

How to attract & work with your dream clients

IDEAL PREMIUM CUSTOMERS

How working with your IPC's will
improve your business fold.



BY NATHAN KELLY WWW.7PMARKETING.COM.AU

Why read this marketing guide

If you're like me, you most probably have customers you love to work with and others who, well, can be very challenging, demanding and who quite frankly aren't a lot of fun.

I don't want to sound rude but it seems that it's the small percentage of clients who are the most demanding, take the most of your time and unfortunately bring the lowest revenue to your business. They can drain your energy and often time block you and your team from doing your best work!

It's not that any of us should complain about these clients, after all, many of these may have been your foundational ones but in order to grow your business, it's very important to identify exactly what kind of clients can help you to get your business to the next level.

Not only does this help you in planning for the future but it also helps you to avoid bringing on the "wrong" clients. I've often agreed to do work for clients who I've known will not be a great fit in 3 or 4 months. But over the years I've learnt who my business will be a good fit for and who will be a great fit for my business.

So the challenge, if you choose to accept it is to identify your Ideal Premium Client or as we call them here at 7P marketing, your IPC.

This process is a journey and may take you several years until you are only working with your IPC, but if you identify them correctly, you will see the difference kick in almost instantly.

So in this marketing guide, let us guide you through some important steps in identifying, attracting, converting closing and delighting your Ideal Premium Customers.

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What is an Ideal Premium Customer (IPC)?

Your Ideal Premium customers or IPC's are the ones which you love to work with and who love working with you. These are the clients or customers who:

- Love your ideas & creativity
- Let you loose on great projects
- Follow your advice & insights
- Proactively recommend you to others
- Pay you well and on time for doing your best work

It's a two-way relationship in which both of you gain so much value from each other that it would be crazy for either of you to work with anyone else.

This relationship can be a personal one, but it doesn't have to be. There are millions of consumers who would never think about breaking their "relationship" with any of the well-known brands of perfumes, cool drinks, computers, smartphones or clothing labels. The relationship is so mutually beneficial that it would be hard for another brand to cause a "break up" because no one does what these brands do for their customers in the way that they do it!

Solving meaningful problems

Finding and working with your IPC's is more than just identifying a target market or discussing client personas. It's about identifying what your IPC's truly want and what value you can really deliver. As Daniel Priestly, a famous business author and entrepreneur says "It's about solving **MEANINGFUL** problems for a select group of people". Your IPC's should be able to identify that you and your team can take them from where they are now, to where they want to be, in a way which they are valued and supported at each stage of the journey.

It's time to dig deep

You and your team need to dig deep into what your IPC's really need and want. You can't rush this, and you may find it useful to talk this through with someone who's experienced at this level of analysis.

You can't copy someone else's IPC either or wish that they would magically appear. It's going to take some time to discover what they really want, what you can offer and how to tell your story in a way which attracts, converts, closes and delights your IPC's at a scalable and profitable level.

How to discover what your IPC's want

You need to know your IPC's like the back of your hand. Perhaps you were one, know one or can research everything about one. The best source of insights, of course, will come from your IPC's themselves, so get in front and around them. Ask them hundreds of questions and observe them in their natural habitat.

If you want to learn more about this, make an enquiry about our IPC Discovery Workshops.

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Marketing Method
Why should you work with your IPC?

Who is an ideal premium customer (IPC)?

Now that you know that identifying, attracting, converting, closing and delighting your IPC's is based on developing a relationship with them, it's easier for you and your team to view them as a person rather than just a target market or prospect.

Personalising your IPC will help you tap into their:

- personal and business goals
- dreams and aspirations
- secret fears and frustrations
- beliefs and motivations

Of course within your general IPC's will be individuals with different personalities, experience levels and roles and in this case, you can break down the analysis even further, especially as you start a sales conversation with them.

This may include personality traits such as:

- analytical thinkers
- idealist thinkers
- doers
- realists

Understanding your IPC's motivations and traits can also be influenced by their roles so in preparing to attract, convert, close and delight them you may want to take into account their role or position in the company you want to work with and the size of the business, organisation or company.

