



HOW TO CONNECT WITH YOUR IDEAL CUSTOMERS

- Cheat Sheet -

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Hello creator!

Have you ever wondered how to find clients?

Then you're asking the wrong question.

Let me explain.

When I started my business in 2016 I was wondering the exact same thing.

My only strategy to get new clients was hoping that someone I knew might reach out interested in my services.

And it didn't work very well...

I had the wild dream of working with people from around the world.

But how could I find clients around the world if I couldn't find them around the block?

Thank god google exists, so I started asking questions and I found something that made the whole difference.

It was a video by Chris Do from thefutur where people were asking him "How do I find more clients".

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So he noted that we were asking the wrong question.

The real question here is:

How will your clients find you?

This simply blew my mind.

I realized I wasn't making it easy for people to find me.

Even less to trust me or buy from me.

So I started a journey to master the art of being found by my clients.

But I didn't want *any* client, I wanted people whom I enjoyed working with, who created a positive impact, and who could afford my services.

I have to say my obsessive nature was incredibly helpful to figure this out.

I watched hundreds (or even thousands) of youtube videos, I read over 50 books, hired coaches, and did everything I could to crack the code.

After testing hundreds of systems, tools and strategies I figured it out.

Do you want me to share the key with you?

Cool, keep reading!

By the end of this document you'll have a proven process to get as many clients as you can handle!

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The secret to business success is aligning your goals to the needs of your customers.

But how could you do that without being connected to them?

You need to understand their needs from their perspective in order to align your goals to their needs.

Here are 3 stages to connect with your ideal customers:

- 1.- Defining your ideal customers
- 2.- Building relationships at scale
- 3.- Asking the right questions

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So let's break them up.

1.- Defining Your Ideal Customers

There are two core aspects to define your clients.

Demographics and psychographics.

Demographics are things like age, location, gender, income, profession, education, etc.

Psychographics are desires, fears, and the overall story they tell themselves.

Today we will focus on psychographics because that's where the magic is.

(Think about it... is it more important to put them in a box or to identify when they are ready to take action?)

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Answer the following questions:

- Who are they?
- What do they want?
- What's stopping them from getting it?
- What's important to them?
- What are their interests?
- What are their hobbies?
- How does a day look in their life?
- Where do they get their information?
- Where do they gather with their tribe?
- What do they need?
- How can we exceed their expectations?
- What words or phrases do they use to describe their desires?

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- What words or phrases do they use to describe their struggles?

Once you have that, come up with your ideal client description by putting everything together in a single sentence.

Example:

“Creative leaders and healers who want to help millions of people by sharing their gifts (skills and knowledge) but are struggling to reach more people, stand out from the crowd, and attract their ideal customers with digital media... they just need clarity, focus, and direction to create a huge impact!”

Once you can describe your ideal customers in one phrase, it's time to start connecting with them.

Read the next section to learn the secret to building a relationship with your tribe across the world with the power of social media.

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2.- Building Relationships At Scale

Building those relationships is about caring about your people and helping them get what they want.

People notice when you just show interest in them because you want something from them (most likely money).

So we need to change that dynamic.

Instead of showing up to *ask*, we are showing up to give.

Find a way to show up consistently where they spend their time and gather with other people like them.

Then, share something that informs them or entertains them (*or both!*).

And identify what's the biggest transformation you can help them achieve.

On the next page, you'll find a quick recipe to attract dozens or thousands of your ideal clients every month with 5-15 minutes a day.

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Recipe: attract dozens or thousands of your ideal clients every month without spending more than 15 minutes a day.

- A. Identify facebook groups that have your ideal customers.
- B. Study them to find similarities in their content.
- C. Create or curate content that attracts your ideal customers.
- D. Distribute it using the right hashtags, titles, and descriptions.
- E. Show up 3 times per day to share your expertise.
- F. Invite people to take action by dropping a comment or similar.
- G. Connect with the people who engage with your content.
- H. Engage with other people's posts and comments.
- I. Deliver massive value with positive energy.

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Do this consistently and when you realize you'll have tons of relationships with people who you'd love to work with.

Now you can start making plans
and creating things to help them
improve their condition.

For that, we need to gather intel.

That's why in the next section I'll share with you a script to help you get the information you need to craft an irresistible offer and create engaging marketing materials.

