

# **Build a Better Customer**

## **Your 30 Day Success Guide**

**by Lisa M. Robbin**

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**[Http://www.homepartysolution.com/bbc](http://www.homepartysolution.com/bbc)**

# Day Zero

Congratulations on investing in yourself and your business! Build a Better Customer isn't just about attracting clients - but "perfect fit" clients. These are people that are an exact fit for the way you want to do business.

Our goal during the next 30 days is to help you clear your path of frustomers and help you grow a happier, more vibrant business, that you enjoy working - with fewer frustomers and more perfect fit customers.

## Step one:

The very first thing you need to do is start asking yourself this question on a daily basis:

***"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"***

Then document any impressions you get. You might hear specific action items, you might "see" images in your mind. This questioning exercise helps you connect with your inner voice (I call it the God-voice). It gives you items you can begin working on right away. It sounds redundant for a reason. You're engaging your mind to focus more clearly on the actions you need to take. It's like focusing light from a flashlight to the point of a laser.

The beauty of this exercise is that your own mind will prompt you with "things to do" that are solid next steps in building your perfect-fit customers.

Regardless of what's going on in your life, I encourage you to ask yourself this question every single day. Jack Canfield (co-author of Chicken Soup for the Soul) tells a story about NASA astronauts that were forced to wear goggles that turned their field of vision upside down. Scientists wanted to see how the astronauts would respond to being disoriented.

Scientists soon discovered that in 25-30 days, the brains of the astronauts would automatically correct the image and turn it right side up again. So they asked the astronauts to take the goggles off on day 15 and put them back on on day 16. It took an additional 25-30 days for their brains to correct their vision again.

The brain needs consistency in order to start thinking differently. If you do nothing else for the next 30 days, ask yourself this one question every day so your brain can get "wired" to start thinking differently and helping you to not only build a better customer, but a better business as well.

## Step Two:

Make sure you're accessing all the group calls and downloads at download central.

## Step Three:

Be sure to email me your "brain dump" for our first coaching call! Remember to include a

list of your assets (not necessarily money!), and a current business status. In order to fully maximize our time together, I need to know where you're at right now, what you've got going both for and against your business. By writing all this down, you'll clear some space in your brain for tomorrow's "day one" activity. This core dump also allows your brain to just flow freely - don't censor or judge what you write down, just write until you feel you should stop. Then shoot an email to [dayzero@homepartysolution.com](mailto:dayzero@homepartysolution.com) so I can prepare for our first coaching call.

# Day One

## Find Your True Passion

Finding your true passion is a challenge. In discovering your true passion, you may find that what you are doing presently is only a stepping stone to "what comes next" in your life. You may also discover that you are already living in your seat of passion, working from a place of passion and your mission is to continue on this path. Regardless of how you feel about this activity, it is a powerful means of honing in on exactly where you are called to be.

### Step One:

Ask yourself this question: "If money were no object, if what other people thought or said did not matter, and if you absolutely knew that you would not fail, what do you feel yourself being called to do?"

When I ask myself this question, I say *"What do I feel God calling me to do?"*

This is not a small assignment. It took me a good 3 hours to hash this out. I was challenged by many competing voices in my head. My inner critic was running rampant. You may find, as I did, that it's easier to start with what you DON'T want, in order to find where your heart truly sings. The only "wrong way" to do this exercise is to not do it at all.

You may also find, over time, that your passion/mission transforms - your inner voice only gives you "enough light for the step you're on". Something that today seems completely out of your realm may very well one day be your mission/passion in life. Do not censor or judge the impressions you are getting. Negativity will only slow your processing of these strategies. You need to be fully open to whatever possibilities may present themselves. Listen for the small, inner "God voice" that whispers - it never shouts. You may need to take time to still, calm and center yourself before focusing on this activity. I find listening to gentle music, or lighting a small candle and focusing on the flame will sometimes help that process along.

Again, take down any impressions. I encourage you to write things down because engaging as much of your body in this process as possible yields better results. Physically writing things down also reinforces the impressions in your mind because you have to think about what you're writing. If you have been typing or recording things to this point, I strongly encourage you to get a journal/notebook or some other binder to hold your copious notes. Once you start writing in this process, you may find it's hard to stop.

### Step two:

Continue to ask yourself the daily question:

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

Write down any impressions.

## Day Two

# Repetition, Repetition, Repetition!

In asking yourself the daily question, you may find that some items are repeating themselves. When this happens, make note that your brain is telling you these are more important issues than some other items. In fact, you should probably begin taking action on some of these items!

On the other hand, you may also find that some of your impressions are becoming more specific. For example, on day one your impression may have been "Advertising", but on day two, specific types of advertising may have found their way to your list. This is your brain's way of working out the details - and it's important to let your brain continue this work on a daily basis.

