Julie stood up and delivered her 30 second Elevator Speech.

"I'm looking for anybody with skin! I'm so excited to share my great line of skin care products, so please let everyone you know I'm here!"

How many referrals and sales do you think Julie got from this Elevator Speech?

What if she said:

"Who do you know with a teenager in their home? I can help build their self-esteem with a very powerful, safe, organic and effective acne product in my great line of skincare products. "

Specifically focusing her Target Market will get Julie many more referrals and sales.

WHO do you want to attract?

If you answer EVERYBODY, you are making a big mistake! You will be the most successful in attracting exactly the right people to your business, coaching practice, to buy your artwork or your book, by being *very specific.* You want to attract those who will gladly pay you for your product or service, refer you to their family, friends, and community AND those you will have the most FUN working with and bringing into your life! You want to make sure they are perfect for your product or service—that their wants and needs, passions and values are in total alignment with what you are offering.

Your target audience is made up of the people who love your business, your artwork, your book; what it offers for *them*. They resonate on an emotional level with who YOU are and how that is reflected in what you are giving to their world.

They are *not* everyone who will come in contact with you, or with your business.

So let's figure out **W H O T H E Y A R E.**

Focus Your Target Market

List your WORST past clients. *You know . . . those who didn't pay you or called you at 11:00 p.m. on Sunday night, or whined about everything in their life and made sure you knew about it!*

WHO?

Now list your BEST clients; *those who were the most fun, the most profitable, and those who've referred many more wonderful clients to you!*

WORST Past Clients	BEST Past Clients

Questions

- How old are they?
- Male or female?
- Marital status?
- Children? Pets?
- Profession?
- Self employed?
- Salaried employee; where?
- Wage earner; where?
- Retired?
- Average annual income?
- Favorite vacation destination?
- Favorite clothes brands?
- Favorite movies, songs, books?
- Favorite food?
- Lifestyle preferences (fit, foodie, couch potato)?
- Volunteer? Where?
- Cultural background?
- Languages spoken?
- What level of education have they received?
- Do they have any special interests or hobbies?
- Are they slobs or nit-pickers?
- Do they look at the world as a glass half empty or half full?
- Are they very private or are they social butterflies?
- Are they most concerned about themselves or are they team players?
- What do they read?
- Are they online? Where?

Add additional questions too. The more specific, the better. Be creative!

WHO?

You can better focus your magnetic messaging by focusing on your ideal clients, those you want to play with, not the entire universe. In the differentiation game, understand WHO you're communicating with, and maybe, more importantly, whom you're NOT trying to reach.

Those I Wish to Attract

Those I Do Not Want to Attract