

# Attracting Perfect Customers

*The POWER of*  
STRATEGIC SYNCHRONICITY



Stacey Hall & Jan Brogniez

An Excerpt From

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The Power of Strategic Synchronicity*

by Stacey Hall and Jan Brogniez  
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# Foreword

Surely we've all had coincidences in our lives. We've been blessed with beat-the-odds, fortunate circumstances, and all we can do is shake our heads in wonder and be grateful that luck, serendipity, kismet—whatever we want to call it—came our way.

Stacey Hall and Jan Brogniez don't leave it at that. They think we can create our own luck. They believe we can increase the likelihood that synchronistic events will occur. They prove that clarity and commitment to values create a magnet that draws serendipity to us.

They don't just think, believe, and feel this. They've developed a system that shows us exactly how to do it, and they outline their ideas in an easy-to-understand, step-by-step way so we can implement them in our own lives.

Ready for some more good news? This book explains that marketing our self, our services, our products, or our organization does not have to be a hard sell. It does not have to be manipulative, pushy, or offensive—just the opposite.

Strategic Synchronicity is the perfect blend of yin and yang, head and heart, logic and intuition, initiative and patience. It's a system that appeals to left-brained individuals, who appreciate specific examples, and right-brained readers, who appreciate emotional and spiritual congruence.

I know these principles work because I've applied them in my own business for the past twenty years. Time and again I've picked up the phone (these days, logged on to e-mail), and the person on the other end has offered me something I've been wishing for: an opportunity to speak on a cruise, a consulting contract in a "slow" month, an endorsement from a best-selling author. These pleasant surprises weren't things I actively sought; they were by-products of a series of

behind-the-scenes recommendations from people who have worked with me over the years and have become my “silent salespeople.”

People who attend my workshops often tell me they wish they could have their own business, but they’re not comfortable selling themselves. I reassure them that they won’t have to if they do their job right. If they get really good at providing something people need, if they take responsibility for maintaining positive visibility, and if they do their best for every client every time, satisfied customers will become their best advertising.

If you apply the ideas in this book, you will receive benefits beyond your dreams. Opportunities will “fall into your lap” that defy the odds. People will come into your life offering exactly what you need or want at that time. And that’s when you fulfill your end of the bargain by feeling grateful. As the authors point out, appreciating and acting on what comes our way is an integral part of this process. By behaving honorably, giving quality service, trusting this “invisible” process, and being thankful, you will be rewarded.

*Attracting Perfect Customers: The Power of Strategic Synchronicity* is a beneficial manual for anyone who wants to succeed in business—without ever lying. Read it and reap.

SAM HORN  
President of Action Seminars  
Author, *Tongue Fu!*, *ConZentrate*,  
and *What’s Holding You Back?*

# Introduction

## Creating Synchronicity with Perfect Customers and Clients

HOW MANY times have you thought, “We need more customers”?

The vast majority of business owners and corporate executives believe that all of the problems in their businesses would be solved if they could just figure out the secret to finding more customers.

With this book, we are inviting you to partake of what owners, directors, and employees of successful businesses know: that it is essential to replace the thought “We need more customers” with the conviction “Our business now *attracts perfect customers only.*”

If we don't change the direction we're going, we're likely to end up where we're headed.

*Ancient Chinese proverb*

### What Is a “Perfect” Customer?

Of course, we all know that there is no such thing as a perfect person. So how could there possibly be a perfect customer?

As we will explore further throughout this book, by our definition, a perfect customer is one whose needs are a perfect fit for a company's mission. When the relationship between need and service are

perfectly aligned, positive results occur with amazing velocity and synergy—almost without effort.

## **A Perfect Customer Has the "Spark of Strategic Synchronicity"**

Take a moment to picture one of your most "perfect" customers or clients—the one person with whom you enjoy or have enjoyed working. Is this person the perfect customer because he or she shows you respect and values your time? Does he or she trust that you have his or her best interests at heart? Does this perfect customer come to you with realistic expectations? Does he or she appreciate your efforts—happily paying what your product or service is worth and referring others to your company? Does working with this customer make you feel needed, appreciated, respected, and understood? Does he or she reconnect you with the passion and purpose that puts joy in your work—the very reason you began working in this company in the first place? Did this perfect customer come to you easily: did you feel an immediate sense of attraction and connection with this customer, as if fate brought you together at the perfect time and place? Did you feel as if you were the answer to this customer's prayers—the one for whom he or she had been searching—the perfect fit of need and solution?