Yesterday was a lot of work, and tomorrow won't be easy, either. Today, just ask yourself the daily question, and write down any impressions.

## Day Three

# Building a Better Customer Begins

It may seem that these exercises are out of order, but trust me on this. Now that your brain has had a chance to do a little bit of core dumping, you'll now have some processing space available to work on today's project - creating your perfect-fit customer. Until you know where your passion lies, you can't begin to compose a customer that will perfectly fit that ideal. So we start with establishing your passion, and then we move to identifying customer traits that will best fit that passion/mission.

Set aside an hour today to focus clearly on seeing your perfect fit customer. If you already have customers that fit that description, write down the qualities, traits, etc, that make them so perfect for your business. Don't leave out a single detail. It may seem silly to say that your perfect fit customer pays on time, but if it is an important trait that you want your perfect fit customer to have, you need to write it down.

Again, the importance of writing it down is to not only help your brain make this customer more concrete - but to get your whole body involved in understanding why this customer is a perfect fit for the way you do business.

For me, I had to start with "deal breakers" - things I absolutely did not want to deal with in

my business. You can start by building a list of what you Don't want - just be sure to turn it around and write it down in a positive way. For example, I absolutely do not want complainers in my business. So I re-wrote that to read "I only work with positive minded people. My perfect fit customer works to see the positive in every situation and makes life easier for the people she meets."

Realize that only YOU can determine your perfect fit customer. And your perfect fit customer may look nothing like mine! That's fine. We're building a better customer to make YOUR life and work a joy, not a drudge, and you know what it takes to make that happen. Leave no stone unturned!

Remember to ask yourself the daily question and mark down any impressions you receive. "I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

By now you should have a growing list of action items, images, and ideas springing up.

## Day Four

### Whew! Yesterday was quite a workout, huh?

Did you find yourself achieving more clarity than ever before? Have you noticed things about yourself and your business that you might not have? Review your list of "deal breakers" And start thinking about customers that you currently serve that exhibit those traits. These are most likely your frustomers.

We're not trying to start a war, or get you all worked up today. Just picture them in your mind. See each one and gently say "You are a frustomer. Thank you for helping me figure out what I DON'T want in my business." Then watch their image slowly fade away in your mind. Transitioning frustomers out of your business is NOT an overnight process - particularly if you require the income they provide. By slowly allowing these frustomers to fade away in your mind, you will find one of two things happening - either they will become a more perfect fit for your business, or they will slowly fade away from your business - just as you have imagined.

Continue to ask yourself the daily question. This is about the time when we "forget" and start to slip out of new habits.

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

Write down the impressions you receive.

One of two things is starting to happen, you're either feeling a small amount of frustration at the process (which is normal), or you're hitting some major breakthroughs in your business. Either way, realize that you're doing VERY well. you are exactly where you're supposed to be in this process. Let it work for you. As my sister would say, "you're just marinatin', soaking it all in!"

## Day Five

### What did I forget!?!

You may find new things you forgot about creeping into your mind in regards to your perfect fit customer. It is TOTALLY okay to revise your list of traits/qualities for your perfect fit customer. At first, I was adding and subtracting things every day. Then I started envisioning a person that fully embodied my perfect fit customer: the way she dressed, wore her hair, carried herself, everything (and yes, it was a SHE customer). If you have multiple businesses, you may find you have more than one perfect fit customer - and that's okay too. For the sake of our time together, though, let's just work on one at a time for now.

From this day forward, review your perfect fit customer profile each day before you ask yourself the daily question:

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

Write down any impressions you receive. By envisioning your perfect fit customer profile, you may find that it is even easier to get clear on your "to do list" of impressions.

## Day Six

### Distracted?

We're almost a full week into the system. How are you feeling about where you're headed? You may feel like you're in uncharted waters, or a bit overwhelmed, but don't fret. Your brain is clearing space, and "re-wiring" itself for this new journey. I am reminded of this passage from the Bible:

"Faith, without works, is dead."

Regardless of your religious affiliation, this sentence reflects very accurately how this 30 day journey will go. So many people think the law of attraction is about thinking good thoughts and feeling good about the thoughts you think. This program is not about the law

of attraction - at least not all by itself. It is the actions you take, coupled with the thoughts and visualizations you make, that lead to greater success faster.

Review your perfect fit customer profile. Then ask yourself the daily question: "I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

Write down any impressions you receive. Then take action!

I promised the first week is the hardest, and we're almost done! Just wait until you see tomorrow!

## Day Seven

### One week down!

It's time to do a mini celebration!

Today, I want to share some words from Sandy Grason. Sandy's one of my mentors, author of the book *Journalution*, and the creator of [www.SandyGrason.com](http://www.SandyGrason.com).

"You must tell the Universe (God) how wonderful it is to have completed this amazing goal and take a moment to relish in the joy and bliss of your success. And then, from that clear space you can begin to map out what is next for you."

