

How to Attract Your Ideal Clients More Easily



Geoff McDonald @Ideas Architect #ideaslunch

Introductions



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Logistics



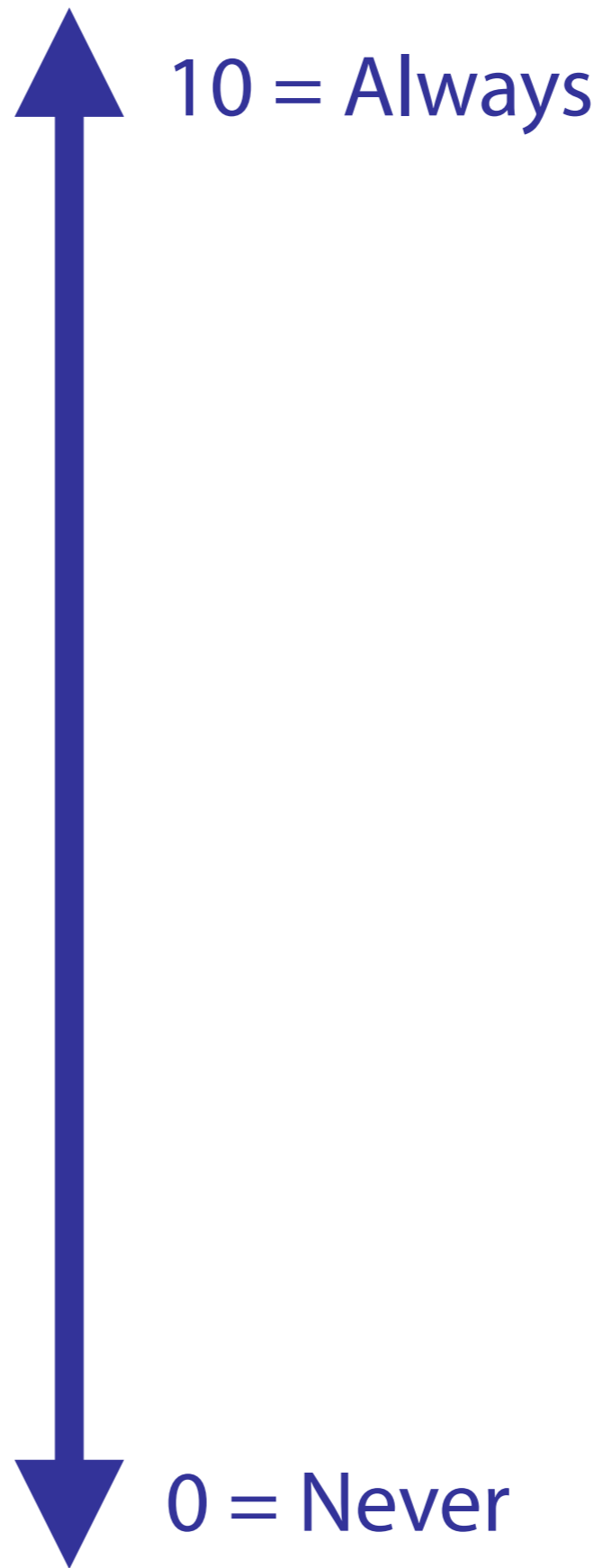
Recording + Slides PDF : facebook.com/ideaslunch

Part 1

How's Business?

Who is your Ideal Client?

How often
are you
working
with your
Ideal Client?



What do you do to source
new work?

How hard are you working just to get work?



Chasing or Attracting?



Do you spend more time chasing work or attracting it?

Part 2

What Are You Known For?

