

# My 10 Essential Step by Step Keys to Effective Client Attraction

From the teleclass on 5 July 2010 from Deah Curry PhD, CPC

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## First Realm Focus: The Fundamentals

Keys	How I Will Implement	By When
<b>#1 – <i>Prioritize</i></b> Your business is a high priority client	I will commit _____ hours a week to marketing My marketing schedule will be:	<b>Today!</b> 😊
<b>#2 – <i>Unique</i></b> Second nature confidence	I'm really good at: I work well with: Issues or problems: My strongest feature: Who appreciates all this:	Tomorrow?
<b>#3 – <i>Niche</i></b> The problem your client wants to solve	Their demographics:  Their psychographics:	Next week?
<b>#4 – <i>Message Formula</i></b> The solution or transformation your client wants	1. Ask grabber questions about the suffering or problem 2. Make experience validating statements 3. Reassure that change is possible 4. Confirm that you can help change happen 5. Prompt a decision with a strong call to action	In 2 weeks?

## Second Realm Focus: Outreach & Relationship Building Campaigns

<b>#5 – <i>Create</i></b> what your client wants more of from you	My theme is:  My campaign mode is:	In a month?
<b>#6 – <i>Package</i></b> how you deliver your knowledge & skills	My low price service: My mid price service: My premium service:	In 6 weeks?
<b>#7 – <i>SMART Action</i></b> sustainable daily marketing tasks	What I will do everyday is:	Starting now?
<b>#8 – <i>Master the Close</i></b> how you talk fees & contracting	What I need to improve about how I "close" is:	In a month?
<b>#9 – <i>Go Big</i></b> how you get known as a specialist	What Going Big looks like to me right now:	Next year?
<b>#10 – <i>Systematize</i></b> put marketing & admin on autopilot	What I'll need to do get to be more systematized:	In 3 months?