Sandy shares the concept of a BIG celebration by looking back on the year and making note of "all the things, big and small, that you managed to do." Start with a clean sheet of paper (or two) and document even your smallest victories from the past year.

The biggest accomplishments will trickle out first. Those are the easy ones to document. The smaller, daily victories are the ones we over-achievers tend to forget about. Things like taking the kids for their check-ups, trying a new recipe in the kitchen that turned out fabulous, or doing something completely out of our comfort zone for a change.

As Sandy suggests, "The point of this step is to bring your attention back to everything you've done. And give yourself a little recognition. I know you, you're very hard on yourself. You are always looking at 'what's next' and rarely take the time to pat yourself on the back."

Give yourself a well-deserved pat on the back, and take time to do something you enjoy today as a celebration of your accomplishments. This doesn't mean spend countless hours or dollars on a gift for yourself. It means think of some things you absolutely enjoy and

pick ONE thing from that list you could enjoy TODAY. Make the time that you're "enjoying" a mini celebration. Say to yourself as you're enjoying, "This is a mini celebration for all of the things, Big and Small, that I've accomplished in the past year."

For me, I chose to celebrate with a BIG Squeezy hug from my youngest son. When he hugs, he doesn't let go, and I can bask in that celebration for quite a while. It doesn't have to be grandiose, it just has to be something meaningful and enjoyable for you. Take time to recognize all the effort you put into everything in your life and business. And share that gratitude with your inner voice. When you reward yourself for accomplishments (even the small ones), your brain is encouraged to find ways to help you accomplish more.

Remember to review your perfect fit customer profile and ask yourself the daily question: "I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

Document your impressions.

Rock on through the day. See you tomorrow! Remember, no skipping a day. It's important for the brain to "re-wire" by practicing this questioning process every single day.

## Day Eight

### Keep your momentum going!

It's easy to get lax with the daily question exercise. Remember to keep your goggles on so you can blast through this week. This will likely be the toughest week, not because there's so much to do, but rather because you may feel like nothing is happening right now. When you are hitting that wall, remember the words of Laura Day:

"Intuition can help you find the information you need, both about yourself as well as your market, to make a difference and profit by being yourself."

This week is kind of like hitting a weight loss plateau. You've done the heavy lifting last week, and you may feel like your wheels are spinning.

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

I promise this daily exercise will bring up specific items you can take action on. Just pick something and start working. Your brain will guide you right to where you need to be.

## Day Nine

### Say thank you!

You've been reviewing your perfect fit customer profile for a few days now. It's time to tell someone how you feel. Pick your customer that most completely embodies the qualities of your perfect fit customer. You're going to need a good 30-40 minutes to do this.

Call 'em up and tell them thank you. Explain to them:

I've been working on making improvements in my business, and that in that process I've been outlining exactly what I look for in a customer that fits my business perfectly. I'd like to take a few minutes to share why I feel you are one of my best examples of a perfect fit customer."

Then share with them the qualities you appreciate in them. Say thank you. And then ask for a referral.

I slightly modified the recommended word choice that I found in "Attracting Perfect Customers" by Stacey Hall and Jan Brogniez:

"I really enjoy working with you and only want to work with people just like you. Can you think of anyone that I would enjoy serving in my business?"

This is your first overt attempt to draw more perfect fit customers into your business. Asking for referrals doesn't have to be a dreaded activity, when you approach it with gratitude and sincerity. Document your results and email them to me at [daynine@homepartysolution.com](mailto:daynine@homepartysolution.com)

## Day Ten

### Double Take!

Look again at your perfect fit customer profile. The following article (okay it's a little long, but there's a point here!) by Lorrie Morgan Ferrero can really help you gain clarity about your perfect fit customer. She uses the term "tarket", but the concept is the same. For Lorrie, it's VERY specific.

**How to Work the TARKET Factor**  
*by Lorrie Morgan-Ferrero*

Women, like men, are vastly different and fit in multiple categories making market research more challenging, but incredibly important.

Imagine a circle with the words "female prospect" in the middle. Now when you go to categorize your "female prospect" imagine drawing a circle with a line to each quality she has. Here is just a thumbnail of some you should be looking for:

#### Different segments

Age (20s, 30s, 40s, 50s, 60s, 70s)

Single corporate women (with kids/without kids)

Married corporate women (with kids/without kids)

Single entrepreneurs (with kids/without kids)

Married entrepreneurs (with kids/without kids)

Single white collar workers (with kids/without kids)

Single blue collar workers (with kids/without kids)

Stay at home moms

Different lifestyles

Active

Sedentary

Straight

Gay

Education level

Ethnicity

Religious affiliations

Aging parents/grandparents

Hobbies

Pets

Financials

The list is practically endless but you can see our female prospect has different needs based on different categories.

