you can help people, the more they will come to you.**

**Who is my Ideal Client Exercise**

**STEP 1: DISCOVERING WHAT BUSINESS YOU ARE REALLY IN**

Many of us get to thinking about what we do in a certain way and we cut ourselves off from our creativity. We thing "inside the box" and box ourselves into limited options for our work. By understanding what business you are **really** in you will open up a wide variety of choices for creating exciting new programs, products and services and creating a lucrative, growing and sustainable business.

**Example:**

The owner of a home security company was quickly becoming a commodity thanks to the big box stores. He discovers he is really in the business of punching holes in walls and stringing wire. So he asks what else can he do that is lucrative that allows him to punch holes in walls and string wire and he branched out into the home theater business...a really lucrative choice.

**Example:**

The home organizer that discovers she is really in the business of organizing information and creating systems for people freed herself from cleaning out closets to becoming a key resource for entrepreneurs who wanted to create information products and home study systems to sell on their website.

What business are you really in?



**Step 2: Choosing your lucrative category of highest potential people to work with**

This is an area that can be difficult for many of us in "helping professions." We naturally want to help everyone. We have a tendency to be "givers." But for today, we want to put all of our natural tendencies and resistances on hold and allow ourselves to once again think outside of our self-imposed boxes. So as you begin to think about the category of individuals you can serve, think about what are the most lucrative categories that I can market to. Choose from the following categories:

- Business/Entrepreneurs** – This area is rapidly rising and entrepreneurs need a wide variety of serves and products to support their business growth
- Marketing/Sales** – From small businesses to corporations, everyone wants help with marketing and sales to attract more clients and gain new business.
- Executive/Corporate** – Executives within corporations seek out a variety of specialty services to help them advance their careers and/or the company they serve.
- Health/Wellness/Beauty** – Everyone wants to feel better, look fabulous and be healthy, making this a potentially lucrative category to specialize in.
- Spiritual** – This category has traditionally been a very low profitability category because most are used to getting this service for free. But when you combine it with others it becomes very dynamic, for instance, helping women create their Divine Feminine Business.

Which category does your business fit into right now?

Combining these categories can help you branch out and open up new areas of service that you may not have thought of. For instance,

- the yoga instructor that decides to yoga teacher training or teach them how to market themselves;
- the healer that decides to teach people how to be healers or how to create their divine right business;
- the beauty consultant that decides to teach women that beauty is an inside job and becomes a spiritual mentor.
- the business coach that decides to teach clients how to use the medicine wheel to manage their business.
- the Reiki Practitioner that works as the healer for Hallmark or another large company.

What are some creative ways you might like to combine the above categories?



**Step 3: Identifying specific "tribes" of potential ideal clients within your category**

When thinking about potential clients, you may be helping them with the following:

- How to make a decision that will move them forward
- How to perform/learn a specific skill
- How to get started/step by step
- How to be successful through the use of specific skill that you have become an expert in and have perfected into a "brand." Something that you specialize in.
- Certifying others to do what you do, thus providing them a business opportunity.
- Other

Within the category/s you chose, what are some of the specific groups of people that you might work with? Keep an open mind and don't decide yet if they "need/don't need" your services.

Potential Ideal Clients Within this Category Might be:



**Step 4: Brainstorming Outside the Box**

Brainstorm OUTSIDE of who you normally think you would work with. For example if you are a healer, brainstorm what specific problems your service can help women in corporations solve. You'll be surprised at how this will help you "map over" what you do to new groups of people that you may not have previously thought of and help you see how your services can benefit people who have the money to pay you handsomely.

This process will take you deeply into what you can truly provide for others. You will be surprised.



*Brainstorming Out of The Box*

Potential Ideal Client	Problem They Experience (Why is best?) "How do they...?"	Solution They Want (Best?) Identify several business actions/situations "When what they really want is..."	What do They Need to Learn/Know/Do?	What is Their Ultimate Outcome?	What is Their "why?" "So they can..."
Example: Women who want a promotion	Get taken seriously and seen as capable of taking on a new level of responsibility and leadership.	To be noticed and seen as credible, how to handle increased responsibilities, how to learn to take on more projects to manage and bigger responsibilities, how to take the part of the one who they want. Someone to tell them where they may be sabotaging themselves in meetings, or on projects.	Ask for what they want. Better manage their time. Learn how to delegate with authority and confidence. Stop unconsciously giving away their power in meetings.	Rise to the top of their profession.	Prove they can do it, provide for their children and be respected by others.
Example: Women who want out of their corporate job	Figure out what to do next, while working full time.	Someone to give them permission to start something new and give them a step-by-step plan so they know what to do first, next, etc.	Create an exit strategy. Clarify what they really want to do. Design their way to be successful once they leave their corporate job.	To open their own business.	To feel fulfilled and feel that they're making a difference.

**Step 5: Testing for "hot or not"**

**Consider:**

1. Is your pool of ideal clients BIG enough to be viable? It must be at least 10,000 people or more.
2. Are your ideas/services flowing upstream or downstream within the culture of your pool of clients?

