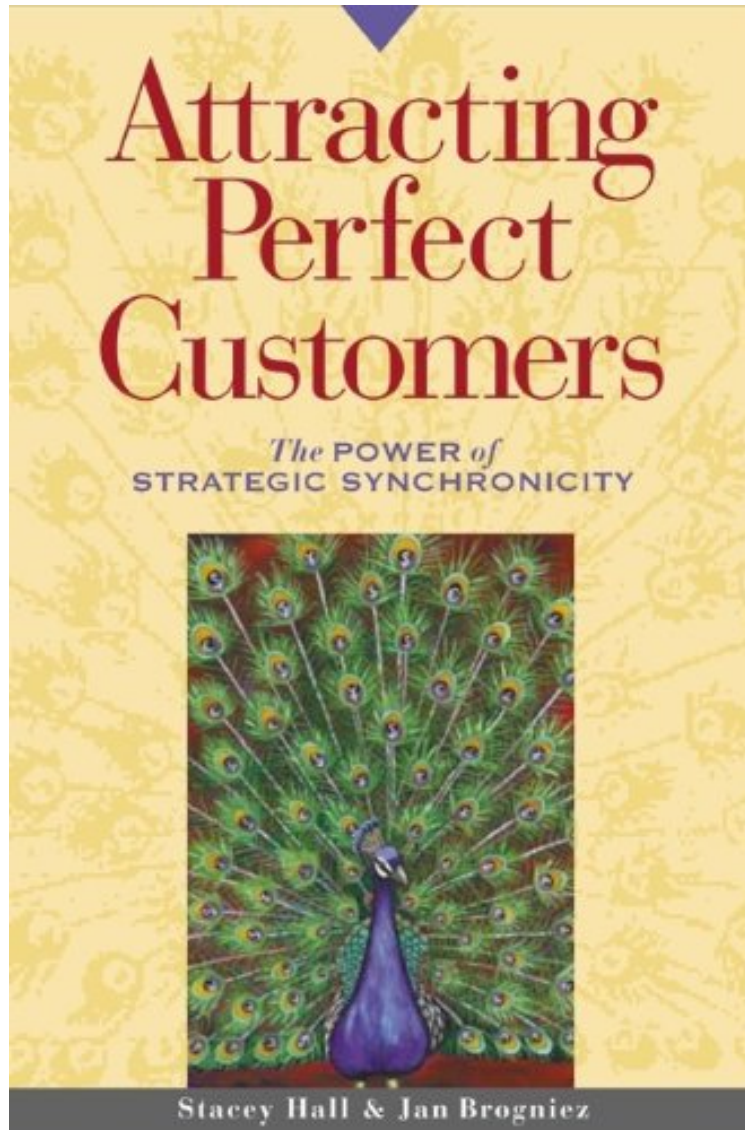


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Attracting Perfect Customers: The Power of Strategic Synchronicity (Agency/Distributed)

Stacey Hall, Jan S. Stringer

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2 of 2 people found the following review helpful. Fantastic book - Kindle format needs a bit of tweakingBy NicoleThis is an absolutely fantastic book. Eye-opening, revolutionary, life-changing implications that you actually have more control than you ever thought over the type of people you attract into your business - and even into your

life. The fact that you can apply these principles and strategies toward finding your life mate should get it placed in the love/romance self-help category! I'm so grateful I was turned on to this book as a result of Christy Whitman's Quantum Success Coaching Academy. It's a tremendous read and I'm hard-pressed not to chatter about it to everyone I meet. When I say life-changing, I'm not exaggerating. I would easily rate it 5 stars except the Kindle version has page numbers formatted directly, manually into the text, which isn't how you format a Kindle document, so it's confusing. I hope the Kindle edition gets updated so I can update my version, but that won't stop me from highlighting away! 0 of 0 people found the following review helpful. Five Stars By Bill F Johnson Bought for our intern. This is one of our business "bibles." Essential reading for every small biz. 0 of 0 people found the following review helpful. Exactly what I wanted! By Skye This book is an amazing resource!!! I'm glad I bought it!

Most businesses spend far too much of their time and energy struggling to get new customers or hang on to existing ones—even customers who are ultimately more trouble than they're worth. *Attracting Perfect Customers* invites readers to move beyond the notions that "business is war" and winning market share means "beating" the other guy. The authors outline a simple strategic process for making businesses so highly attractive that perfect customers and clients are naturally drawn right to them. Sound too good to be true? Hall and Brogniez have successfully shown clients how to do it for years, and now they share their secrets. They prove that it is no longer productive or profitable to conduct business using the war-like marketing techniques of targeting customers and outmaneuvering the competition. In fact, these techniques seem antiquated and labor-intensive when compared to the Strategic Attraction Planning process, which requires just five minutes each day and enables any business to easily attract customers that are a perfect fit for their organization—the kind of customers it is a pleasure to serve. *Attracting Perfect Customers* takes you step by step through the entire strategic attraction process. The authors reveal the six success standards of strategic synchronicity and share simple, fun, and easy-to-follow exercises that can be applied to any organization. They walk you through the process of creating your own personalized Strategic Attraction Plan and provide 21 supportive tips for making any company more attractive to its perfect customers. *Attracting Perfect Customers* will take you to a place where there is an abundance of perfect customers and clients with whom you can build strong, satisfying, profitable, and lasting relationships.