Get ready to obtain your best tools to skyrocket your sales and engagement!

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3.- Asking The Right Questions

Never take unsolicited advice from someone who is not a role model for you.

Not every opinion matters.

But we need to listen to what's important about the opinions that matter.

Understand what the right people like about us.

And what the wrong people hate about us.

Both are equally important!

But for the sake of this cheat sheet, we are focusing on the right people.

We need to get the right information from them so we can actually use it.

You can spend 5 hours on the phone with someone talking about chickens when you actually had to talk about business goals. (Real-life story)

In the next pages, you'll find a script to get the right information from your market research in just 15 minutes.

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Script: get the right information from your market research in just 15 minutes.

A. Set the appointment

- a. Subject Line: I would love your advice...
- b. Example message: Hi John, I hope you're doing well. Your Burning Man photos on Facebook look so fun! I wanted to reach out because I'm working on launching my coaching program. Your input would be invaluable! I have a couple of specific questions I'd like to ask you and there's no pitch, no catch, no strings attached. Would you be available to speak sometime on Tuesday or Wednesday for about 20 minutes? (I can also work around your schedule, so feel free to suggest a couple of other times if that'd be better for you.) Thanks in advance for any help you can provide!

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B. Set up the call

- a. "Thank you so much for spending time with me today!
Before we begin, I want to make sure we have 20 minutes on the clock.
Great -
I want to respect your time.
During this call, my goal is to get as much honest advice as I can about what I'm working on for my business.
Don't worry, I'm not trying to sell you anything, I'm genuinely looking for feedback.
Is it okay if I take notes -
I don't want to forget anything you say....
Great!
Before I ask my first question, do you have any questions for me?
(Answer if applicable...)
Let's get started..."

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C. Ask Strong Questions

- a. When it comes to (*insert your area of expertise*), what is your biggest challenges or frustrations?
- b. How do these problems negatively impact your life? Can you give me an example
- c. What goals do you have for (*insert your area of expertise*) this year?
- d. If you could have any question answered about (*insert your area of expertise*), what would it be?
- e. Have you ever worked with anyone to help you with this particular problem? What did you like/dislike about the experience?
- f. If you were hiring someone to help you with this issue, what top 3 things would you look for in the person you chose to work with?
- g. What do you think the lowest reasonable number someone could charge who is just getting started? What about the highest?
- h. How much would you pay for a premium service from a professional that would help you achieve (*insert your customer's desire*)/overcome (*insert your customer's*

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challenge), for good?

D. End The Call Well

- a. “Thank you so much for your feedback and advice! I really appreciate you and your time. Is it okay if I follow up with you if I have any other questions or learn something new that may be valuable to you? Great! I’ll talk to you soon!”
- b. Then, send them an email/voice-memo/video thanking them, again, saying...
 - i. “Hey (*insert their name*), thanks so much again for your time yesterday. I’m still going over my notes and am so glad I interviewed you because you gave really great feedback. Anyways, I hope you’re having a great day! Talk soon!”

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That's it!

One 15-minute call and you have all the information you need...

... from that person.

Talk to 10 people and you'll never run out of content ideas ever again.

Talk to 50 people and the patterns will become evident.

Talk to 100 people and you'll have as many clients as you can handle.

We've covered quite a bit in the previous pages, so let's do a quick recap.

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RECAP: how to connect with your ideal customers and get as many sales as you can handle

There are 3 steps to connect with those who benefit the most from your unique set of skills and knowledge.

1.- Defining your ideal customers

Identify who you want to work with and the transformation they desire.

2.- Building relationships at scale

Show up to share value and become genuinely interested in your tribe.

3.- Asking the right questions

Focus on what's most important to serve your ideal customers.

PS. Every business is human to human, that means that they are all based in relationships. The more you build relationships out of generosity, the more success you'll enjoy! *(Disclaimer: relationships are a long term strategy, if you truly want to be successful you need to be patient!)*

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YOUR VIBE ATTRACTS YOUR TRIBE

Always show up as your most authentic self.

Talk about your beliefs, values, and perspective.

The right people will raise their hands and take a step forward.

But it's easier said than done...

So feel free to reach out if you need help creating an actionable plan to communicate your message clearly on digital media to scale your impact.

You can send us an email at info@kataplasma.tv

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