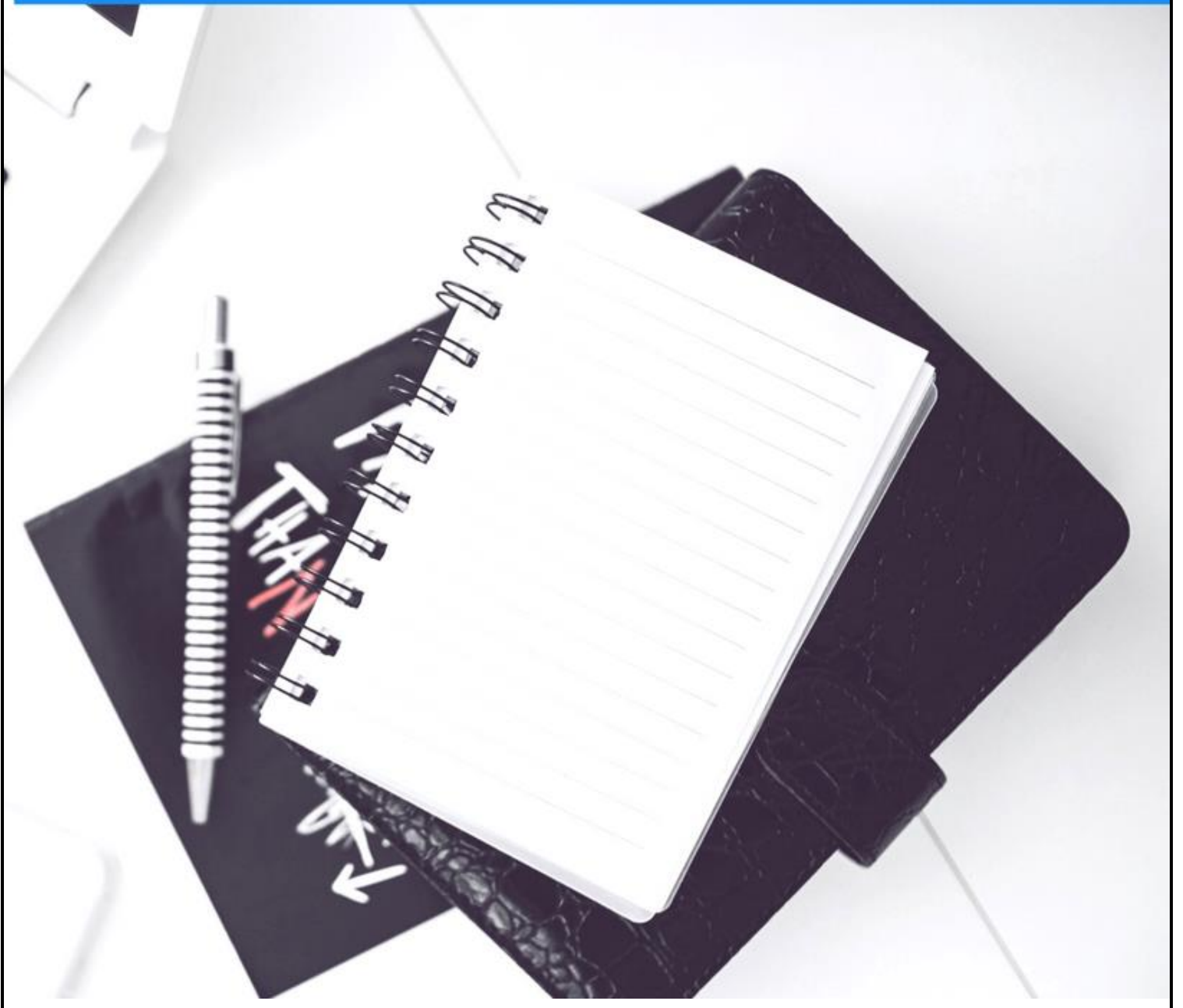


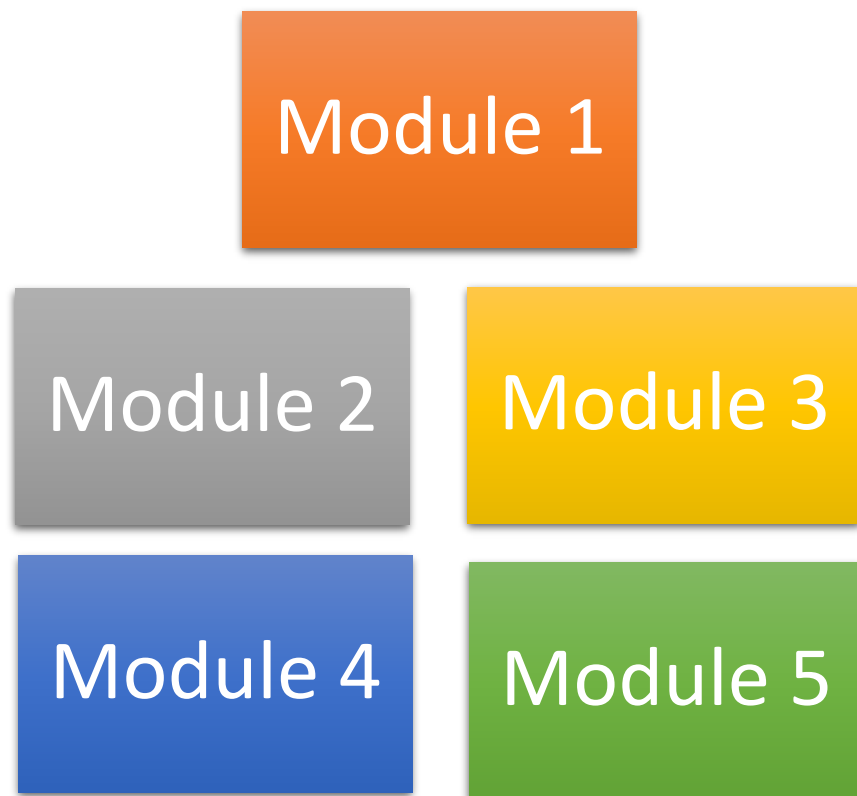
CLIENT ATTRACTION WORKBOOK



6 Deadly Marketing Mistakes

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Client Attraction System



Module 1 – A _____

The degree to which your ideal clients are familiar with your image or the distinctive qualities of your brand, services, or product.

To attract more clients to your business...

1. First, know you exist
2. You must let the “RIGHT” people know who you are, what you do, and why what you do is amazing
3. Like, engage and trust your services and products

Important Questions To Ask About Who Are You And What Do You Do

Who are you and what do you want to be known for?

What services and products do you provide?

Which services do you love doing the most?

Which services are you really good at? Please rank.

1

2

3

What are your best-selling services and products?

1

2

3

Which are your 3 most profitable services?

1

2

3

What are your 3 most profitable products?

1

2

3

Choose Your Top 3 Services & Products

Top 3 Services

1

2

3

Top 3 Products

1

2

3

Service and Product Description

Describe each of your services and products and the benefits your clients can expect to receive.

Service #1 _____

Benefits

-
-

Service #2 _____

Benefits

-
-

Service #3 _____

Benefits

-
-

Service and Product Description

Describe each of your services and products and the benefits your clients can expect to receive.

Product #1 _____

Benefits

-
-

Product #2 _____

Benefits

-
-

Product #3 _____

Benefits

-
-

List Your Top 5 Clients and Why?

1.

2.

3.

4.

5.

CUSTOMER AVATAR

AVATAR NAME

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

GOALS AND VALUES

Goals:

Values:



OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

CHALLENGES & PAIN POINTS

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OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

