

If a business isn't growing, it's dying. And the only way to make sure your business is growing is to identify and engage a steady stream of new clients. This three-part excerpt from the comprehensive OneCoach Attract More Clients program will get you and your business on the right track. For more information on this program, please call us at 1.800.663.2622, or visit us online at www.OneCoach.com.

Part I

How to identify your ideal client and generate more revenue

Let's begin with the end in mind. As a small-business owner, you want more clients, which translates to more revenue.

However, the only way to attract more clients is through effective and compelling marketing. Unfortunately, marketing is expensive these days. So when you do it, you want to make sure you're getting the right message out to the prospects who are most likely to buy what you sell. And if you get the right message to the "right" prospects, they'll not only buy from you, they'll keep coming back and buying from you forever. They'll tell their family and friends to buy from you as well. And they'll spend more money with you than your typical client.

So your number-one priority is to find out exactly who your ideal client is.

A massive volume of clients is not nearly as important as serving the right clients. When you match your business with the right clients, you'll increase customer loyalty, decrease complaints, and have fewer returned items from dissatisfied clients.

Here are three areas to look at when marketing to your ideal client:

Wants vs. needs — why they buy

Attracting your ideal clients through marketing requires you to discover the specific wants and needs of these clients. These wants and needs are often referred to as "hot buttons." Keep in mind that there is a big difference between wants and needs. They may sound similar, but they're as different as day and night.

A need is something you have to have. A want is something you would like to have. You need a new car but may be broke at the time. Therefore, you don't want a new car, because you feel you can't afford it. On the other hand, if you want a new car, you will probably find a way to get it, even though you may not need it. Wants are much more powerful than needs. Therefore, your marketing message should focus on your ideal clients' wants.

Hot buttons — what they want

Hot buttons are the problems, frustrations and concerns that most clients consider when they do business with companies. Many business owners feel that price is always the number one hot button that impacts their clients. In reality, price is one of their last considerations. Most clients are more than willing to pay a higher price if you offer enough value to warrant the higher price.

Unfortunately, most marketing and advertising looks exactly the same. Everyone uses the same old phrases and platitudes such as, “We’re the fastest, we’re the best, we have the lowest price, we do excellent work,” and so on. And since everyone says this, your clients don’t believe any of it. If you market this way, as most businesses do, your clients can’t determine the true value you provide, so they default to lowest price as a differentiator.

Whatever you do, don’t fall for this trap! If you can only compete on price, it’s time for you to get completely out of that business. It has become a no-win situation for you because there will always be someone willing to undercut your price. Fortunately, the idea that price is most important exists only in the mind of the business owner. All you need to do is provide more value than your competition. When you do, you can actually increase the price you charge for your product or service.

Decision makers, influencers and users — who to target

There’s one more area that needs careful consideration. In most business transactions, there’s a decision maker, an influencer, and a user. Here’s a typical example for the service industry. When ordering a pizza, the parents are the decision-makers, the kids are influencers and they’re all users. If you’re in the pizza business and want to sell more pizza, give the kids (influencers) candy for dessert when you deliver the pizza. Then they will continue to influence the parents to order your pizza.

This example serves to highlight a critical point — that the end user of your product or service may not be the only person involved in the buying process. This is especially common in business-to-business transactions, where you may find that there are influencers or decision makers that are not the user.

When selling to another business, you will often find yourself dealing with subordinates that require the approval of their bosses before making a purchase. Knowing that in advance allows you to be prepared to market to — and then train — these subordinates so they can “sell” your product or service for you, since you won’t have the opportunity to do it yourself.

Remember, you’ll need to take this information into consideration when you begin your marketing program. Once you identify these three roles, you will actually notice a huge difference in your numbers when you begin lead generation and lead conversion.

Part II

How to increase sales by targeting your ideal client

When it comes to finding your ideal client, there is a basic principle that you must remember:

Your prospects buy what you sell because they have specific needs or wants.

Your job as a business owner is to know, understand and deliver the solutions for those needs and wants, which will differ depending on each specific business. Therefore, it's critical that you know exactly what your prospect's needs and wants are. This is the essence of marketing: to create a match between your buyer and your product or service.

There are two primary categories of information that will assist you with this determination.

The first category is called demographics. These are the characteristics that identify the ability, need and interest of a client to purchase your product or service. Demographics define those clients who *need* what you sell.

The second category is called psychographics. These are the factors that identify the motivation or reasons why someone wants to buy your product or service. Psychographics define those clients who *want* what you sell.

As you identify your prospects' wants and needs, based upon their demographic and psychographic characteristics, then compare this data with your own wants and needs, you will gain greater insight into your ideal client. And once you accurately target your ideal clients, you'll spend less time and money to acquire them.

To start, you must research your current clients – the ones you presently deal with day in and day out. Select at least three of your current clients to interview. Perform the demographic research by personally interviewing these clients either on the phone, or in person.

Business to consumer: If you sell to consumers, take time out of your routine to survey them. Find the answers to questions like these:

Are your current clients mostly men, mostly women, or do they represent a 50/50 mix?
Is there a certain age group or range that tends to buy from you? (If so, write it down as a range.)