#ideaslunch This is the key to attracting your ideal clients

Ideal
Client

ALWAYS

NEVER

CHASE

ATTRACT

Getting Clients

Ideal Client

ALWAYS

NEVER

CHASE

ATTRACT

Job/Hobby

Getting Clients



Ideal Client

ALWAYS

NEVER

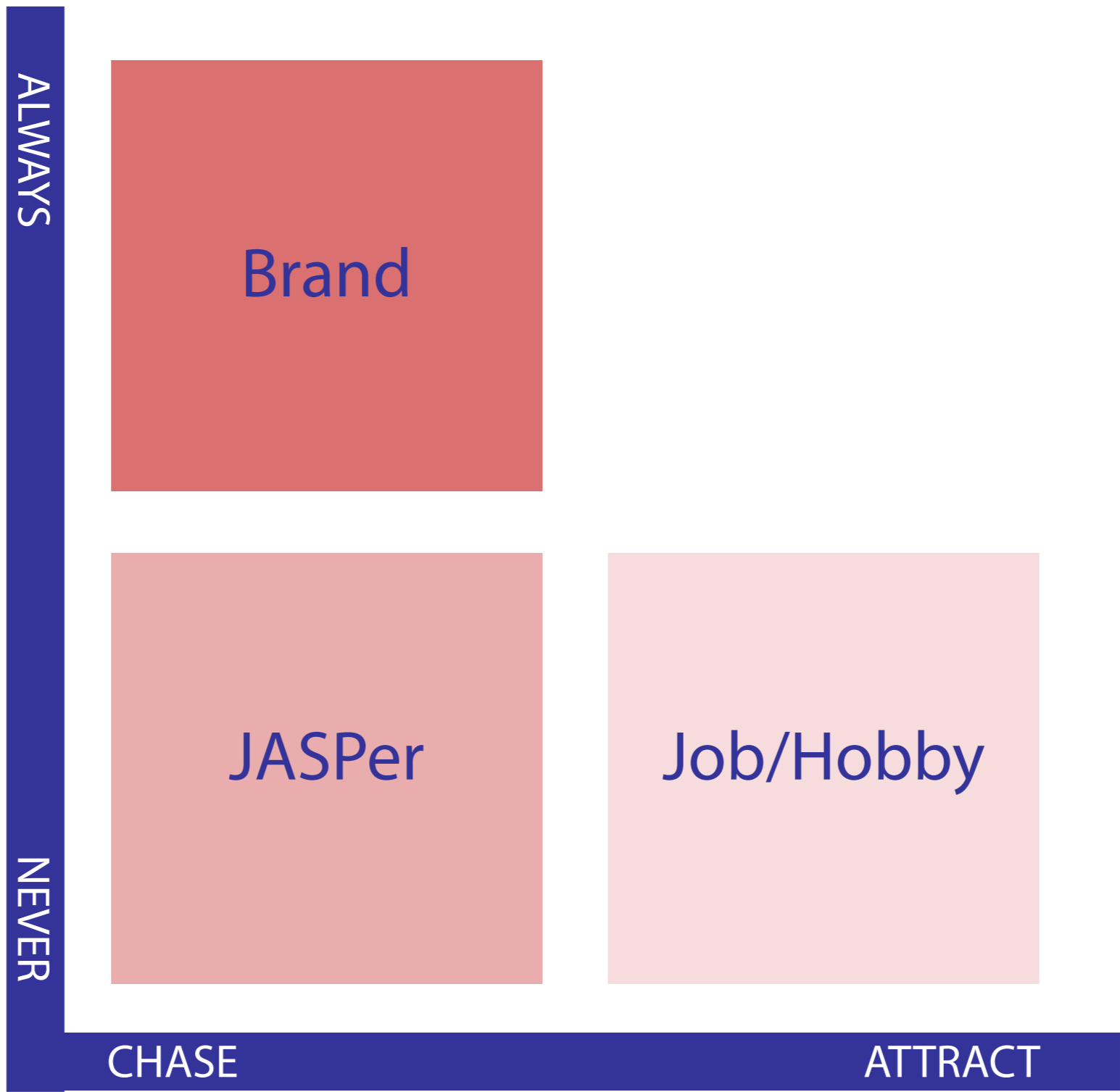


