

## Best Client Exercise

This exercise was developed by my good friend, first marketing mentor and now colleague, Mike Keonigs.

If you believe in the law of attraction, in some form, you will relate to this exercise and instantly discover why it is so much more powerful than the profiling and avatar exercises most programs take you through.

Once you know your perfect client, creating ads, writing copy and speaking to your clients' needs, becomes much easier and helps you become a better marketer.

### Part I: The Best Customer Ever

Step 1: Describe the best customer or client you've ever had: (and if you're just starting out and don't have a business, then IMAGINE your perfect customer)

- Someone who paid you for your products or services.
- Someone you loved or love working with.
- Someone who took your advice, used your product or service.
- Someone who got results.
- Someone who happily paid you and they kept coming back (or will continue to keep coming back).
- Someone who has, and will, refer more customers to you and give you great testimonials.
- Someone who's enthusiastic, warm and happy.
- And best of all, if you only had 10 or 100 or 10,000 of this type of customer forever, your job would be easy and joyful.

All you need to do is ATTRACT MORE OF THIS TYPE OF CUSTOMER TO YOU and you're set!

Step 2: Now, do the following (this is really easy!):

- Hold your phone camera up with your left hand (or right hand if you're left-handed!).
- Press the record button.
- Smile and put your free hand on your heart.
- Take a deep breath in, exhale into your heart (breath to heart, like a circle) and think about the best customer you've ever had.
- Visualize them standing in front of your camera right now.
- Smile.

- Describe her or him, look into the camera and feel them fully, with gratitude and love, then look into the camera and think about that person while you tell me a story with PASSION, ENTHUSIASM and GRATITUDE.
- Get emotional! This isn't a THINKING exercise, it's a FEELING exercise!

From this point forward, whenever you make a marketing video, write an email, blog post or write your book, you're going to SPEAK and WRITE TO THE PERFECT CUSTOMER. This will attract more of "the one" directly to you.

If you speak or write to everyone, you're speaking to no one. You're schizophrenic, and you'll attract customers who can suck your life force and joy from your job and profession.

Maybe, just maybe if your life and your business isn't the way you want it to be, it's because of this?

But when you speak to one, more like them will be attracted to you. As if by magic.

This is an exercise in manifestation. It is a spiritual act where the physical and the divine become one. Because after all, we ARE all one.

## Part 2: The 10x10x4 System

The 10x10x4 system is a simple automated system to authentically connect to your ideal customers all over the web. Here, we're going to focus on one component for the sake of time: the FAQs and SAQs.

FAQs are frequently asked questions that you get all the time. Here are some that I get in my business: "what kind of video camera should I use?" "or" How long should an online video be?" "or" what should I wear when I'm on camera?" These are questions people might ask you when they want to learn more about your area of knowledge or expertise—NOT your products or services. The goal is to educate without selling.

SAQs are "Should Ask" Questions: the questions you WISH people would ask you. It's nuanced knowledge; things you may have spent 5, 10 or even 30 years studying and refining to figure out. This knowledge has come to you after thousands of hours of hard work, making mistakes and working in the trenches.

Great SAQ questions in my business would be “what’s the best advice I can give someone starting out who wants to quickly and inexpensively make the best marketing content ”or“ one popular myth about making powerful marketing videos is that you need expensive equipment and that isn’t true, let me explain why.”

The biggest difference between FAQs and SAQs is when people hear your response to an SAQ, they will be captivated by your knowledge, expertise, know-how and wisdom. They’ll be transfixed on you, they realize they couldn’t possibly do whatever you offer on their own, and they wouldn’t want to buy anything else or a competitive product. They’ll quickly realize you’re the answer to their problem or challenge. You’re automatically positioned as a leader and expert—and all people are attracted to that.

And because the answers are UNIQUE to you and your experience and expertise, you’ve instantly created a COMPETITIVE GAP between your stuff and someone else’s.

Mike’s Example of “the Best Customer Ever” Exercise:

Her name is Sue. She’s 65 years old, but energetically, like 30. Sue lives in Canada and is a pediatric anesthesiologist. Sue is divorced, has two children, Christopher and Lisa. Sue’s biggest fear is that after 35 years of being a doctor, she feared she’d never achieve her dream retirement. Sue’s greatest dream/goal is to help people achieve and live the ultimate retirement lifestyle while making money while she travels the world and teaches others how to do the same—without any financial worries.

What I like most about Sue is she’s eager, enthusiastic, filled with life and absolutely passionate about helping other people achieve the ultimate retirement lifestyle. The reason I enjoy working with Sue is because she makes a commitment, executes and gets stuff done. When Sue started coaching with me, she was afraid she couldn’t turn her dream into a book or product. After only a single consulting session, Sue got clear on her message, her offer, her product and what she really wanted.

And the next day, she sat down in our studio and told her story with clarity, passion and vision. And in as little as six months, she’ll not only be ready to leave her job, have her book and product finished, but be traveling the world, living the ultimate retirement dream while making money teaching others how to do the same. The greatest wish that I have for Sue is that she’ll sell 10,000 copies of her book and be living in dozens of different

countries with hundreds or thousands of customers who she's coaching in her system in the next year—while making money, feeling purposeful, alive and impacting people who resonate with her message and mission.