



SPECIAL HANDOUT BY JULIA STEGE THE MAGICAL MARKETER

Introduction

I've been using the Strategic Attraction™ method developed by Perfect Customers, Inc. for over 10 years to attract my perfect customers and the experiences I desire in business as well as in my personal life. And now I have developed this process further into a revolutionary method for creating authentic marketing pieces imbued with the power of the Law of Attraction. Using this method called Branding from the Heart™, I have attracted over 40,000 like-minded followers and over \$1Million in sales, just by being myself.

This handout has several easy steps that will help you get started with your Attraction Plan and prepare to make the most of the free webinar *Branding Basics for Spiritual Business Women and Conscious Entrepreneurs*. Below are instructions on how to use the 4 questions of the Attraction Plan™ (AP) to prepare the groundwork for your authentic brand. *I am using the words "perfect customers" but if you have another relationship you want to focus on, insert that relationship instead of "customers."*

Instructions

You may use the Worksheet below, or you may use your own journal or word processor to create your plan. There are 4 questions. It's best to relax and focus clearly on what you want to attract as you answer the questions. Remember, you can attract *ANYTHING*. Don't hold back!

Join Branding from the Heart Virtual Intensive

To learn about our revolutionary branding program and receive support creating your wildly attractive authentic brand, visit <http://www.brandingfromtheheart.com>. If you have questions or need more help with your marketing, call us at (510) 30-MAGIC or apply for a Magical Strategy Session at <http://www.magicalstrategysession.com>

BRANDING BASICS WORKSHEET

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

What kinds of people have you always wanted to work with? What is their personality, what resources to they have, what problems they have, how they respond to you. Describe them here.

2) What makes me and my perfect customers tick?

Another way to put this is, "what is my true life purpose?" What is your life's passion? Describe it here.

2 continued) Starting the Branding from the Heart Process

Write down a list of “Tick Words” ie words that describe your passion under the left column on this page. Then make a list of “Offering Words” ie words that describe your services, offerings and/or results and put them in the right column of the page. I will show you what to do with this list during the webinar.

TICK WORDS

OFFERING WORDS

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) Who do I have to be to attract what I want?

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.



**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 is a BEE-ing Attraction Wizard and a Strategic Attraction Coach™ Certified by*

Perfect Customers, Inc. Learn more about Perfect Customers at http://bit.ly/sacat_jds