Here's how you work the TARKET FACTOR. One of the things I figured out a long time ago is when you're writing copy or any marketing materials, you need to be very specific about who you're talking to. So rather than writing to a mob of people - your target market - I recommend you write to a SINGLE PERSON - your TARKET. "Tarket" is the term I coined as the singular of target market. It's like your persona or character or avatar who is a representative of the majority of your ideal customers.

I created this concept and it's a very useful device when writing copy because it's extremely connecting and relationship-building which is what women in particular look for.

Here's how it works. You'll want to take notes on this.

First you do your target market research so you know where they live, where they shop, what motivates them to spend, what problem you solve.

Next, I'm asking you to take it a step further. When you're writing your copy I want you to

imagine a single person and write to that person. I want you to choose a gender, an age, a back story, even a name. I want you to be able to picture that person and write to her. For example, my target is Nikki Stanton, a 37 year old divorced entrepreneur with a web conferencing business. She's Internet and business savvy.

Invests most of her profit back into the business.

Lives in San Diego in a gated community with her 10 year old daughter, Madison.

Involved in daughter's school and drives her to dance classes.

Has a home office making approximately \$117,000 per year.

Jogs 3 times a week in the neighborhood.

She loves to find bargains on designer clothes.

And dreams of visiting Italy with her daughter someday.

This technique makes your copy very personal, like you're talking to the reader on the other side. Copywriting is actually an interactive activity. There is the writer - you - and the reader or prospect. As soon as the prospect doesn't feel connected or interested the relationship is over.

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Copywriting Strategist Lorrie Morgan-Ferrero publishes the award-winning Copywriting TNT weekly ezine with 17,000+ subscribers. If you're ready to jump-start your business, make more money, and have more fun in your small business, get your FREE tips now at <http://www.RedHotCopy.com>.

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## Day Eleven Kaizen!

I grew up in an automotive manufacturing town. I eventually spent a couple of years working in one of the manufacturing facilities as an administrative assistant. One of the things that was constantly being talked about was this crazy Japanese word: Kaizen.

It essentially means small incremental improvements. If you made a teeny tiny improvement in your company, processes, customer service, or other systems, the cumulative effect on those small changes would be enormous over time.

When we're feeling overwhelmed, kaizen can help you keep perspective. Just find one

thing you can improve today. make one small change today. That change today may not seem like much, but it can be a tremendous difference in your business a month, a year, or five years from now.

In terms of building better customers, think about one thing you'd like to eliminate from your to do list, or an item that needs to be dealt with - something small. Maybe it's a smaller piece to a bigger puzzle - like taking some measurements, or calling for an estimate, or doing some research. Find that one little thing that will improve your business once it's handled. Stop procrastinating and just do it.

You'll feel a huge sense of relief.

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

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## Day Twelve

### What if I have more than one perfect fit?

One question I'm often asked is this one:

Is it possible to have more than one perfect fit profile?

The answer is a resounding maybe.

For a particular business model, you should have one perfect fit customer profile. BUT you may also find a need for a perfect fit employee profile, or perfect subcontractor profile. In direct sales, you might also find yourself creating a perfect fit team member (recruit) profile or leader profile.

The key here is to create more clarity in your business, not to cloud the issues in your business. If you work best with a certain type of client doing a certain type of service, DON'T go changing everything and creating a second customer profile for a different type of person just because you already serve those people. That's NOT what the perfect fit is for.

If however, you own multiple businesses, it is TOTALLY acceptable to have a different perfect fit profile for the customers of each business.

For our purposes, however, try to stick to just ONE profile for our 30 days together. Focus on making progress in one business now. After 30 days, you can repeat this process with as

many businesses and areas of your life that you choose. Yes! you can even use this for your spouse/support person and your children! When you start to envision your "perfect fit children" something amazing happens! But I'll let you figure that out on your own.

Today, just keep focused on the task we've already begun. Then expand your empire in the next 30 days!

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

## Day Thirteen

### The Power of Belief

"The only antidote to fear is faith."

This sentence was posted on a sign outside a church in my hometown. As I was driving, I tried to conjure other possible "antidotes" that would "cure" fear.

Simply put, there are none.

If you don't believe a solution will work for you - it won't work for you - and you'll be too afraid to try the solution in the first place.

So if you have an ambitious goal - say to earn \$100,000 in a year (when you've never earned more than \$20,000 in a single year), you might just find yourself wallowing in fear.

The antidote to fear is faith. But how do you have faith that you can accomplish something that you've never been able to do before?

Raise your threshold of belief.

Find something you believe is totally doable. For this example let's say we believe it's totally possible to earn \$30,000 in a year. After all, we've already earned \$20k in a year so \$30k is just a bit more of a stretch.

Raising your belief comes when your threshold - that place between where you believe without a doubt that something can be done, and where doubt starts creeping in.