Important Questions To Understand Your Ideal Client.

What is/was your biggest problem, issue or challenge when it comes to finding a particular service, hairstylist, or salon?

What do you like least about hairstylists or salons in general?

What made you decide to come me or to this salon?

What do you like most about my service or the salon experience?

What did you think other people should know about me or the salon experience here?

What keeps you coming back?

Do you have any concerns about referring your friends, relatives, co-workers?
If so, what are they?

What 1 thing would you recommend I change or improve?

How to Create Awareness

- Social Media Updates/Posts
- Blog posts
- Videos
- Photographs
- Digital Magazines/Books
- Audio/Video Podcasts
- Print Magazines/Newsletters (You'll need a bigger budget here)

Module 2 – I _____

Intrigue means to arouse curiosity or interest in your ideal client and target market in your brand, service or product.

Why Must You Have Intrigue?

- Having awareness isn't enough
- Must arouse interest or excitement
- Gets them to engage with your brand, service or product
- Interest and engagement gets your ideal clients to take the next step

How to Create Intrigue?

- Bold statement
- Little known or amazing fact
- Big claim



It's not too late... Fight Back Against Hair Loss!



INGREDIENTS
REGROW+
• FDA Approved
• Clinically Proven
• Revitalize



CLINICALLY PROVEN TO
REVERSE+
• Thicken
• Fortify
• Volumize



INGREDIENTS
REPAIR+
• Amplify
• Protect
• Replenish



RECLAIM YOUR BEAUTIFUL HAIR

A breakthrough formulation for women—from the #1 Stylist Recommended Brand*. With convenient once-a-day application and proven results, learn how Women's Rogaine® Foam makes it easy to love your hair again.

[SEE HOW](#)

*Based on survey of men's and women's stylists. Use as directed.

