

The 4-Minute Guide to Attracting High Paying Lucrative Clients

with Business Growth Expert, Yoon Cannon

4 P's to Defining Your High Paying Lucrative Clients



1. Who is your ideal high paying lucrative client?



2. What is the #1 outcome goal your ideal target buyer wants to achieve?



3. What do they most fear / lose if they do NOT achieve their goal?



4. What are the top 3 challenges / roadblocks that get in their way to achieving that outcome goal?

Buyer's Awareness Cycle:



➤ Within the four stages a whopping 2/3 of the decision making process happens in the _____ stage.

➤ #1 secret to becoming a client magnet: _____