CHASE

ATTRACT

Getting Clients

Ideal Client

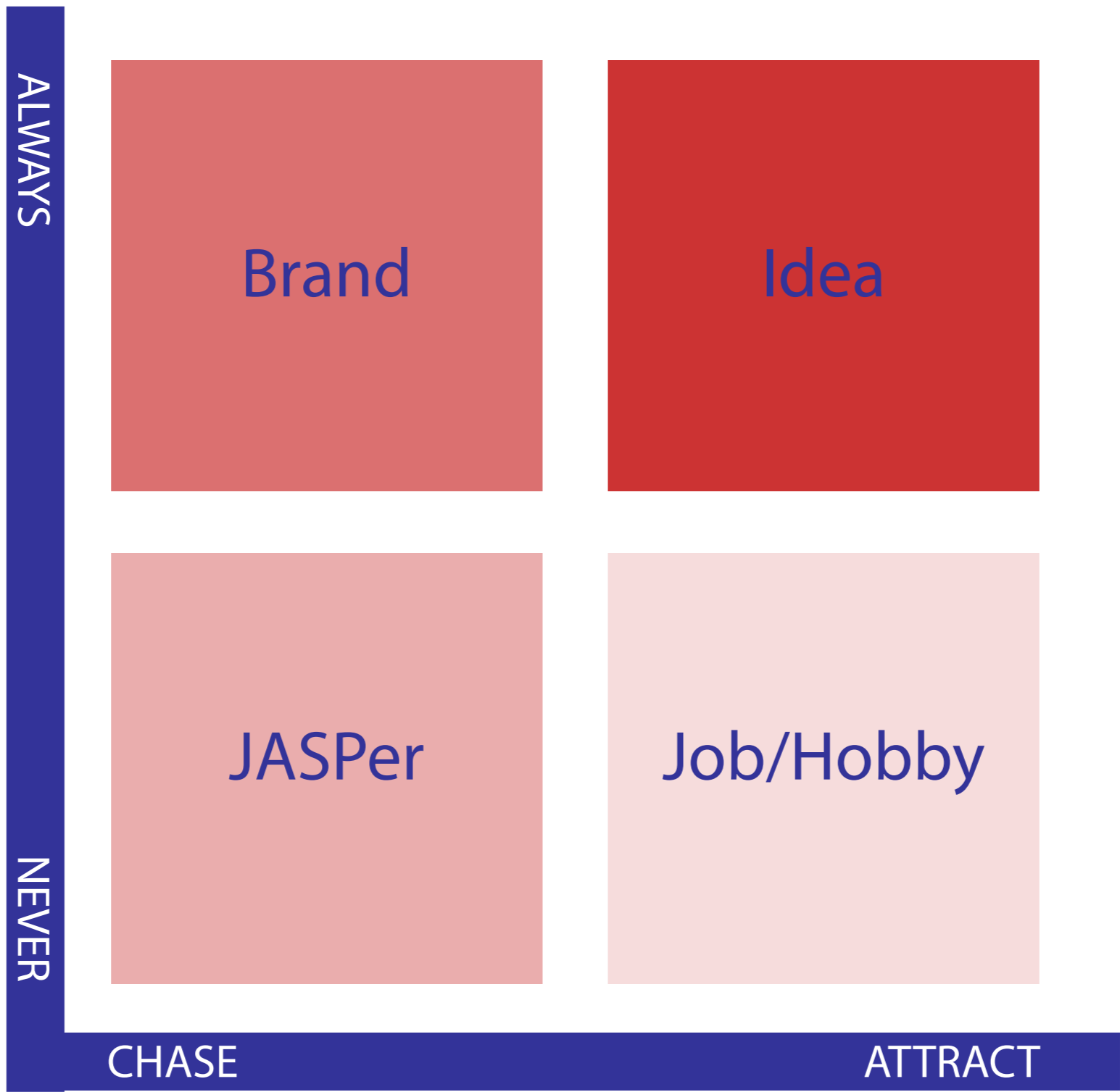


Getting Clients



Supermarkets are highly competitive, price sensitive markets

Ideal
Client



Getting Clients

Brand

Idea

JASPer

Job/Hobby

What are you building?