So let's say we know that \$30k is very achievable, but \$40k is starting to push it. At this point you have two options:

Settle for \$40k

-OR-

Push your envelope.

How do you push your envelope? Find someone else that's already achieved your goal. Then you have the evidence to prove to your brain that it IS possible to achieve your goal.

Has someone ever earned \$50,000 in a single year? SURE they have. Do they have any special skills or abilities that you don't? Not likely. If they can do it, so can you.

What if you're trying to accomplish something that's never been done before? While it's a rarity, you can usually tap into someone in a different arena that's tried something similar and learn from them.

Learning and modeling are great ways to raise your awareness and make things that you once thought impossible to be improbable, and then, with just a bit more belief and faith - very doable.

Raquel Welch once said (in reference to clothing), "find something unforgiving and live up to it." Don't set your goals based on your present situation, live your present life based on your goals.

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

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## Day Fourteen

### Stretching Continued

When I was writing yesterday, I thought about my brother-in-law, who lives with a horrible crippling disease that essentially erodes his bones from the inside out. It's very rare, and few who are diagnosed live past childhood. He's a miracle, still living in his 30's. Though he's paralyzed from the waste down, he lays himself out every single day to stretch his muscles. He's on a strict regimen of medications, exercises and nutrition to help keep his bone density as high as possible.

Muscles that aren't stretched will atrophy. The nature of building muscle is such that you create small tears in the tissue when you exercise. The muscle then repairs itself during rest, making it stronger than it was before.

You have to stretch if you want to grow stronger. If you want to die, stay where you are.

How can you stretch yourself in healthy ways? I don't mean doing MORE things than you can handle, but rather DIFFERENT things that would broaden your horizons, extend your business network, or build your skills. Small stretches that will build your "comfort zone" muscles.

It sounds redundant, but keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

"I am building a better customer. My perfect fit customer is looking for me right now. What can I do today to help them find me faster, help them find me faster, help them find me faster?"

## Day Fifteen

### Don't Take Off Your Goggles!

You've reached the half way point of this little adventure. You've probably hit a couple of walls along the way. Most of the time, you can clear those hurdles with a bit of work raising your threshold of belief. Remember that sometimes breakdowns are breakthroughs in disguise.

On the other hand, things may be feeling a bit lopsided - or even one-sided - in this process. Here's where balance comes into play.

You've been documenting all the things you want. You've even taken the time to thank some of the people that already fit your perfect fit profile. Today, start thinking clearly about what you want to PROVIDE in exchange for getting what you want.

For example, if you want a customer that pays on time - are you willing to be a person that pays on time yourself?

Examine your expectations of your customer fit profile. See where you yourself may be falling short in some of those expectations. Like attracts like. Chaos attracts chaos. Being a perfect fit business person attracts perfect fit customers.

Look for equity and balance in your business relationships on a daily basis.

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

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# Day Sixteen

## Inch by Inch...

... Everything's a cinch!

That was tattooed across a caterpillar in my classroom when I was in third grade. I thought it was the dumbest thing in the world. This big old caterpillar wasn't inches long - it was feet long.

It wasn't until I was older and wiser that I understood the idea of incremental progress. But sometimes we need to be pole vaulters, not caterpillars in our business.

Learning the difference is usually a result of trial and (t)error.

Getting past fear (the antidote is faith) can help you make quantum leaps in your business. How do you know if it's time for a quantum leap or a baby step?

If you're doubting yourself - take the leap.

If you're scared to death - take baby steps.

My Jr. High band teacher told us that being scared meant we weren't prepared. Being nervous/excited was normal and fine.

That's where some people get confused. "Feel the fear and do it anyway" is erroneous. Feel the nervousness, the excitement, and do it anyway. The brain can't tell the two apart anyhow.

But if you're feeling fear - if you're truly scared about an outcome - you need more information first.

If you're frightened, worried, or making yourself sick over a decision or direction in your business, figure out what information you still need to make an educated decision. Once you have all the information you need, the fear goes away. All that's left is nerves, doubt, and perhaps a level of anxiety. That's NOT fear. That's procrastination, or wanting someone else to make the decision for you.

Feel the nerves, and do it anyway!

Keep reviewing your perfect fit customer profile each day before you ask yourself the daily question:

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# Day Seventeen

## Changing Your Associations

This COULD mean:

...change the people you associate with. As Jim Rohn would say, you are the average of the 5 people you spend the most time with.

...change the way you live your life based on the associations you make.

I encourage you to look at the relationships you are building and start visualizing yourself moving away from toxic relationships. Just visualize them fading away slowly. You'll notice that over time, these people will either change the way they are when they're around you, or they'll slowly drift off into the sunset. No hassles, no frustrations. This is a great little exercise that I do when I'm encountering a frustomer that I need to release. I just visualize them in my mind and watch them slowly vanish and fade off into the distance. The power they had over me no longer exists.

