

# Business Love At First Sight:

One week to attracting ideal clients

With Becky L Duncan



Make your ideal clients fall in

# Business Love At First Sight

## You Know?

Your goal is to fill your calendar with clients you can't wait to work with, right? You want clients you love so much you'd help them for free - except you don't have to.

A great place to start is by making a list of who you already know, past clients or friends, that fit that description. Remember, these are clients that are so great, if you could clone them, you'd be a millionaire. Write their names below.

Just started your business? Don't have former clients? No problem. Check out Bonus One at the end of this guide.

## Step 2: Reach Out And Touch Someone

Now that you know who you'd love to work with again (and again), it's time to get inside their head and see the world through their eyes.

Reach out to each person on your list and explain they're your ideal client. Don't hold back on the compliments - flattery will get you everywhere! Ask if they would be willing to answer a few questions in exchange for whatever you're willing to give them (a gift card, a free session, etc.). Need help writing that email? Check out Bonus Two at the end of this guide.

Once they say yes (and they will - don't worry!), get them on the phone and ask the following questions. Yes - the phone. You'll get the best, most accurate feedback if you get them on the phone. Sure, they can do it via email if there's no other option, but the results you get from a phone interview will be like catnip to future clients.

Once you get your ideal clients on the phone, ask the following questions and record their exact words in the spaces provided. Be sure to use their exact words.

Here's why: Think of a time you've heard someone use the same, unusual expression you use. Or mentioned your favorite book or movie. You felt an instant connection with them. You want potential clients to feel that same connection. And you can make that happen by repeating your ideal client's specific phrases. Record the phone call if you have to, but be sure to capture their exact words.

## The Questions

1. What symptoms were you experiencing that lead you to search for a solution?

2. What did you Google that lead you to my site?

3. Before we worked together, what did you feel your biggest problems were?

4. Before we worked together, what were the real problems you wanted to solve? Not just wanting to lose weight or wanting more money-what would those things have given you? How would they have improved your life? What were the problems you couldn't even admit in the mirror?

5. How would you describe your life before we worked together?

6. What did you hope working with me would change for you?

7. What is your life like after working with me? What's changed?

8. How was working with me different from other things you'd tried before?

9. If you could go back in time and give the old you some advice, what would you tell her?

Now that you've captured her exact words, you're sitting on a copywriting gold mine. Use her words in your copy to attract more of your ideal clients.

If you need a little extra help, you can check out [this article](#) that walks you through how to weave in these phrases for the biggest impact.

Not only will you be building a business of passionate fans, they'll be falling in business love at first sight.

So far, we've covered how to gather your ideal client's words through an interview. But what if you're just starting out & there's no one to interview?

**No problem.**

But before you go further, I want to stress **interviewing dream clients is THE BEST way to do research**. The following top-secret go-tos to uncover your ideal client's language are best used when you need the right words but don't have enough people to interview.

- 
- 
- Find books on Amazon related to your topic. Scan the book reviews for key words and phrases.
  - Visit [AnswerThePublic.com](http://AnswerThePublic.com) to uncover popular questions.
  - Identify businesses that have clients you would like to work with. Read their blog comments to find frequently asked phrases and questions.
  - Join Facebook groups filled with your ideal clients. Record problems, phrases and questions they commonly post.
  - Search Twitter questions and hashtags within your field. Make note of words they use.
  - Identify your ten most active blog readers (measured by click rates) and follow the interview steps above for interviewing clients.

When it's time to reach out to those dream clients to ask for the interview, tailor this email template to fit your field and style. Just copy, paste, personalize and hit "send".

---

---

Dear Susie:

I've enjoyed working with you these past three months. I've been impressed by your focus and ability to adapt to this new process.

Your increased strength & weight loss are direct results of your hard work.

I would love to find more clients as awesome as you. Would you be willing to answer a few questions to help me meet more rockstar clients?

I'd love to offer you a free session in exchange for your time. Thank you for your insight and for giving our time together your all.

Here's to the new, stronger you.

---

---

Having trouble spinning your newfound words into copyrighting gold? Tag me in the [Facebook group](#) and let's start creating passionate fans.