Part 3

What's Your BIG Idea?

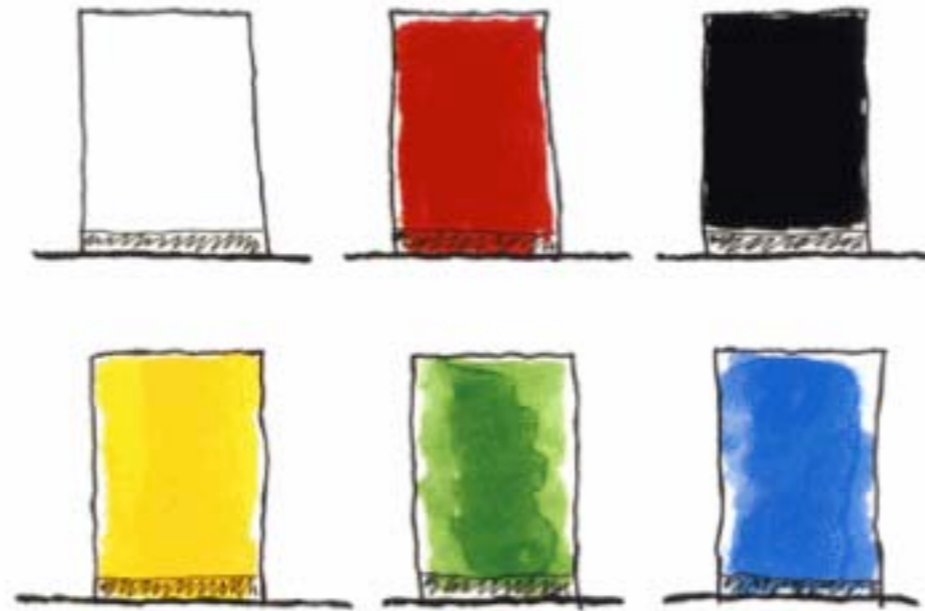
#ideaslunch Attract your ideal clients with your BIG idea



Seth Godin



Dyson



Edward de Bono



Process

Concept

Achievement

Thing

What's your BIG Idea?



Geoff McDonald @Ideas Architect #ideaslunch

An idea only makes a
difference when someone
uses it to make a difference.



Find me a BIG idea

Google Search

I'm Feeling Lucky

#ideaslunch You don't find compelling ideas, you create them.



Destiny or Declaration?

Declaring your future is more powerful than analysing it

Manifesto

A Public Declaration of Your Intent



#ideaslunch Manifestos are created to cause change



The Ten Commandments



YOUR Ten Commandments

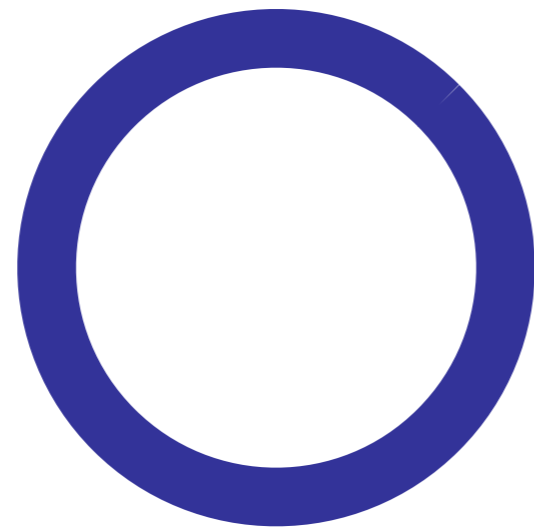
YOUR Ten Commandments define your expertise