Module #3 - E _____

To share valuable information that may solve your ideal client's problem, issue or challenge.

Methods to Educate

- Educational Resources (Case Study, White Paper, etc)
- Useful Resources (Swipe File, Checklists, etc)
- Software Downloads
- Discount/Coupon Clubs
- Quizzes/Surveys
- Webinars/Events
- Videos

HOW KERANIQUE® WORKS



Try Proactiv®, America's #1 Acne Brand!



Module #4 – A _____

To cause to come to a place or participate in a venture by offering something of interest, favorable conditions, or opportunities. To evoke.

What is a magnetic marketing message?

A magnetic marketing message is a statement that resonates with your ideal client that communicates who you are, what you do and the benefits of your service and product and attracts them to you.

How to Develop a Powerful Magnetic Marketing Message?

Who are you trying to attract?

What's their biggest problem?

What do you do?

How does what you do help them solve their biggest problem?

What benefits do they receive when they do business with you?

Your Magnetic Marketing Message

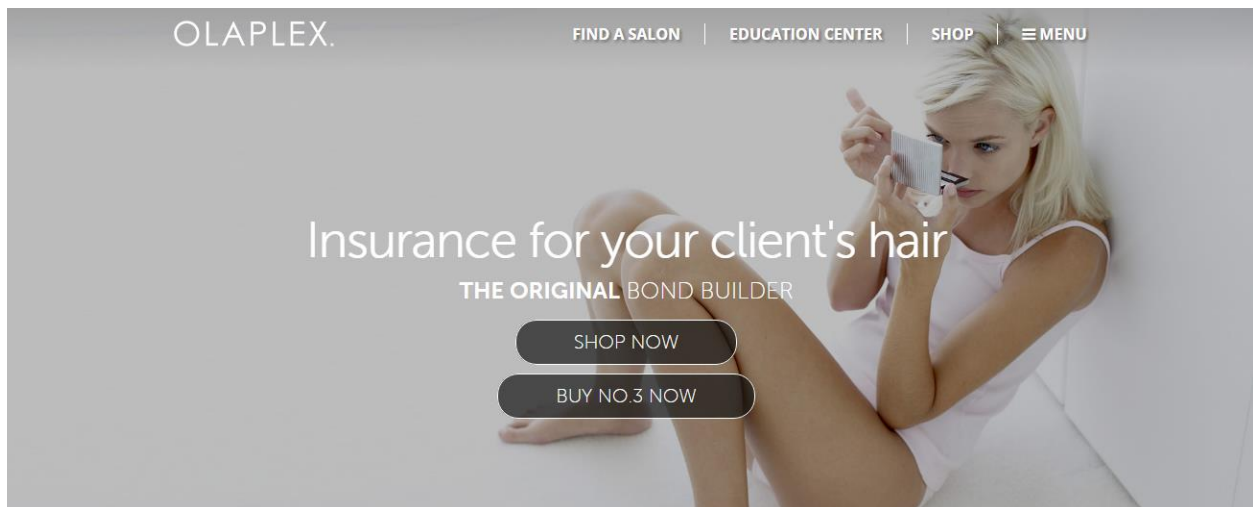
I provide (what) _____

(to whom) _____

(so they can) _____.

What Is A Magnetic Tagline

A shorten version of the Magnetic Marketing Message that you lead with that piques a person's interest, that is easy to remember and communicate.





Regrow Thicker, Longer, Stronger, Healthier Hair!

- ✓ Fight the signs of embarrassing hair loss
- ✓ FDA Approved Ingredient to regrow hair
- ✓ Hair Regrowth Product For Women

OLAPLEX[®]

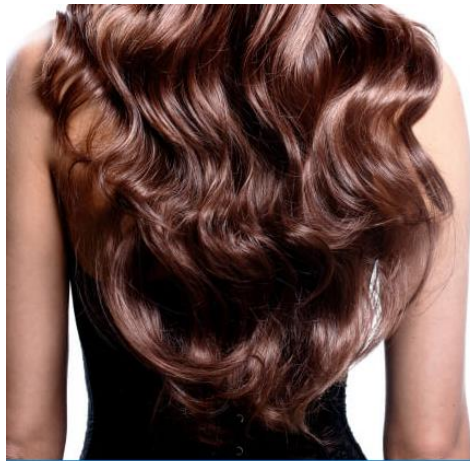
PROFESSIONAL SERVICE

Ask for Olaplex to be added to your color or highlights to dramatically reduce breakage and make your color last longer.

What Is an Irresistible Offer?

An irresistible offer is a proposal or offer that builds up the awareness and identity of your service, product, and/or brand in the potential customer's mind and instantly compels your potential clients to act by presenting a solution to their problem.