As for the associations you make in life, Tony Robbins, author, speaker and human behavior specialist, writes that "the past does not equal the future." But for so many of us, we associate tomorrow's potential with yesterday's results. While it's true that our choices today shape what tomorrow will look like, they do not control or have final say on what tomorrow will be. Stop holding on to things that may have slowed you down in the past, and embrace the newness of every moment.

It sounds almost like wishful thinking, but something dramatic happens inside us when we let go of fears brought on by yesterday's so-called "failures". We are FREE!

When a baby is learning to walk, we don't just let him try a couple of times and then give up hope. We keep encouraging, and keep letting him try - regardless of how many times he stumbles. Some parents make the learning process (and the falling down that goes with it) a GAME, by playing down the times that baby falls, and rewarding the child for success.

You are still in the infancy of this process. Don't pin everything on yesterday's results - or today's - or tomorrow's, for that matter.

All that matters is right now, and what you can do in this moment to bring yourself closer to achieving your passion.

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# Day 18

## What Next?

It may seem odd to put this here, when we haven't even finished our 30 days, but there's a purpose to it. Our brains think ahead, and even though we're knee deep in the hoopla here, our brain is trying to compose the picture of the next phase of our lives.

Thank your brain.

Keep thanking your brain for all of the wonderful things it does.

Planning ahead is part of what causes Shiny Object Syndrome. We're looking for the "next big thing" or "what's next".

Sometimes, though, we get really overwhelmed with options, and our brains shutdown in exhaustion. They just can't process anymore.

This is when you need to ask yourself "what is my very next step?"

We used this in tandem with the perfect place exercise, and it's important to put yourself in an empowering frame of mind BEFORE asking yourself what comes next.

Otherwise, the inner critic starts slamming us, making us feel less than we are.

Thank your brain. Get in your perfect place, and build your imagery around you. Build yourself up in your mind and feel empowered, excited, and secure. THEN ask your God-voice exactly what your very next step is:

"Knowing what I know now, feeling the way I feel right now, what is my very next step?"  
And wait for a response.

Then take action! Remember you may feel 'tested' by unusual requests. Just do them and know that your brain is clearing space for you to take bigger steps.

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## Day 19

### Remember to Celebrate

We're almost to the three week point, and I'll bet that since I didn't remind you, you may not have celebrated when we crossed the half way point. I chose today to remind you, because by now, celebrating should be an almost daily experience. It needn't be a huge undertaking or an extravagant event. Just make it an intentional commitment to yourself to respect the work you've done and appreciate how far you've come.

There have been days when my greatest accomplishment for the day was just to get up and get dressed to the shoes. There are other days when I am on such a roll, you can't stop me from accomplishing things until I finally crash in bed (usually it's the next day when I am lucky to get up and be dressed!)

It is not for you to compare your progress to the progress of others. Everyone is in the race together - but they're not racing against each other. They're racing against themselves.

What's your personal best? What's your passion? That's where YOU need to be working from. That's where you need to set your goals and objectives. Not on the dreams and goals of others.

And when you reach your achievements - on a daily, weekly, monthly or lifetime basis, you owe it to yourself to congratulate YOU in some small way.

One of my favorite things is hugs from my kids. I get them almost every day, but I set the intention that a particular hug is a celebration for me. And it makes me feel even BETTER about my accomplishments.

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## Day 20

### Instant Fire In Your Belly

The power of the perfect moment exercise is that it puts you in a "transfixed state". Not quite like hypnosis, but similar. The idea is to recreate as much of the moment as possible - right down to the molecular level of your body. So that your body has to respond as if it were in the very moment at the time you imagine it.

The beauty of the human mind is that it can't tell the difference between very vivid imaginings and reality.

That's also the curse of the human mind.

When we create illusions of fear, false expectations appearing real, our brains can mistake those illusions for reality if we make them vivid enough.

I don't know about you, but anyone I've ever known that was afraid of something had a vivid fear of that thing.

The curse of the human mind is that it can't tell the difference between very vivid imaginings and reality.

That's also the beauty of the human mind.

Today, and any time in the future, when you're feeling fear - or having a vivid imagining of any kind - ask yourself how you can make these imaginings more empowering. How can you take a seemingly fearful situation, and change it in your mind to bring you less fear and more power in the moment?

We all have things - like phone phobias - that don't cripple us, but make us less than we could be. We have the power within us to change those fears/habits/traits when we start to ask better questions.

Like the daily question, looking at your imaginings and using your own brain to help make more empowering choices will put an instant fire in your belly. Use your brain to create vivid, empowering images of the life you truly want, with the business you totally love.

The beauty of the human mind is that it can't tell the difference between very vivid imaginings and reality - so imagine greatness!