Manifesto

Write the Rules of Your Big Idea

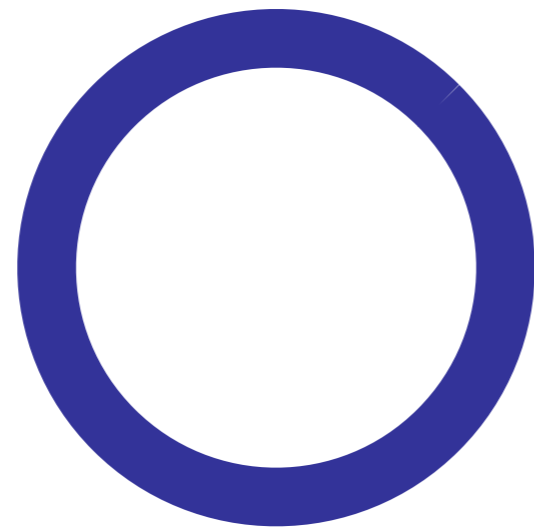


#ideaslunch Positioning Shortcut: Write the rules!



Context

The Manifesto Two Step



Context



Rules

The Manifesto Two Step

We are the Optimists!

We... Use a Wide-Angle Lens

Seek Opportunities

Choose a Sphere

Look for the Sun

Do Stuff

Show Gratitude

Have Helium Balloons

Are Universal Connectors

Learn from Every Experience

The Manifesto Manifesto

1. Manifestos are primal
2. Manifestos terminate the past
3. Manifestos create new worlds
4. Manifestos trigger communities
5. Manifestos define us
6. Manifestos antagonise others
7. Manifestos inspire being
8. Manifestos provoke action
9. Manifestos command presence



Part 4

What's Your Next Step?

#ideaslunch Without action, change happens to you

How?

BIG Idea?

Who?

Known?

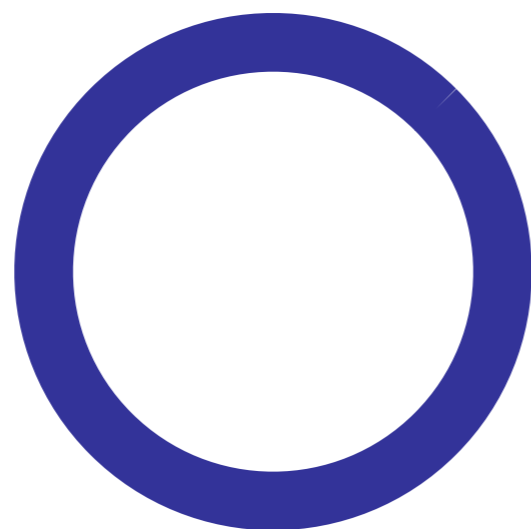
Clients

Attract

1:1 Create Your BIG Idea



5 x 60 minute Sessions + Email Support for 30 Days



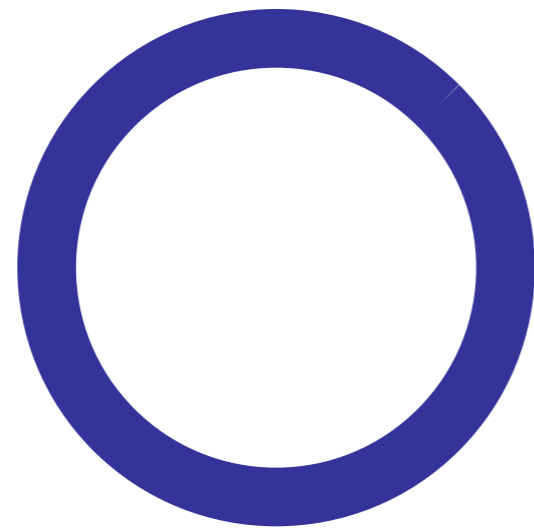
Context



Rules

Workshop : Create Your BIG Idea

Melbourne 21 July 8am - 10:30am Coupon: IdeasLunch



Context



Rules

Webinar : Create Your BIG Idea

July 28 12:30-1:30pm Register: [Facebook.com/IdeasLunch](https://www.facebook.com/IdeasLunch)

Facebook.com/IdeasLunch

