

TOP 9 PROVEN
STRATEGIES TO
ATTRACT IDEAL
CLIENTS NOW

Free Special Report

A Cutting-edge
Way to More
High-Paying
Clients Easier
& Faster

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Attention: Small Business Owners, Entrepreneurs, Coaches, Consultants, Public Speakers & Authors are you...?

- Marketing your business without getting more of the clients you want
- Working more hours a week, but not seeing more money for your efforts
- Having a difficult time converting prospects into clients

AFTER WORKING WITH COUNTLESS CLIENTS WE DISCOVERED WHAT WAS KEEPING THEM FROM SUCCEEDING:

- A business mindset working against the Vision and Mission of the business
- Waste of money, time and energy chasing after EVERY customer instead of the IDEAL customer
- Marketing contrary to what feels comfortable
- Too much focus on making a better mouse trap and not enough on marketing it

Do you want ...?

- More clients that say YES to your products and services
- Increase your income by 25-35% in the next 12 months
- More time to enjoy your life

IF THIS IS WHAT YOU NEED FROM YOUR BUSINESS, THE 9 STRATEGIES DISCUSSED IN THIS REPORT MAY BE WHAT YOU WANT

The story behind the Top 9 Strategies to Attract Your Ideal Client Now...

In my former health and wellness business I implemented all the right marketing tools and strategies (or at least I thought they were, from what I learned in school,) and I was getting plenty of prospects; however, when I went to make the "close" the client would respond with, "Let me think about it." I talked to other business owners, and they expressed the same frustrations: not enough clients, money or time. I also found out that, like me, they felt uncomfortable with how they were marketing their business.

I began to study marketing from all the gurus I could. It was a piecemeal adventure: on-line and off-line marketing here, copy to persuade there, sprinkled with positioning, package, price and place. URGH!!! It was frustrating! I was applying everything I was learning, and still no positive results. Until one day out of frustration I yelled out, "I just want ideal clients! Clients that say YES to what I have to offer!"

After that, I attended a one-week seminar unrelated to marketing. It was on building a mindset for success utilizing your core values, traits, belief system, and cultural differences. It was a moment of revelation for me. This was the missing link to my marketing strategy!

Using the information I learned from that seminar and others, combined with my marketing training I soon developed a systematic approach (YBe²) to marketing that was effortlessly executed, within my comfort zone and, most importantly, successful.

My conversion rate increased, so did my retention rate, referrals and my income. To top it off, because I was more successful in my business, I had more clients, was charging more and could dedicate more time to my personal life.

I began sharing the YBe² system and strategies with business associates, and soon they were expressing the positive results (25-35% increase) they were experiencing. That's when I decided to help others with their businesses on a full-time basis.

By now you are probably wondering, what is YBe² and how does the system and strategies work?

Unlike other marketing systems that just tell you what you should do, the system works by first identifying what is holding back your business success; what mindset rules are misaligned with what you want from your business; and how to stop working against your success—yes, I too was working against my own success, but I didn't know it.

In other words, this is what YBe² System and the 9 Strategies will help you achieve...

- Create a unique marketing strategy aligned with your personality and mindset traits
- Exercise effortlessly your marketing strategy within your comfort zone to attract your ideal clients
- Learn to get referrals, convert and retain new clients to increase your income and have more free time
- Create a compelling message that will have your ideal clients chasing you—instead of you chasing after them

YBe² is a proven system to attract the IDEAL CLIENT that says YES to your products and services. Businesses using it have seen consistent annual

income growth of 20-35%. In the following pages you will see the 9 strategies YBe² is built upon to drive success to your business.

These are the “Top 9 Strategies to Attract Ideal Clients Now” that are incorporated in the system:

1. Make marketing your main focus

Craft an effective marketing plan that gets results. Working with your business plan to set priorities and apply intended action will accelerate successful results.

Create a laser focused business mindset to pinpoint what activities will bring you the highest number of clients, inexpensively and in a short period of time, while eliminating what is causing unnecessary expense and waste of time. Once a business has identified its service/product it should not focus on improving or altering it; but rather on marketing it.

In 1985, Coca Cola came up with the “New Coke” to compete against its rival Pepsi. Coke was the dominant product in the soft drink market. At the time, it didn’t need to reinvent itself to remain in that position; all it needed to do was focus on marketing its dominant product. Coca Cola’s customers were very happy with the original taste of the soft drink.

The outcome? After months of testing different formulas and millions spent on marketing the “New Coke” it flopped and Coca Cola had to scrap the product. By focusing consistently on marketing your business you will drive your business growth and expansion: that's more clients, money and time. You will see greater results in your networking, speaking engagements, social media, strategic partnerships, media use and more.

2. Discover Your Business “It Factor”

Understanding your unique position in the market place and identifying what your business stands for (It Factor) will differentiate your business from the competition. You have the opportunity to create a unique business with its own product/service, vision and purpose (mission.) Using this strategy will drive your ideal clients to recognize your uniqueness and say ‘YES’ to what you offer.