Flowing *upstream* within the culture that is already present within your pool means you are attempting to get them to change their mindset and beliefs about your topic.

Flowing *downstream* means your ideas are ones your pool of clients is likely to accept. Any time you are flowing upstream within your pool's culture you'll find marketing and making sales difficult, time consuming and costly. This does not mean you have to change everything you do. It may mean that you must rethink how you are presenting it to others and how you can restructure it to flow with your pool of clients.

3. How important will the people within your pool of potential clients rank solving this problem?

A 10 is a "must solve now" and 1 is "I can live with it for a long time, as is." This ranking must be SIX or higher to make your business viable.

1 2 3 4 5 6 7 8 9 10

4. Do the people within your pool of potential clients have a history if investing in things of a similar nature to what you are offering?

Remember that people will put up with a lot before they decide to invest in solving a problem. So, it's best to focus your business on solving a problem your clients already prioritize as important.

5. Do you love them? You will be spending a lot of time with the people in your client group, which means you need to love these people and what you are doing with them.



**Step 6: Making your final choice**

Use your answers from your Brainstorming Out of the Box worksheet to complete this description of your ideal Client.

- My ideal client is (Column A)
- who struggles with (Column B)
- and wants to (Column C)
- by learning how to (Column D)
- so he/she can (Column E)
- and (Column F)



**What is the Big Idea of Your Business?**

**Your Big Idea will:**  
Clarify your unique position with your specific pool of clients & Anchor your service in specific results

**Your Big Idea is Two simple Sentences.**  
The first sentence describes the primary problem with your clients struggle with and the core mindset (belief or paradigm) YOU have regarding how this primary problem can be turned around. It will embody your passion. The second sentence describes what gets to happen for your clients as a result of your Big Idea. It is their happy outcome.

**Examples:**  
A professional organizer's Big Idea is:  
"Systems liberate you. Once you have removed the chaos you can take your income or your job performance to the next level."

A coach specializing in coaching credit union board of directors Big Idea is:  
"The better the board the bigger the community impact. Each member of the board is contributing to the legacy of the organization."

A process improvement specialist for entrepreneurs Big Idea is:  
"The business owner is the bottleneck. Once you remove the business owner from being the hub of operations, their income can sky rocket."

A Big Idea for the International Association of Women in business Coaching is:  
"Every coach deserves to make a great living helping others. Once a coach values themselves and provides valuable content, they can create a 6+ figure business."

**How to answer the question: "So what do you do?"**

This is an area where many in the metaphysical world struggle. If you are not clear about what you do, others won't be either. That lack of clarity will bleed over into all of your business. So here is a way to get clear. Once you have determined how you will say it, practice until it comes naturally. There are several templates you can use and I would encourage you to use all of them.

**Template 1 – From/to style**

"I have a \_\_\_-step system that takes (WHO you work with) who are struggling with (PROBLEM) to (SOLUTION) in (TIMEFRAME)."

**Example:** "I have a four-step system that takes women who are struggling with their hormones to feeling like their younger selves again in 90 days or less."

**Template 2 – "I help" style**

"I help (WHO you work with) who are struggling with (PROBLEM) to (SOLUTION) in (TIMEFRAME)."

**Example:** "I help women who are struggling with their hormones to feel like their younger selves again in 90 days or less."

**Template 3 – "I teach/coach/mentor/train" style**

"I teach/coach/mentor/train (WHO you work with) who are struggling with (PROBLEM) to (LIST SPECIFIC SOLUTIONS) so they (EMOTIONAL HAPPY ENDING)."

**Example:** "I teach women who are struggling with their hormones to increase their energy, stop gaining weight and eliminate hot flashes so they feel 10 years younger."

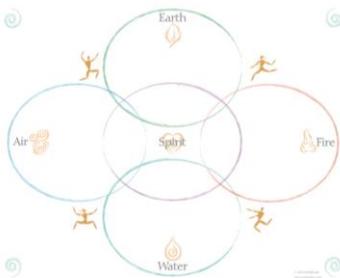


**Five Star Client Exercise**

1. The Qualities of my 5-Star Clients are:
2. What My 5-Star Clients love about me:
3. Energetic Connection to my 5-Star Clients: In this step, get quiet and envision a huge spotlight beaming out into the sky intersecting with another huge spotlight. This is your spotlight intersecting with the spotlight that is your 5-Star client. Ask your client what they need in order to work with you.
4. Who Do I Need To BE In Order To Attract My 5-Star Clients:
5. What Inspired Actions Am I Ready To Take:



**Transfer Information to the Matrix**



**Homework for this week:**

This is not a 'one and done' exercise. Sit with the work we have done today. Do it again. Do the Five Star Client exercise again.

Get Crystal Clear on WHO it is you serve!

If and when you feel you are ready, look at your Business plan and fill out any sections relating to the client work we have done today.



Ground and Close