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## Day 21

# Celebrate Good Times, COME ON!

Take stock today. You've made some tremendous gains in the past 21 days. If you've been asking yourself the daily question, you've just about re-wired your brain. Don't quit now!

Don't get lax on this! this is the second 'hump' when it becomes easy to say "I already know this stuff" or to skip a day. When other shiny objects start to catch your eye because you think you've got this mastered already.

But then you have to put the goggles on and start over.

There's a reason we take driver's training. Because we can't just read the fundamentals of driving and pass a road test. We have to practice those elements in different combinations on a daily basis until we are not only comfortable with the basics, but until we can handle some of the bigger challenges as well.

For the life of me, I could never figure out why I needed to learn how to do a reverse zig zag on an obstacle course driving range. I would NEVER need that skill on the open road.

But I did need to learn how to parallel park, and the forward/backward zig zag prepared me for making the turns in the proper tempo to park my car effortlessly.

If I had only learned to parallel park, the zig zag would have been a daunting task, but by learning to zig zag, parallel parking was a breeze. It was only a zig, zag, pull forward, done!

Celebrate the things you've accomplished, but realize you may still have some zigzagging to do in the next week. Don't get complacent, and don't take your eye off the prize!

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## Day 22

### The Power of Focus

You're going to hear me harp on this a LOT. That which you focus on, you attract into your life.

Focus on good things, good things come to you. Focus on negative things... well...

Mark Joyner has a simple "scientific formula for success":

1. See your target
2. Keep it in your sights
3. Hit it (until you hit it)

You'll do much better at taking aim if your eyes are open and fixed on the target. You can't

chase two rabbits for long. You've got to have clarity. The last three weeks have been about focusing your mind and getting clarity on what you truly want in your business in terms of customers.

Yesterday, I shared with you the idea that you can't get complacent. getting distracted is paramount to taking your eyes off the prize - not keeping it in your sights. In racing school, your taught to keep your eyes looking in the direction you want to go even in a spinout. They would intentionally put you in a spinout, to teach you how to drive out of it. People who hit the wall were generally looking at the wall when they hit it.

If you're hitting the wall, and not the target, check your focus. If your focus is fine, check your approach. Often times we keep trying the same thing, getting the same result, and don't understand that we need to do something different. Except for extreme cases, if you keep trying different methods and approaches, you will eventually lock in on something that brings you closer to your desired result.

This is not a license to give up after one or two attempts. That is not trying. That is ATTEMPTING. Keep working and looking for variables you can put to work for yourself. It DOES come together. More on this tomorrow.

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## Day 23

# Your Reticular Activating System

Don't think about Pink Elephants.

It's kind of like saying "don't look down" on the top of a cliff or a tall building.

What's the first thing you do? You got it, you start thinking about Pink Elephants.

But I just told you to STOP thinking about pink elephants...  
and there you go picturing them in your mind again.

What's going on here?

That's your Reticular Activating System playing tricks on you.  
Our brains are constantly being bombarded with images and impressions. Sensations and

stimulations. If it wasn't for our RAS, we'd quite literally go insane from all the input our brains are getting every day.

It would be like having every tv station and radio station playing in our heads at exactly the same time at exactly the same volume - we couldn't distinguish a thing.

So our RAS steps in and starts filtering out what it deems is unimportant. But because Pink Elephants (there you go again!) were on our mind - our brain associates importance to that imagery and that phrase.

For example. Read the paragraph below and make note of the number of words that start with the letter T appear:

Tell me a story and I'm all ears. I think it's funny to hear the great masters sharing their secrets about life in the wilderness. There's not much here to share with you, but I think it's important that you know why we're talking about pink elephants.

Now, stop thinking about pink elephants and without re-reading today's message, how many references to pink elephants have I made?

Most people will rack their brains or they'll go back and re-read what I wrote previously.

That's the power of our RAS. It filtered out anything that didn't meet the criteria. It was only looking for things that started with the letter T. Nevermind the fact that that paragraph made no sense at all. Nevermind that the actual point was to find references to pink elephants within the body of the document today.

So my question to you is, are you filtering out things that you should be focusing on, simply because your mind is programmed to focus on something else?  
when you control your focus, you have more power over the outcomes in your life.

That which you focus on, you attract into your life.

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## Day 24

### Did I Save the Best For Last?

These last few days I've given some great brain food for you to ponder and put into practice. Some people would argue that I should have shared this information at the

beginning of our 30 days together.

I again have to go back to my mentor, Mark Joyner, and share his concept of ever-increasing power.

When you focus on something completely, you get very very good at it in a comparatively short period of time.

When shown how, most people can keep one plate spinning on a stick.

But add a second plate, and it becomes challenging. If you focus solely on keeping plate 2 spinning, plate 1 falls to the ground. Add a third plate, and plate 2 is in the same shape as plate 1.