When Whole Foods came into the market, supermarkets were selling food. How did Whole Foods differentiate itself? It became a supermarket where you can buy healthy food choices and with a larger variety. This new retailer was capitalizing on the exercise, wellness and health trend in the market. When you uncover your business “It Factor” and proper marketing message,

you will stand out from the crowd to build a profitable business. You will create marketing strategies to place your business ahead of your competition. Therefore, instead of worrying about what others are doing you can focus on serving your ideal clients to ensure repeat business.

3. Define Your IDEAL Client Profile

Establish WHO would benefit most from working with you (your target market), the DPQ (demo-, psycho- and quantum-graphics) for this client and what is it about what you do that makes your work stand out from the rest in your field. Your message, based on your client DPQ, will make them gravitate to you.

These analyses (DPQ) will help you create a compelling message that reinforces your confidence when speaking about what you do to potential clients. It also serves to communicate your value through captivating and enticing copy for all of your marketing materials to connect with your "YES" client.

In the example above, by studying the market, Whole Foods discovered that people who are health conscience want to eat healthier foods and are willing to pay a premium to get that healthy feature in the foods they consume. Whole Foods' message is not for every consumer on the market. However, its message and business model is tailored to a more health conscience consumer, who is willing to pay more for a healthier choice of foods with less processing and grown using environmentally friendlier means.

4. Convert potential clients into Profits

Package your expertise to create a strong, solid, tailored marketing system to convert prospects into high paying clients, every time. Serve to guide your clients in seeing the benefits of, and in meeting their needs rather than "selling" them your product or service. Activate your Profit Process, which has been proven to be more effective than any sales negotiation training you could ever receive. This process will change how you conduct business and will prove to be easier, more fulfilling and enjoyable.

Not all prospects become clients right away. Many businesses fail to understand that you may have the most compelling message; however, a potential client must receive it at the right time for him/her to take action. Establishing a systematic profit process to remain in contact with the potential client will increase your conversion rate in the long run.

Bed Bath & Beyond, a house wares retailer, sells items to organize and furnish bedrooms in a youthful style. It doesn't advertise for these specific items all year round. However, it mails out a special circular advertising

these items every August. Why? Because college students will be furnishing and moving into their school dormitories the last week in August. Thus, the best time for Bed, Bath & Beyond to call on its clients to take action is during that time.

5. Leverage your expertise to create multiple streams of income

Understanding that your business is the opportunity for you to provide an optimal service experience for your clients will provide the business breakthrough you want. Develop a business model that leverages your knowledge and expertise to create multiple sources of income (the real secret to success.) Your business model will include making money while you sleep.

Staples, the office supply chain store, realized it was not in the "office supply" supply business, but rather, it was in the "business solution" business. Thus they added photocopy, printing and other services to its product mix to capitalize on solving the needs of businesses. By looking at its business in a broader sense it has positioned itself as a one-stop shop for business solutions and the dominate retailer in the market.

6. Implement Magnetic Marketing Strategies

Skyrocket your ability to create extraordinary impact. Your business success depends on your ability to consistently implement your magnetic marketing plan. Create a step-by-step tracking system to help you carry-out your plan with ease, consistency and efficiently.

The system will allow you to see your results in a quantifiable and measurable manner, to ensure your maximum return on investment.

All franchises work under this premise: automate the "DOING" and implement a magnetic marketing strategy to promote the brand. On the other hand, many businesses place a lot of emphasis on the "DOING" (making burgers, consulting, legal counsel, etc.) component of the business, while sacrificing the marketing.

Your business is made up of different components; ignore any one of these and you sacrifice efficiency, effectiveness and, in the case of marketing, REVENUE. Keep in mind that the DOING produces work, but it's the marketing that generates the client/customer; thus, the revenue.

Developing strategies and tracking systems will provide you with a quantifiable means of assessing what is working, not working, where to place your marketing efforts and dollars, and where not to.

7. Integrate On-Line and Off-Line Media

In the digital age we live in you cannot afford to ignore the opportunities on-line media provides you, including social media. Neither should you ignore traditional media outlets that may be very powerful in reaching your ideal client. To further increase the value of your message, its strength and results, it is important to strategically integrate these different media outlets to exponentially attract your ideal client.

L. L. Bean, the outdoor clothing retailer, built its business through the mail-order catalogue. To this day, it still relies heavily on the catalogue—but not mail-order. Orders are not mailed-in on a form; customers are driven by the catalogue to the company's website to place their orders. L.L. Bean did not abandon its tried and proven marketing method; it integrated it with its convenient on-line order system.

8. Implement Business Success Acceleration Systems

Establish systems that have your business and your marketing (so crucial!) operating on autopilot to get more done in less time. You'll quickly notice how much more joy it is to be able to work ON your business instead of working IN your business. This frees up your mind from the minutiae to allow you to consistently generate new business so that there is never a shortage of clients or income.

