

## Attracting Perfect Customers

The title of this article is also the title of a book by Stacey Hall and Jan Brogniez. In fact, the complete title is *Attracting Perfect Customers – The Power of Synchronicity*. This is a powerful book and a must read. In the book, Hall and Brogniez use an analogy of the lighthouse. Here's my interpretation of their powerful analogy:

Each of us is unique in our business offerings. In fact, we don't want to be like everyone else. Even if a group of us taught coaching and feedback, each class would be different and unique. Now the concepts may be similar, but the way we convey these concepts would actually be very different. So, based on this premise, here goes the analogy...

As a lighthouse, I need to stay grounded on the shore knowing who I am and what I bring to my customers. I need to be clear. With this clarity, I shine my beacon (message) to attract ships (customers).

What I don't want to do is run up and down the shoreline moving my light in all directions confusing the ships out at sea. I want to be strong in my clarity and allow them to choose other ports that best meet their needs if my port is not the right choice for them. In fact, I want to help guide them, with my beacon, to the best port to have their unique needs met, knowing that I can't serve everyone and do everything. So, I stand still and allow my light to guide them to me and/or others.

By standing still, I can more easily be found by the customers who want me – my services, my unique blend. If I am clear in who I am and what I do...and if I shine my light brightly, then my customers will sail safely to my port.

This analogy works for me because it is a good reminder that if I make who I am and what I bring to my customers clear, they will seek me out easily and effortlessly. Of course I need to do my part and clearly shine my light so that they may find me. I do that through networking, newsletters, blogging, social networking on the internet, and more.

I am, and always have been, willing to send customers of mine to other consultants who will serve them better. In these situations, my customers only "dock" at my port for a short time until they travel to another port that meets their needs. And, that, of course, is good for all of us.

I also like to remember that just because I can't see the ships on the horizon, I shouldn't turn off my light. With my belief of great prosperity in the world, I must remember that there are more than enough ships beyond the horizon looking for a safe port to meet their needs. I must diligently clean and shine my light so that these perfect customers are able to find me – never forgetting that just because I can't see them right now, it doesn't mean that they aren't out there following my beam of light.

So, with great clarity, I will let my light shine, guiding and welcoming all perfect customers to my safe and loving port.

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