But if you spend a little time spinning plate 1, then focus on plate 2, then shift to plate 3, then back to plate 1 in a cyclical pattern, you'll find that it becomes easier and easier to not only keep all three plates spinning, but to create a rhythm at which all 3 plates start spinning faster and faster.

THAT is when you have mastered your focus.

I'm NOT suggesting that you divert your focus and start doing more things. What I am suggesting is that sometimes we spend a LOT of time getting clear on something, then we start to take action, and then we start to lose focus, so it becomes important to make sure we're re-focusing in a rhythmic way.

Create a groove. Develop a process, a system of review that works for your rhythm. For me, I end my day by asking myself the question, so that I have a laundry list of to-do's first thing in the morning. Then I review my customer profile in the morning and get in my perfect space. Then I ask myself "what's the next step?" and I take it. My process can take up to an hour, and I don't always have an hour first thing in the morning to devote to it.

You'll find a groove that works best for you.

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## Day 25

### Your Perfect DAY

I was once told you can actually have hundreds of perfect days, and at one time, I had several. Today, though, I want you to expand on your perfect moment. Take yourself to just a few minutes before your perfect moment, and document what's happening. Make note of what's leading up to this big exciting perfect moment. Then go back a little farther and a little farther, each time documenting the things leading up to the moment prior. Create a completely perfect day that encompasses your perfect moment. And start to live and

breathe that entire day. This takes more time - consider it the backward zig zag of this program. It's optional, but it'll definitely make seeing the perfect moment even easier.

What's more, you might actually find that you'll uncover a few steps you might have been missing in the path to attaining your mission. I'm working on creating my perfect month, as I write this, and then I'll go onto my perfect quarter, half year, and year. the more you write, the more vivid these images become.

Remember, the brain can't distinguish between the vivid imaginings and reality. So in your mind, not only can you create your perfect life, you can live it! No wonder some mental patients don't want to leave their dream worlds, very often there is more comfort, hope and peace for them in their minds than in "the real world". The difference between us and them is that we're actively pursuing options to bring our dreams into our reality, rather than pulling ourselves deeper and deeper into a dream existence outside of normal reality.

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## Day 26

### The Final HUMP!

Remember The Little Engine that Could?

"I think I can... I think I can...." all the way up the hill. After the final hump, on the downward slope:

"I KNEW I could! I KNEW I COULD!"

Not only did you think you could, you DID it! You're coming down the final slope to the end of our 30 days together.

Like the little engine, though, your story doesn't end in a handful of days.

There are still more hills to climb.

I know you can do it! Keep chugging!

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## Day 27

### No Big Words Today

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## Day 28

### Say What!?!

Yesterday was kind of anti-climactic, huh? After that great pep talk about "I think I can", there was no encouragement on Day 27. Was I being lazy?

Hardly.

It was to remind you that success comes from you. Not me. You can read these words over and over, burn them into your memory, and like every other person in your life, there will be a day when there's no one there to encourage you, but you.

Yes, you could flip back a day, re-read the words of the little engine, and keep chugging.

Yes, you could flip ahead to today and feel inspired.

But the fact of the matter is that even in reading these words, it is YOU that is making the difference.

These words just sit on the page. Just blots of ink.

You give it the meaning.

You can make it mean as much or as little as you want it to mean.

Realize, however, that all the motivation comes from you.

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## Day 29

### Water! Water!

Like a dying man in the desert... reaching for the ultimate refreshment, you've almost reached your oasis. Did you remember to celebrate yesterday? Or were you hung up on why I was so anti-climactic? You've spent the last 4 weeks building a customer profile to fit the exact person you take joy in serving. you've created perfect moments - maybe even a completely perfect day in your mind - and you've set the wheels in motion, thanks to your RAS, to create something bigger and better than you thought you were stuck with when we started this journey nearly 30 days ago.

Just ONE more DAY!!! WOO HOO!

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## Day 30

# You're A SUCCESS!

Are those the words you longed to see?

To be honest, you were a success long before you took these 30 days upon yourself. You'll always be a success. Even when you don't hit the mark in life, you're still a success. You're a living, breathing miracle - as all humans are.

It amazes me how many people believe they have to sacrifice something in order to consider themselves successful.

You have always been a success. You just needed permission to believe it.

Don't wait for someone else to tell you what a success you are.

Just know it, live it and BE it in your daily life.

Hats off to you! this 30 days is under your belt. What do you do next?

Don't put this program on a shelf to collect dust. Keep asking yourself the daily question and watch your business transform little increments at a time. Still want a personal coaching relationship? Consider the PM2 mastermind coaching program (<http://www.homepartysolution.com/mastermind>). If you're not already a member, you'll have private access to me once a month for as long as you remain a member. These coaching sessions can be used for anything you wish - including helping you further in the Build a better Customer process. The content is totally up to you.

Whatever you choose, I encourage you to never stop learning, growing and asking better questions.

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