Let's assume that you have established a certain success using direct mail. Rather than finding the time during the year to sit and work on each individual mailing at a time, plan it all out and order your printing at the beginning of the year. Ordering the printing in one order will save you time and money.

Planning the different target mailing areas and the timing of the mailing ahead of time with your mailing house will put the entire process on autopilot. Schedule each mailing on your digital calendar to receive a reminder to call the mail house to execute it.

Using similar methods for all of your marketing will give you a consistent, organized and well thought marketing plan, which will produce a consistent flow of business and revenue throughout the year.

9. Mastering High-Level Success

Navigate the business world with confidence and a mindset for success. Align your mindset with your business vision and mission. Identify limiting beliefs and assumptions that may be blocking the success of your business.

These limiting beliefs and assumptions cause stress, lack of focus, business stagnation, and worse of all, fear of making decisions. Addressing these beliefs and assumptions will allow you to remain focused on your goals, make decisions with confidence and ease to meet the vision and mission of your business.

An interior designer came to see us because she was having difficulties converting prospects into clients. While assessing her business, we discovered that she had a belief (they were spoiled) of affluent people brought upon by her economic condition and experience as child.

The ideal client for an interior designer is an affluent customer. Her negative belief was producing an aversion to her ideal customer which was manifesting itself through her message, verbal communication and attitude.

Once she came to this realization, and was able to adjust her mindset, she was able to change her attitude message and communication style. As a result, not only was she able to convert her prospects into clients, but her referral business took-off as well.

"Leaders are the stewards of organizational energy – in companies, organizations and even in families."

Jim Loehr, *The Power of Full Engagement*

Here is what our ideal clients have to say



"In School we learned...if you're above 50% (retention rate) that's really good; if you're 65-70% you're phenomenal. We're between 95-100%, which is unheard of." Dr. Nicole Rivera



"Now I work 20hrs or LESS a week, make more money and have more time to do what I love. The YBE² system and strategies helped me to improve my message, automate my marketing, increase the sales of my latest book, and have more time to research and write, which is at the center of my business." Jacob Petry



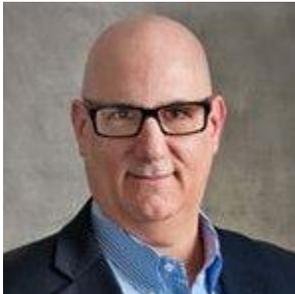
"I am making more money and I have more time off. My income was stagnant even when I did my best and worked really hard. Since working with the YBe² system, sales have increased 75% even in "this economy." I've developed a strong personal brand and implemented low cost marketing strategies that allow me to be in front of ideal clients consistently."
Barbara Vecchiarelli, The Title Connector



"I doubled my business in 90 Days. It was time to take my business to the next level, but I didn't know where to start. Discovering the YBE² System was liberating. I learned exactly how to connect with ideal clients and build beneficial relationships with ideal business partners that resulted in booking double my sales in just 90 days. I am now a published author, blog contributor and recognized public speaker in my field." Monica Burch

"If you want to understand the Universe, think in terms of energy, frequency and vibration."

Nikola Tesla



"Step #9 of the YBE² System can help you in determining how to best present yourself in any work or personal situation. This information can get you the results you want effortlessly so that you can market yourself in a way that is aligned with who you truly are. She is very insightful and you will be pleased with her work. As a coach myself, I recognize her skill and would highly recommend her." Dr. Daniel J Cruoglio



"In the first year my business grew 10,000 percent. Last year, I broke six figures. I had 9 different marketing strategies implemented and NOTHING was working. Discovering the YBe² System transformed my business. I now have a business plan, fantastic clients and strategies that work for me. Clients who value my services, pay for what I have to offer with a smile and keep coming back for more. I now have the right language to connect with and convert clients."
Heather McManus

What should you do next?

To find out how you too can attract more ideal clients, make more money and enjoy more time off by implementing the "YBe² System" [click here](#) to set up your "**Next Best Step to Success**" today or call to speak with one of our Client Care Team members at 732.388.0584

Simone Mitjans is the founder and CEO of the Ideal Client Marketing. She is the creator of The YBE² System. She is absolutely passionate about mentoring small business owners, to discover their business "It Factor" and apply authentic marketing strategies (because One Size Does Not Fit All!) As a result, they attract ideal clients, make more money and enjoy more time off. She truly believes that once you know what to do and you have support and a means for accountability your business success is inevitable.



Simone Mitjans has a background in science, is a Published Author, international speaker, Direct Response Marketing Expert, Master Practitioner of Neuro Linguistic Programming (NLP), Master Practitioner of Time Line Therapy TM, Master Hypnotist, Certified Spiritual Practitioner, Practitioner of Neuro Pathway Restructuring and Level 4 Human Design Specialist.

Oscar Ocasio is our Ideal Client Marketing top affiliate. He has a degree in marketing and management, and has been in sales, marketing and senior management for over 30 years. His motto is "You can have everything in life that you want; if you will help others get what they want." Zig Ziglar