

7 SECRETS TO QUICKLY GET

# CLIENTS

YOU LOVE, WHO LOVE YOU



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## Secret 1: Choose a Specific Niche

**Dare to dream! Check all that apply. Would you like to quickly and easily attract clients who...**

- Pay you well, up front
- Give you great testimonials
- Share your posts on social media
- Rave about how great you are
- Refer more great clients to you
- Make a positive difference to you and to the world
- Come back regularly for more and more of your products and services

**Most inspirational speakers and entrepreneurs fail because they try to be all things to all people.** As a result, they start to look and sound like everyone else, and prospects and clients ignore them. These speakers and entrepreneurs soon become exhausted and overwhelmed.

In order to succeed, you don't need to be all things to all people; you only need to **fill some needs for some people**. The more specific your ideal client, the easier it is to create something they need and love, and the easier it is to attract them.

**In fact, in some cases, to succeed, you only need to fill one need for one person!** For example, when I raised over \$5,000,000 for a youth self-employment program, my client was ONE person; the woman in charge of government grants for youth self-employment programs in Ontario. I built rapport with her, inspired her, created an event she loved, and won the grant series.

When I inspired over 2,000,000 people in just over two weeks with my online equality success game, I started with a niche of only 50 people in the world. I built rapport with them, created something they loved, and they invited all of their friends and group members to join.

**Congratulations! You have learned Secret 1, and you earned  
\$1,000,000 in play money!**



## Secret 2: List Your Favourite Clients

Name the top 5-10 clients you have ever served...

Name	Career, industry, characteristics, habits & values

**Congratulations! You have learned Secret 2, and you earned  
\$2,000,000 in play money!**



### Secret 3: List Your Ideal Future Clients & Favourite People

Name the top 5-10 clients you would love to serve (celebrities, historical characters, anyone who comes to mind...)

Name	Career, industry, characteristics, habits & values

Name the top 5-10 people that you love (friends, mentors, role models, heroes, etc. from the past and present). If you could go for lunch with anyone in the world, of the past or present, who would you do lunch with?

Name	Career, industry, characteristics, habits & values



**Congratulations! You have learned Secret 3, and you earned  
\$3,000,000 in play money!**



## Secret 4: Look for Patterns Among Your Favourite People & Clients

What patterns or commonalities do you see amongst the clients and people you love? Do a number of them share a common...

- Career: \_\_\_\_\_
- Industry: \_\_\_\_\_
- Language: \_\_\_\_\_
- Location: \_\_\_\_\_
- Nationality: \_\_\_\_\_
- Gender: \_\_\_\_\_
- Sexual orientation: \_\_\_\_\_
- Age: \_\_\_\_\_
- Religion or spirituality: \_\_\_\_\_
- Set of values: \_\_\_\_\_
- Other: \_\_\_\_\_

Notes:

**Congratulations! You have learned Secret 4, and you earned  
\$4,000,000 in play money!**



## Secret 5: Contrast Your Favourite People & Clients with Your Least Favourite

Name the 5-10 most difficult clients or bosses you have ever served...

Name	Career, industry, characteristics, habits & values

What are some of the differences between the clients you love and the clients you found difficult?

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Circle the common characteristics amongst your ideal clients. List the characteristics you love best.

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Now, combine them to choose a UNIQUE ideal niche audience (for example, or Chief Information Officers in Toronto Universities, Moms of twins in Ontario, or Inspirational Speakers in Guelph). If only 1-100 people worldwide are in your ideal niche audience, that's a great starting place. You don't need to turn away anyone who is not in your niche audience; you just use this niche to focus your outgoing marketing efforts.

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**Congratulations! You have learned Secret 5, and you earned  
\$5,000,000 in play money!**



## **Secret 6: Create Products & Services for Your Unique, Specific Ideal Niche**

Are you in this niche audience? If not, have you been in this niche in the past, or do you have a close loved one in this audience? The closer you are to your ideal niche audience, the easier it is for you to build rapport and credibility with them.

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What are some of the things that your ideal niche audience wants and needs more than anything else?

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What products or services would you love to offer to meet their needs?

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**Congratulations! You have learned Secret 6, and you earned  
\$6,000,000 in play money!**





## Secret 7: Name Your Products & Services after the Needs they Meet

Now, name these products & services after your ideal clients' deepest needs (not after the method that you use).

For example, instead of "acupressure tapping", Gary Craig called his empowerment method "Emotional Freedom Technique". As a result of a clear title with the benefit in the title, his technique has attracted millions of followers. Instead of "Sharon Love, speaking & entrepreneurship consultant", you bought this online game called, "The 7 Secrets to Get CLIENTS You Love who Love You Back". Instead of "Marketing Methods" (yawn), I called my other online game, "The 5 Spiritual Secrets to Your Billionaire Brand". Brainstorm needs, products and services, and names for them that meet the deepest needs of your ideal clients.

Products & Services	Needs they Meet	Names for those Products & Services

<b>Products &amp; Services</b>	<b>Needs they Meet</b>	<b>Names for those Products &amp; Services</b>

Now that you have a specific niche audience and a clear product or service that meets their needs, it's very easy to find your ideal client and to reach them. Usually, the marketing methods that work best for you are the ones that you enjoy most. Choose 1-3 methods to start. How will you most enjoy reaching them?

- Google ads
- social media
- writing articles
- networking
- sponsoring events
- inspirational speaking
- producing Youtube videos
- offering free samples or consultations
- other: \_\_\_\_\_

**Congratulations! You have learned Secret 7, and you earned  
\$7,000,000 in play money!**



**To attract more clients you love, and to redeem your play money for valuable prizes, you can visit [www.WinWithYourHeart.com](http://www.WinWithYourHeart.com) .**

Thanks! YOU make a difference. Together, we can inspire your world.

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