Are most of your typical clients single or married?

Do you know their approximate income level?

If not, do you know what zip code they live in? (Most zip codes contain homes or apartments that represent specific income ranges.)

Business to business: If you sell to businesses, interview at least three typical businesses you sell to. Find out the number of employees they have and their location to learn about their company culture and the number of subordinates you may have to speak with in order to get your sales message to the decision-maker. When you sell to other businesses, there's a mindset to consider that may be different from your own. For example, you may need to position your product or service differently when selling to a New York-based business compared to a California-based business. In some cases, that difference can be day and night.

Look for patterns:

When you have completed the interviews, compile all of the information to determine commonalities among your current clients. Collecting this information will help you find the traits they have in common, which will help in future marketing.

Having all of this demographic information will help you create a mental picture of your current client. By identifying this client with demographic information, you can later begin your lead-generation efforts, and create a marketing message that is laser-targeted toward your ideal client. So take your time and be as specific as possible when completing these interviews.

It will pay off when you have a steady stream of ideal clients, increased sales revenues, and more profits.

Part III

Understanding Why Consumers Buy and How to Attract More Clients

One of the most basic concepts of economics is *want vs. need*. They may sound similar, but they're as different as day and night. As a small-business owner, it's important to distinguish between the two in order to attract more clients and grow your business. By learning the *specific* wants and needs of your clients, you can learn how to better market your product or service in a way that speaks to your ideal client and leads them to buy from you.

Wants vs. Needs

A *want* is something you would like to have. It is not absolutely necessary, but it would be a good thing to have. A good example is music. Now, some people might argue that music is a *need* but you don't need music to survive.

A *need* is something you have to have, something you can't do without. A good example is food. If you don't eat, you won't survive for long. You might not need a whole lot of food, but you do need to eat.

It may sound completely counterintuitive, but the fact is, wants are *much* more powerful than needs. Even though their needs must be fulfilled for survival, most people make their purchasing decisions based on their wants, rather than their needs. For example, people *need* to lose weight for health reasons. A weight-loss clinic might assume that clients would respond to a weight-loss program that is positioned to help them feel better and improve their health. But oddly enough, what most people *want* from a weight-loss program is not health, but to look better, attract more romance into their lives, to receive compliments from people and gain confidence. Those are all emotional wants versus objective needs.

When marketing your product or service, stay away from focusing on promoting the need for it, because until you identify why clients want your product, you will never be successful selling to them. Here are some tips to help you identify your client's wants and develop effective marketing messages that will help you generate more revenue.

Hot Buttons — Price vs. Value

Depending on your industry, clients will have different wants and needs, called "hot buttons." Hot buttons are the problems, frustrations and concerns that most clients consider when they do business with companies. Many business owners feel that price is always the number-one hot button that impacts their clients. In reality, price is one of

their last considerations. Most clients are more than willing to pay a higher price if you offer enough value to warrant the higher price.

Unfortunately, most marketing and advertising looks exactly the same and ignores these hot buttons. Everyone uses the same old phrases and platitudes such as, “We’re the fastest, we’re the best, we have the lowest price, we do excellent work,” and so on. And since everyone says this, your clients become desensitized and don’t believe any of it. If you market this way, as most businesses do, your clients can’t determine the true value you provide, so they default to lowest price as a differentiator. Whatever you do, don’t fall for this trap!

Fortunately, the idea that price is most important exists only in the mind of the business owner. All you need to do is provide more value than your competition, and promote it. Your marketing messages should highlight the parts of your business that meet the wants of your ideal clients by addressing their hot buttons.

Below is a short list of industries and their corresponding hot buttons. Select the industry category that your business belongs to and then prioritize your customers’ hot buttons in order. This exercise will help you identify your ideal clients’ wants in order to create the proper messaging that will appeal to them.

Common Hot Buttons for:

Service Industry- Fix it right, Fix it fast, Be on time, Provide quick resolution, Be honest

Professional Industry- Expected results, General customer service, Price of affordability, Guarantee results, Trustworthy

Retail Industry- Product options, variety, selection, Product quality, Product results match expectations,
Customer service, advice, knowledge, Price

Opportunity/ Entrepreneur Industry- Make money (return on investment), Easily transition into ownership, Validation, Proof of support, Resonates with beliefs and values

Wholesale Industry- Make more money and higher margins, less hassle, easy to do business with
Low risk, Reliability, Receive it on time

Overall, these hot buttons apply to most businesses in each industry category. Occasionally, other hot buttons may be more appropriate than those listed. If you

honestly believe your specific hot buttons need adjusting from those that are listed, make those adjustments now by either rearranging the priority sequence or removing and replacing any hot buttons you feel may be more appropriate for your business.

By using these guidelines, you can create persuasive marketing messages that address your ideal clients' needs and motivate them to buy from you. If you do this really well, you will find yourself attracting more clients in a short amount of time.

We hope this information will help you begin to attract more of your ideal clients, so that you can build the business of your dreams. For more information on the complete Attract More Clients program from OneCoach, call us at 1.800.663.2622, or visit us online at www.OneCoach.com.