

My Success Checklist

Use this as a CHECKLIST to see which of these laws you are using to full effect, which you have ignored and which ones you have only partially activated.

How to Define and Attract Your Ideal Client . .

#1 Law of FOCUS

When you **FOCUS ON A SPECIFIC TARGET MARKET**, or on no more than three specific targets, you **create a magnetic pull** to those targets.

Being scattered is making you struggle to find clients.

#2 Law of PERSONALITY

When you **APPLY PERSONALITY PROFILES to each of your target markets**, so that you are “speaking” to them personally and touching their unique priorities, pains and pleasures, they will notice, listen, and buy.

Being generic and trying to be all things to everyone is ensuring you are of no value to anyone.



Where to Find and Capture Your Ideal Client . .

#3 Law of RECIPROCITY

When you **LEAD WITH A GIFT OF EXPERTISE AND EXPERIENCE** with each and every exchange, they will feel a reciprocal need to invest in you.

Being stingy with your expertise and not generously giving of your experience to your market is sending a message of lack and desperation.

#4 Law of PERSISTENCE

When you **ALWAYS PROVIDE GREAT VALUE persistently to your market**, when you are consistent in your presence, they will recognize you as the expert you are and look to you for solutions, innovations, and leadership.

Being random in your value and inconsistent in your presence leaves your target market uncertain and unclear of who and what you represent. A confused mind says “no.”

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#5 Law of TRANSPARENCY

When you **WALK YOUR TALK** are **genuine and authentic** in sharing your story (even the ugly bits), your target market will see you as an expert they can trust and rely on.

Being guarded, always putting on a happy face (life isn't like that), only showing the best parts, isn't real and your target market will recognize the inauthenticity, lack of transparency, and disconnect from you.

How to Keep and Profit from Your Ideal Client. . .

#6 Law of FOLLOW UP

WHEN YOU FOLLOW UP, YOU STAY VISIBLE AND CREDIBLE. In the warp speed world we live in, and with a million and one choices for every decision, **your follow up is a critical step** in your success. Returning phone calls and also reaching out, phoning instead of relying on email, sending a hand written thank you note by snail mail, all of these are ways you can follow up and stay in touch.

Being focused only on the start and failing in the follow up will find you leaving money and opportunity on the table. Too often in business you may take all the necessary steps but fall down on the follow up, that alone will negate a large share of your profits. Follow up is integral to your success and profitability.



#7 Law of RESOURCE

When you **make yourself a GO-TO-EXPERT** to your market, you will be **TOP-OF-MIND**. Providing resources beyond your specialty is a great way to capture and build trust with your ideal client.

Being knowledgeable only in your niche and blind to related specialties and providers will significantly limit your success. By providing resources, even other service providers as appropriate you are building a sense of reciprocity with others and creating opportunities for referrals now and in the future.

These laws are working in your business when you apply them. When you choose to ignore them you will experience business obstacles and challenges in their place. These aren't hard to apply but you have to be **FOCUSED, CLEAR, CONSISTENT, and PERSISTENT**.

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