Business Positions

- business owner/operator
- C-suite executive
- investors or board members
- departmental manager
- staff member
- potential partner

Business Size

- sole trader
- micro business
- small local
- small national
- medium
- large

Cracking the IPC Code

All effective marketing can only take place when you have cracked the IPC code. It's a complete waste of time, money and effort to do any marketing unless you can identify:

- who's your marketing for?
- why & how they will respond?
- what remarkable result you will deliver?
- why they'll be delighted with the result?

Within the answers to these questions lies the whole foundation of every marketing campaign you will ever create. Unlike most marketers, you will be able to tap into the hearts and minds of your IPC's rather than just talk about your product or service.

We cover cracking the IPC code in detail during our workshops. [Click here for details](#)

Stand out and be different!

We find that too much marketing pushes information about what products and services are for sale by a business rather than the credible reasons and remarkable results a product or service can deliver for customers.

The main reason for competition between business is a lack of a point of difference between business and a reluctance on the part of the business owner or manager to stand out to deliver a remarkable result to the client.

Think differently!

Businesses owners and managers need to think differently. Their marketing needs to start and finish with the customer's remarkable result in mind and their entire business needs to reflect this.

When someone has the guts to deliver something remarkable, the marketplace stands up and notices. Yes we all know about "big brands" like Air B&B and Uber but I guess your business is not that big (yet).

Check out some local examples or business being remarkable

POGO Physio

Instead of just offering "standard" physio Brad Beer set about offering remarkable services Australia's first fixed price unlimited physio services which concentrate on remarkable outcomes and full recovery rather than just treating the symptoms of injury.

While chatting with Brad, I discovered that in his industry clients are concerned about the ongoing costs of treatment so as soon as they "feel" better they stop treatment. In Brad's remarkable business model, the focus is full recovery for the client rather than cost.

The result of his challenge to the status quo is that Brads IPC's found him, rather than him "targeting them Brad now treats over 1800 clients, many of whom are elite athletes who are loyal raving fans of his services. You can check out Brad's content marketing and point of difference www.pogophysio.com.au

Other local brands who are standing out in the marketplace by offering remarkable client based services below. Each of these businesses are doing things differently, not just in what they say, but in what they do and that's why these businesses are consistently working with their ideal, premium clients.

Brisbane Natural Health

brisbanenaturalhealth.com

The Portrait Store

www.portraitstore.com.au

Brisbane Family Law Center

www.bflc.com.au

Wellness Wise Academy

www.wellnesswiseacademy.com.au

If you would discuss how to create a point of difference in your industry, book a discovery session with 7P marketing here.

* Please note: each of these business owners are responsible for the great results they are achieving. While they are friends of the 7P marketing team not all of them are our clients.

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Stand out and be different!

Don't be scared of niching!

Many business owners are fearful of niching because they are afraid of losing out on potential business or scared that their target market will be too small. While we completely understand these fears, we look at niching as focusing on creating something remarkable and meaningful for clients, rather than from an attitude of scarcity and fear.

What if you continued doing what you do now but you started to focus on creating something remarkable for a more select group of people. You could plan your way out of the "sea of sameness" and move your business towards niching over time, lowering the risk of going "cold turkey."

One way to discover who your IPC's are or what your niche should be is to look at who you are serving now. Do a complete study of your current IPC's, spend time with them and start to build a picture of who they are and how you could serve them better than anyone else in your industry

We run workshops to which help business to discover who their IPC's are how you could adjust your business to solve their meaningful problems. These workshops help you to prepare marketing for your new niche and

Your IPC's will discover you

Our business started over ten years ago, and in those days we did website and apps marketing for anyone and everyone who even dared to look at us! Like most small businesses we were scared to pick a verticle or niche our business in any way.

However the more we progressed in business, the more we realised that most small businesses with 5-30 employees had the same issues when it came to their marketing and as we began to address these issues our niche found us.

While we work in many industries, all of our IPC's have the same three problems and are making the same mistakes in their marketing because:

1. They lack relevant marketing knowledge.
2. They have no proven strategy or plan to follow
3. They waste time money and effort on the wrong things

When we realised that these three problems were the cause of so much anxiety for business owners, C-suite executives, business manager and marketing staff we started to create programs to educate our IPC's in the latest marketing philosophy, marketing practice and marketing implementation.