The irresistible offer explains what your potential client will "lose" or miss out on by listing the key benefits your products deliver, and "forces" your potential client to say "yes I want it now. So good they can't refuse.



Recommended by Dr. Sonia Batra, M.D

Keranique® Hair Regrowth System for Women



- Keranique® Hair Regrowth Treatment
- Keranique® Scalp Stimulating Shampoo
- Keranique® Volumizing Keratin Conditioner
- Keranique® Lift & Repair Treatment Spray

Plus Two Bonus Gifts

- **BONUS** Keranique® Hair Detangling Tool
- **BONUS** Keranique® Hair Defense Brush

REGULAR VALUE ~~\$115~~ TODAY'S SPECIAL LOWEST PRICE **ONLY \$49.95**
Includes Auto Delivery

Get Your Exclusive Hair Regrowth System!

+ TWO BONUS GIFTS TODAY!

HURRY, While Supplies Last...

ORDER NOW!

256-bit Secure Sockets Layer Encryption

TODAY'S SPECIAL OFFER

YOUR FALL STYLE MUST-HAVES OUR TREAT



Receive a FREE 5-piece styling sampler set plus FREE shipping with all \$40 orders.

Code: **STYLE106**

Sample set includes: thickening tonic, pure abundance™ style-prep™, light elements™ smoothing fluid, smooth infusion™ nourishing styling creme and be curly™ curl enhancer samples.

SHOP NOW

The Irresistible Offer Wizard

A 5-Step Process to Create an Offer No One Can Refuse

What challenges do your ideal clients deal with regularly?



What solutions can you offer?



What's your Big Zag?



What can you offer for free, reduced price or as a bonus to try your service?



What can you offer for free, reduced price or as a bonus to try your service?



Your Irresistible Offer

Module #5 – P_____

Developing Your Client Attraction Plan

Who are you trying to reach?

What BIG problem do they want solved?

What's your objective? Awareness, Intrigue, Educate, Entice, etc

Where are your ideal clients "hanging out"?

What are you promoting?

Who Are You Trying to Reach?

- Current Clients
- Client Referrals
- Powerbase
- Partner Client Base
- Local Target Market
- Cold Market
- Social Media
- Organizations/Companies

What BIG Problem Are You Solving?

What Is Your Irresistible Offer?

Where Are Your Ideal Clients?

- Current Clients
- Powerbase
- Referrals
- Facebook
- Speaking/Open House
- Groups & Organizations
- Instagram
- Certain Industries & Companies
- Pinterest
- Conferences
- Google
- Twitter
- Youtube

How Will You Reach Your Ideal Clients?

- Referral Campaign
- Email Campaign
- Facebook Ad
- Free Offer
- Facebook Live
- Instagram Ad
- Video
- Seminars/Speaking
- Conference
- Webinars
- Speaking
- Google Ads
- Affiliate
- Partnership

Client Attraction Script – What To Say Referral

Script #1

Who do you know a friend, neighbor, someone you work with who maybe not now but sometime in the future wants beautiful, healthy hair that's easy to maintain?

Script #2

I love working with people just like you.

And because you are one of my best clients, I'd want to do something special.

I'd like to give you and a friend a \$25 gift card (compliments of you).

Who would you like to receive it?

What's her number?

Script for Referred Person

“Hey, is this _____?”

Great, my name is _____ and your friend _____ gave me your number.

“I’m calling because she gave you a \$25 gift card to my salon.”

Isn’t that great?!

What day would you like to use your gift?

Awesome!

What time? _____

Great! Thank you so much and I look forward to seeing you _____ at _____.

Client Attraction Template – What to write

Subject: Are You Still (Nagging Problem)

If you've decided to (Action they should take), then you're probably (Result of action) as we speak.

Feel great doesn't it?

In case you haven't switched, you still have time to (Action/Result Desired)...and this should help.

I have a special (video/training/offer) to help you...but PLEASE don't wait any longer, (start/call/email) Today:

(Link, Email, or Number to Call)

Client Attraction Video – What to record

Ask a question or make a bold statement

State your name and magnetic marketing message

Ask if they are struggling with a problem

What it will lead to if the problem is not addressed

The Solution

Your Solution

Demo

Proof/Testimony

Irresistible Offer

(Call – To – Action)

Your Marketing Plan

Who are you trying to reach?

What's your objective?

Where are your ideal clients "hanging out"?

Which platform or media works best for you?

Are they searching for answers to their problem?

What is your Irresistible Offer?

When and How often will you promote your offer?

Resources

Keranique.com

Proactive.com

Dollar Shave Club.com

Squatty Potty.com

Dollar Beard Club.com

If you have questions or feedback, or want additional training on how to get more clients and grow your business, email me at alex@alexbjones.com.