



How to Attract Your Ideal Customer or Associate

In order to get customers or associates, you need to know who they are and where you'll find them. It is also vital to zero in on what their characteristics are. Because when you focus on these qualities, you imprint them into your mind and heart, which in turn draws this type of person to you.

So, to help you create a list of ideal customer/associate's characteristics, I'm sharing a series of questions that will help you identify them. This should get you started, and hopefully, inspired.

1. How important is it that your associates are coachable (scale of 1 – not at all to 10 - extremely)
2. How important is it that your associates are self-motivated? (same scale)
3. How important is it that your new associate is an experienced network marketer? (same scale)
4. How important is it that your associates have a positive outlook? (same scale)
5. How important is it that your associates have a sense of humor? (same scale)
6. How important is it that your customers/associates have reasonable expectations? (same scale)
7. How important is it that your customer/associate have a high level of integrity? (same scale)
8. How important is it that your associate is self-reliant? (same scale)
9. How important is it that your associate/customer is someone you know, like and trust? (same scale)
10. Where does your idea customer or associate hang out?
11. What industries are most allied with your product?
12. Where do your prospects work?
 - a. Is this a match to #8?
13. Is it important for these ideal customers and associates have a sizeable income? (yes or no)
14. What personality type would you prefer to work with? Choose one: Introvert, extrovert, centrovert, doesn't matter
15. What sort of person do you feel comfortable working with? Consider gender, age, politics, spirituality, marital status, sexuality, musical tastes, shared interests and ability to communicate.

Use the above to write out a short paragraph about your ideal customer or associate. (When complete, print out this description and post it where you'll see it every day.)

Now, each time you approach or meet a prospect, use the answers above to determine if they fit your ideal customer or associate.

Happy Hunting!
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