

Is It Time To Fire Your Client?



3 Rules & 3 Steps to Attracting Perfect Clients

By Laura Arellano

"Today I actually fired my client!" a lawyer friend of mine recently shared. When I asked why, she explained how high-maintenance the client has been, how he has been demanding services outside of the contract, and how time-consuming and frustrating it has been to work with him.

"And," she declared, "I've decide I will not refund his money either!"

It's the old 80/20 rule originated by Vilfredo Pareto, the Italian economist in 1906. You know this first one, where *80% of your profits come from 20% of your customers*. Or where 80% of your time is taken up by 20% of your clients. Which wouldn't be so bad, except when they are the less-than-perfect clients.

How about a few more examples:

80% of our personal telephone calls are to 20% of the people in our address book

80% of the decisions made in meetings come from 20% of the meeting time

80% of the outfits we wear come from 20% of the clothes in our closets and drawers

80% of the traffic in town travels over 20% of the roads

80% of what we produce is generated during 20% of our working hours

So the idea is to make that other 80% of your clients as great to work with as that famously favored 20%. But how?

One answer lies in the second famous rule: *You become what you think about all of time.*

The concept behind this being that your conscious thought patterns drive your behaviors, which then influences your results. The direct link then is that your outcomes are based upon your mindset. And the scary part is that studies have shown that we have up to 50, 000 thoughts per day, and that only 25% of them are positive!

Which affects the third rule: *The Law of Attraction: Like attracts like.*

Apply that to your thoughts, and ask yourself some questions:

"What type of signals am I sending out?"

"Am I thinking "attracting" thoughts, or "repelling" thoughts regarding my work and clients?"

"Who is showing up and what do I want instead?"

The good news is that you can control your thoughts, thereby attracting whatever/whomever you like! It's just about *being deliberate*.

Here is a 3 step process to being deliberate:

1. Set aside about 30 minutes of quiet time to work on this marketing technique.
2. During this time, brainstorm as many characteristics, values, attributes & behaviors of the perfect customer for your business. You may start with thinking of an existing client, capture their qualities, then build up from there. Write them all down.
3. Give yourself 5 minutes each day for the next 10 days to focus on that list.

You will notice a couple things happen:

First, you may find that your current not-so-perfect clients move on. This may be their initiative, or yours, but it will be clear to both of you that they are not a match to your business and you will part ways.

Next, you will typically find that more perfect (or at least pretty-darn-close to perfect!) clients show up on your radar. They will be attracted to you because you are thinking about them, and behaving in ways that match their desire of working with a perfect lawyer, realtor, consultant, practitioner....(insert your business here)!

Building on Mr. Pareto's work, our new rule can now be that 80% of our clients are perfect and are attracted to us by just 20% of our effort!

Laura Arellano of Meta Logia specializes in Leadership Development, Group Dynamics & *Attracting Perfect Customers* training. Her perfect customers are Professional Individuals and Small Business Owners who are interested in the new model for marketing.

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"You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you" - James Allen