The underlying issue which was creating so much anxiety for our IPC's was a lack of education and understanding about how to market their business in today's digital world. So in response to this, we created the 7P Marketing method and set about attracting, converting, closing & delighting our IPC's.

Check out the 7P Marketing Method here

How to attract your ideal premium clients

It seems that everyone in the marketing world is obsessed with promising you that they will attract new traffic to your website, make you #1 on Google or fill your pipeline with new leads. However just getting likes, shares, hits or visits isn't what grows your business. You need to be able to attract, convert close and delight your IPC's in a scalable and profitable way.

The biggest mistake that we see in marketing is that so much time, money and effort goes into what we call the marketing megaphone. You've got your website, social media or advertising space, you keep shouting but there's little response because your message and approach is fundamentally wrong

So what should you do?

Attracting your IPC's starts with understanding the journey they that are on right now. Most philosophers agree that people have the basic same set of needs, ranging from pure survival needs through to higher needs such as self - actualisation and the basic motivation to avoid pain and gain pleasure.

We find that our IPC's want to understand marketing and to scale their businesses in order to secure their financial future (basic supply needs) through to meaningful work and leaving a legacy (self-actualisation)

Our IPC's are also educated people and experts in their field, but they lack knowledge about the specific strategies, skills and systems needed to reach their IPC;s and sales their business. So they are attracted to articles, videos, systems and training on the how to's of marketing.

Our IPC's may not be the ones who do their marketing (they may have a team r get us to do it for them), but they certainly want to know the how, what, when, why and for whom it should be done.

So, knowing our IPC's inside out, we publish content and run events which our IPC's will be attracted to. If you're reading this guide, you may be one of our IPC's or perhaps you know someone who might be. So it's our job to create content that doesn't just tell you about how awesome we are, it needs to be about YOU and how you can take steps towards getting to where YOU want to be.

Can you see what we're doing here?

This guide is about YOUR journey of discovery and I'm sure you are smart enough to work out that we could be one of the teams to get you to where YOU want to be.

But rather than just doing the "old wham, bam thank you Stan" and getting you to sign up and buy our services right NOW, before they run out! We take our time to attract you by helping you to take the next step towards what YOU want to achieve.

* Want to take the next step with us? Book a discovery session today!

* That's called a CTA or a call to action. You will find one on each page of our guide.

How to convert your ideal premium clients

The word convert is used in marketing to describe how you can take a lead and to convert it into a sale. However, we like to think about the word convert in terms of changing someone's beliefs.

Like the missionaries of old, we see that a marketer's job is to create content and systems which change the way your customer perceive your product or service. In conjunction with your sales team, your marketing should educate and share your unique insights with your IPC's and shape how they see the world.

Too often marketers just advertise products and services. But in truth, many products and services are so similar. So whether it's a soft drink, motorcar, accounting services, food or a mobile phone plan you're IPC's is going to choose the one that they believe is best for them.

What your conversion strategy should look like

The marketing in the conversion stage of your strategy should be credible, convincing and insightful enough to influence your IPC's thinking. You want them to adopt your insights and way of getting stuff done as their own. When they see what you're saying and can see how it applies to their situation they will make the decision to go with you.

You need to devise the content that will shape their thinking. Take this guide and the other content we publish as an example: I'm literally trying to get you to slow down with your marketing and to think about it more carefully. I'm trying to shape your thinking by explaining to you the perils of rushing to the "marketing megaphone".

I want you to avoid just choosing "someone" to build you a new website or smartphone app, perform SEO, PPC, Email Automation and Social Media without looking at your IPC's and taking time to plan the message that will be right for them.

If we're the right fit for each other, I want you to sign up for a discover session and go on to choose one of our 7P marketing workshops. Perhaps you will even take us on to implement your marketing for you but rather than force you, I will let my insights do the talking and so should you in your conversion strategy.

A better way will produce better results

What if, you created content helps your IPC's to understand the mistakes they are making and you gave them a pathway that they could head down towards achieving a remarkable result. What if in educating your clients with quality content that they started to see the world as you do. What if they became YOUR converts?

Now I'm certainly not after "groupies" or a 'congregation" but I do want to challenge my IPC's existing beliefs and to show them a "better way" In our business, we've found that the more we educate our IPC's to what's holding them back and the more we show them the way forward, the more IPC's come out of the woodwork and find us.

