

How to Create a Strategic Attraction Plan™

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I've been using this tried and true method for over five years to attract my perfect customers and the experiences I desire in business as well as in my personal life. Whatever we want in life is available through the people we attract, whether they be customers, vendors, business partners, life partners, friends, family, etc. This plan has helped me to clarify what is perfect for me, what is important to me, what I want my life to look like. It has helped me to see where I'd been settling for less from my life and then it has helped me to reset my course to attract inspiring people who respect and reward me in ways I'd previously never dreamed. Whenever I experience something is wrong I want to ask, "what would be more perfect for me?" and get it down in writing.

***There is no better time than the present
to reset our course toward the fulfillment of our dreams.***

One of the most important relationship in an entrepreneur's life is our customers. Therefore, I focus mainly on Strategic Attraction Plan's for customers. Though I have plans I've already started, I like to create a fresh plan once in a while for that sense of a new beginning. Sometimes I write my plan in a journal, sometimes just on a piece of paper folded in half so I have 4 sides to write on, or sometimes I'll use my computer. It just depends on what feels right in the moment. Here are the four questions of the Strategic Attraction Plan™ (SAP) and some instructions on how to use it. Below that I'm including my new SAP for you as a guide and inspiration. You can use this plan to attract any relationship. I am using the words "perfect customers" in my plan below, but if you have another relationship you want to focus on, insert that relationship instead of "customers."

1) What are the qualities, characteristics and attributes of my perfect customers?

This is a long list of what I like about my perfect customers, what they're like, their personalities, how they treat me, the resources they have, how they find me, what is important to them, how they act, and so on. I can think of folks I've loved to work with in the past and what I liked about them, or I can think of client situations gone awry and what I would prefer. What kinds of people have you always wanted to work with? Describe them here.

2) What makes me and my perfect customers tick?

Another way to put this is, "what is my true life purpose?" When you clarify this and begin sharing it with others you will realize that your perfect customers have a mission that is quite aligned with yours if not exactly the same. It is our soul fire

that is the source of our attracting power. When our perfect customers get what makes us tick, they recognize us and choose us.

3) What do I want my perfect customers to expect from me?

If you have ever felt at the mercy of other people's expectations, this is your chance to be proactive and determine what you want others to expect from you. Write down the offerings you want to deliver, how you want to be perceived, what you want to achieve, and what you want your days to look like.

4) What am I improving to become more attractive? Who do I have to be to attract this?

For each item under number 3 that you have not yet 100% attracted, write it down here again. Then ask yourself, "who would I have to be to attract this?" What word or phrase describes the way you would be if you attracted this? Write it down next to the item you want to attract. Now go forth and be that quality and watch as what you desire is drawn to you.

Signs of Land

It is important to take note of what we are attracting on a regular basis. When a sailor approaches land from sea, there are signs of land long before actual land is sighted, like certain weather patterns, or particular birds, sea mammals, and plant life. Similarly when we set course for what we desire in life and business, there are signs along the way that what we asked for is coming. Perhaps you asked for clients who are fun and someone calls from a game company, or you have asked for a more spiritual experience of business and you attract an inspiring teacher as a client. Taking note of these "signs of land" will help you to acknowledge your progress and flow toward the realization of your dreams.

My "Perfect Customers" SAP

I have included my a recent SAP for your education and inspiration. As you read my answers, think about what you want in your perfect customers, and feel free to steal any of my ideas here.

1) What are the qualities, characteristics and attributes of my perfect customers?

They are...

- **Inspiring**, living their life fully on purpose, sharing their true gifts and mission with the world. They have important, uplifting projects to produce and need my help bringing them to fruition. They are uplifting to be around and I always feel good in their presence. I am even more energetic after I speak with them than I was before.
- **Successful**, They are money magnets, attracting money and resources in abundance. They are willing to invest generously (\$5,000 or more) in their product development and marketing.

- **Generous**, operate out of an endless stream of kindness with a giving nature. They share their opulence with others including me.
- **Appreciative**, they express their appreciation for me so that I really get it. My greatest fans, they are ecstatic that they get to work with me as their designer and marketing consultant. They love my work and approve my favorite designs. We are on the same wavelength and what I like, they like.
- **Loyal**, they have found their perfect designer and marketing firm (Graphic Girlz) for all their projects. They hire me for the full brand and product development, all marketing pieces and internet marketing so as to maintain consistency of look and feel. They consult with me on any and all pieces they produce in house and rely on me to help them maintain consistency and clarity of message in their marketing and communications. They are so happy with my services that they actively refer me to their friends and colleagues and recommend me highly and publicly.
- **Intelligent**: They grok things quickly and deeply, and yet they know when to defer to my expertise. They teach me things from their world and areas expertise that enhance and enrich my experience of life.
- **Respectful**: They ask for my advice and they take it and follow through brilliantly. They read and understand our agreement and follow it consciously. They respect my time and the terms of our agreement and act in a business like fashion.
- **Responsible**: They take responsibility for their own experience of life and of the project in specific. They communicate clearly and ask for what they need in a respectful way.
- **Fun**: They have really fun and inspiring projects that they pay me well to produce. These are my favorite kinds of projects that are truly creative and utilize all my talents. They are fun to be with and have a good sense of humor. They make me laugh and I feel good in their presence.
- **Conscious**: they are conscious and awake to important aspects of life and their impact on it, including the environment, human unity, world peace, contribution to others, and their own life mission.
- **Influential**: they are famous or well known with large sphere's of influence.

2) What makes me and my perfect customers tick?

- freedom
- creativity
- love
- magical aspects of life including attraction
- transformation
- contribution

Exploring human creativity and promoting freedom for all, enjoying the magic of life and creating the world of our dreams.

3) What do I want my perfect customers to expect from me?

- That I am a branding and marketing pioneer uniting Law of Attraction, Marketing and Design in innovative ways that attract perfect customers to me and my clients.
- That I am easy to find, appearing on page one of google for my keyword phrases, coming recommended on social networks, or with my postcards appearing in the right hands at the right time.
- That I am a popular artist and designer, producing beautiful, successful, popular projects for inspiring, well-known people and getting paid the high level fees for these projects.
- That I am a sought-after Law of Attraction Marketing Consultant attracting thousands of people to my e-lists, blogs and social networks, hundreds of people to my large telecasts and webinars, and dozens of people to my coaching classes
- That I am a successful writer and author appearing in books, blogs, article sites, and newsletters by myself and others. The books I write and appear in become best sellers and expand my sphere of influence exponentially.
- That I am attracting \$200,000+ per year from my various income streams.
- That I am living with my husband and pets in our beautifully renovated home with environmentally sound insulation, new piping and electricity, solar power, a new dry clean basement, one or more window seat in a sunny place for reading, a pitched roof and a fun loft with views of the mountains, a music room for Steve, cottage for me, a wind-mill, a hand pump for the water well, a productive, healthy vegetable garden, a working sprinkler system using gray water from the house, beautiful outdoor livingrooms and a renovated pool.

4) Who do I get to be to attract this?

- I am Creative & Confident
- I am Being Loving & Giving Real Value
- I am Brilliant, Clear, Active and Inventive
- I am Magic
- I am Committed, Abundant

Now go forth and attract!

The Strategic Attraction Plan™ was first published in the book **Attracting Perfect Customers: The Power of Strategic Synchronicity by Jan Brogniez (Stringer) and Stacey Hall. Julia Stege, the author of this article, is a Strategic Attraction Coach™ Certified by Perfect Customers, Inc. She appears in the new book by Jan Stringer called **Bee-ing Attraction: What's Love Got to Do With Business and Marketing?***

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