



## ARE YOU A MATCH?

By Lana Goldenberg, [www.LanaGoldenberg.com](http://www.LanaGoldenberg.com)

In today's economy, it seems any client is the "ideal client." Right? Well, let's think about this.

What makes you tick as an entrepreneur?

For most entrepreneurs they answer is along the lines of "sharing my expertise and gift with people who have an unmet need that I can help address with my product or service." This experience can be immensely rewarding.

Or, it could be hugely disappointing, and, to add insult to injury, expensive.

Maybe you have already experienced this: a client signs up to work with you, or buys your product. From day one things are just not "clicking." The client is not getting the results they expected, and you are frustrated because your proven methods are not working. If you are in the product world, you may be getting endless customer support calls.

The cost of doing business with a client who is not "the one" for you extends far beyond your time or the possible refund for a product. Once you factor in your team's time, your opportunity cost (you could have spent this time getting results with a better-matched client instead), and the emotional drain and stress, you may be out much more than the fee. If you are a retailer, the cost adds up, too - shipping, processing refunds, logistics, and merchant ratings... the list goes on. Your cost could easily exceed several times what the customer originally spent.

This happens because this customer is simply not a match for you. Nothing personal - they may be an ideal customer for someone else.

Here are my tips for minimizing the chances of attracting the wrong client:

1. Be crystal-clear on who your ideal client is. If you have trouble making up an "avatar," use one of your real-life clients! Here is a helpful way to think about it: "I wish all my clients were like Mary, and to meet my financial goals I need 50 "Mary's."
2. Communicate clearly about what you offer. If you specialize in helping single women over 40 find their soul mates, don't describe yourself as a "relationship coach" and then accept clients who have been married for 20 years. You would be better off referring them to a colleague who works with marriages.
3. If you do most of your marketing on your website, use testimonials from your ideal customers (i.e. Mary). Remember, testimonials don't just demonstrate your effectiveness; they also help your prospect identify with your clients through stories. Make sure your stories are in alignment.

Take a look at your client roster or customer database. Who is your "Mary"?

Because you simply cannot afford to work with the wrong client.. even in this economy!

About the author:

Lana Goldenberg is a business and marketing expert with a passion for **ending the online overwhelm and overspend** that commonly afflicts entrepreneurs and small businesses. From search engine optimization to customer retention, Lana applies the latest strategies to turn her clients' vision into reality. To receive Lana's no-cost marketing tips, please sign up at <http://www.LanaGoldenberg.com>