This stuff works but it takes time.

If you want to chat to us about it, book a discovery session today.

How to close your ideal premium clients

Remember the 'old way' of closing a sale and how you could not get the vacuum salesman out of your home without buying the overpriced Hoover? Yes? Well the good news is that those days are well gone and if your sales team is still doing the "hard sell" then good luck with that because consumers are sick of it!

Closing the sale in the digital age

These days, closing the sales can be as easy as having a "buy it now" or "book now" button on your website. But in a service based business, it still requires you to ask for the sale but there's a few ways of doing this. Just as in the attract and convert stages we use on and offline content to guide our IPC's into a final decision and you could do this also.

Here's what you need to finalise a sale

1. An overview document.

This may be a company brochure showing your IPC who you are, what you do and the unique ways you achieve remarkable results for your IPC's

2. A project proposal

A clear, concise, easy to follow proposal of the actual project that you are going to deliver for the IPC. Include easy to follow pricing and Terms & Conditions

3. A next steps document

This document should show what's going to happen immediately after they sign the document. Who will call them, what you need and a clear timeframe for the project

4. A Client testimonial/case study document

Everyone loves to be re-assured about your capabilities, so leave this document in the sales process, especially if you get the "I'll get back to you" line.

5. A Partnership Document

Leaving this document shows that you are more than just about "the sale" Your partnership document outlines a proposal on how you work with business to strengthen what they do. Outline who you work with in joint ventures, cooperatives or even how they could provide referrals. It shows future vision and helps them to promote you.

Asking for the sale in person

At the right time, always ask your IPC if they would like to take the "next step. Don't rush them or go for the throat. Be direct, polite and simply ask something like:

"When could our teams get together to get things started"?

"When do you see yourself starting with this project?"

"Do we have an agreement in principle?"

So let me ask you, would you like to attend one of our discovery sessions and hear about how we can get your marketing sorted, once and for all? [Book here](#)

How to delight your ideal premium clients

Delighting your IPC's, in my opinion, is the best part of your marketing strategy. Unfortunately for many business owners, once they're landed a client or sold a product they consider the deal completed but in the digital world, it's the most important stage!

What's the big deal with the delight stage?

In the digital world, everything you do is in the public domain. Right now, you can Google my name (Nathan Kelly) Google my business, my clients, look me up on social, see if I practice what I preach and see if I'm a liar or do others back up what I'm saying and doing in the industry?

And if you can do that with me, then your IPC's can do it with you and that's what's awesome about the digital age. You can design an exceptional product or service. You can deliver it to your IPC's and capture their experiences and share what you do to millions of other IPC's across the world.

Want to know the best part?

The best part about all of this is that your IPC's can look at the way your competitors treat their clients also. And once we're finished with you, your marketing is going to rock! Your social profiles, referrals and online content will speak directly to the needs of your IPC's. Your marketing will present you as the best logical choice in a crowded marketplace and your competitors won't know how you jumped to the head of the line in your industry.

Why delighting your customers pays dividends.

When you deliver a remarkable result for your IPC, you've proven to them that you are a person of your word. You've proved that your product or service has done exactly as you promised and the best part is that they will share their experience with their friends, family and work colleagues.

Whether it's a facial, car service, tax return or a marketing strategy, your IPC's will back up your story by sharing their experience on and off-line. Delighting your IPC's will be the best marketing dollars you will ever spend because your results will do the talking.

Word of Mouth in the Digital Age

Word of mouth has always been the best form of marketing because while people don't necessarily believe sales people anymore, they do believe their peers. This is why you need to give people exceptional and remarkable experiences. They want to share their good news online. Social media can suck if it's boring and full of ads, but it's great when people share great stories and experiences.

Disclaimer:

To benefit from the delight phase, you've got to do exceptional work that is worthy of praise. Your IPC's quite literally need to be delighted with the job, product or service that you do for them. If you want to discuss how you can create and market an exceptional experience for your IPC's, Book a Discovery Session and we'll show you how.

Bringing it all together in the digital world

What we've covered in this marketing guide is some general principles of attracting, converting, closing and delighting your ideal premium customers. By now you should have picked up and we use quality content that tap's into what our IPC's are looking for and what steps to take to bring them through the marketing phases.

What we haven't shown you is what digital tools you can use at each stage because as always you need to get your foundations right BEFORE you run to the "marketing megaphone". Not doubt some of you will still use this information to cut some corners, that's just human nature I suppose but when you are ready go back and start at the beginning.

For those who are curious here's a marketing cheat sheet you cold steel lol.

Download the Cheat Sheet here

Attract Phase

Use online ads, blogging, SEO and social media to attract your IPC's to your website. You need to use the all the questions, topics and how to guides that you believe your IPC's will be attracted to. It needs to be about them not you and it needs to be content that right up your IPC's alley.

Convert Phase

Write some industry guides (like this one), record some videos, host a podcast, run a webinar etc and start putting your ideas and insights out there. Remember that this is the educational component of your strategy, so make your content compelling. Use all your content as a free or low-cost gift and follow it all up with some informative email marketing.

Close Phase

Remember to close your IPC's one step at a time. Use trial memberships. Introductory workshops, email automation and of course your client testimonials, case studies, supporting video.

You will need your written proposal, and presentation prepared to outline everything clearly. Whenever possible give your presentation in person or by skype but please don't just email off your proposal if you can help it.

Delight Phase

Use VIP editions of your monthly newsletter, email automation and social media. Create some VIP guides, blogs, webinars and events just for clients. Consider using VIP facebook group and meetup groups. Get your clients networking with one another also. Build a community around you. The best marketing you will ever do is to delight the socks off your IPC and let them continue the marketing you've started.

You can download our marketing cheat sheet here. This is the strategy we use

Start where you are...

It's easy in marketing to be overwhelmed. After all, everything is changing so quickly and there's always something else that you want to do. or a deadline that gets in the way. However if you're ever going to attract, convert, close and delight your IPC's you're going to create content and systems to bring them in.

Here's a simple way to get started.

Look through all of the clients you've ever worked with and start to make a list of:

- Common traits such as age, gender, industry
- Common issues, problems and roadblocks they face
- Your worst clients and why they're difficult or un-rewarding to work with
- Your favourite clients and why you love working with them
- Most successful projects and why they succeed
- Projects that failed or caused issues and why

Now be honest and compile a list of your clients feedback on you

- What do they love and what do they love about you?
- When are you and your team at your best?
- What kinds of projects are you great at?
- What is your best, most profitable type of project?
- What do you find hard to deliver
- What do your clients complain about?
- In what areas do you let your clients down?

Finding your IPC intersection

You will find your IPC at the intersection of what you love doing and what your clients love the most about you, your products and services. Of course, there's always non-rewarding tasks that need to be done, but if you can find an area in your business in which you can deliver a remarkable result and be rewarded well for it, then that's the spot for you.

For the team here at 7P Marketing, we love everything to do with marketing and we love showing people how to do it. Sharing our insights and watching the "lights go on" is a real thrill for us. The nerdy side of us also loves watching the technical side of website design, app development and marketing automation. But what we love the most is seeing it all come together.

Attending our IPC workshops

If you would like to attend one of our Who's your IPC workshops, you can click the link below. Our workshops will guide you through a proven process which will help you to identify your IPC and come up with a plan on how to attract, convert, close and delight them.

It's a fun, hands-on workshop that will give you actual insights and answers on the day that you can use to start planning your new marketing strategy.

Sound like fun to you - Book a spot today

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About us

www.7pmarketing.com.au

7P Digital Marketing

7P marketing is a digital marketing company that helps business owners & managers to attract, convert, close and delight more of their Ideal Premium Clients.

We create and implement complete marketing strategies for our clients that replace the hard work of traditional marketing with an automated sales and marketing systems that delivers real results.

Our services include:

- marketing workshops
- marketing strategy
- social media management
- online marketing
- marketing copywriting
- professional blogging
- website design & construction
- app development
- email marketing automation

7P Marketing Method

The 7P marketing method is a series of workshops which help business owners and managers to design a marketing system to attract, convert, close and delight more of their IPC's.

Rather than just an educational style work our clients each step of the workshop becomes an actionable step in your marketing strategy.

To attend an initial FREE discovery session register at 7pmarketing.com.au/our-agency/workshops/

To gain addition insight into building a marketing strategy for your business visit

7pmarketing.com.au/resources/