How many of your customers are currently a perfect fit for your company? If the number is less than you wish, are you willing to believe that it is possible to create a profitable business that consists completely of customers who are attracted to doing business with you? Can you believe that it is possible to experience a "spark of Strategic Synchronicity" every time you begin a relationship with a new customer? Can you imagine it is possible to stand still and attract more than enough customers who value your service, pay you what you are

worth, and send referrals to your business or Web site on a regular basis?

Not only is this possible, but it is as true for sole proprietorships as it is for Fortune 500 companies and for every size and type of business in between.

## **A Unique Marketing Model**

We will introduce you to our Strategic Attraction Planning Process—a logical, practical, and unique model that is the catalyst for a new sales and marketing reality. It's a fundamental way of thinking that shifts how organizations are operated.

The Strategic Attraction Planning Process is designed to be used by business owners, corporate executives, and sales and marketing representatives. It is also meant to be used by receptionists, warehouse workers, engineers, technicians, lawyers, accountants—anyone at any level in an organization—because each has the power to attract or deflect “perfect” customers for the organization.

### **How Is the Strategic Attraction Planning Process Different from Other Marketing Models?**

Traditional marketing models, which put emphasis on capturing market share and stealing customers away from competitors, require a business to adopt a mind-set of acquiring ever-larger numbers of customers. This never-ending search for more customers requires an abundance of people, time, and money, resources that are usually in short supply, even in the largest companies. For example, many dot-com organizations, with millions of dollars invested to assure their success, failed because their deep financial wells ran dry before the companies found enough actual customers to meet unrealistic sales projections.

Over the last ten years, numerous articles in magazines such as *Inc.*, *Fast Company*, and *Sales and Marketing Management*, as well as a plethora of “relationship marketing” books, have been written to address the demise of so many companies as a result of this very dilemma. All of the research that has been compiled in these articles and books points to the fact that companies must spend less time on finding new customers and more time on defining their missions and values. Once the missions and values are identified, organizational structures and practices can be put in place to support the building of stronger relationships with the customers they are already serving. The equation: more clarity + more bonding = greater loyalty.

A long-held adage says that 20 percent of a business’s customers account for 50 to 80 percent of the profits. With an increase of just 5 percent in the customer maintenance rate, according to a study conducted by Bain & Company, a Boston-based consultancy, a company can boost its profits by 25 to 95 percent.<sup>1</sup>

However, we ask the question, Why are only 20 percent of a company’s customers considered to be “the best”? If these 20 percent account for the vast majority of profits, why does the company need the other 80 percent?

Rahul Jacob, in his *Fortune* magazine article “Why Some Customers Are More Equal Than Others,” states that it has “always made *intuitive sense* to focus a company’s resources on the best customers rather than on the flighty, fair-weather types.”<sup>2</sup> We agree.

The next question is, Is it possible to build a business where every customer is “the best” or, as we would say, the “most perfect”? We say it is possible, and so do the hundreds of companies that have experienced the freedom of serving only perfect customers. It is also true that *everyone* working within an organization *already has the power* to attract these perfect customers, as well as to attract perfect employees, coworkers, vendors, and other stakeholders.

## The Law of Attraction

The ability of each person to achieve strength and success with the Strategic Attraction Planning Process is drawn from a phenomenon of nature—the law of attraction. This phenomenon has been beautifully explained by noted consultants and educators Margaret J. Wheatley and Myron Kellner-Rogers in *A Simpler Way*. Their landmark book is an exploration into the question, How could we organize human endeavor if we developed different understandings of how life organizes itself? Wheatley and Kellner-Rogers find:

There is an innate striving in all forms of matter to organize into relationships. There is a great seeking for connections, a desire to organize into more complex systems that include more relationships, more variety. This desire is evident everywhere in the cosmos, at all levels of scale.

Particles are attracted to other particles and so create atoms. Microbes combine with other microbes to create capacities for larger organisms. Stars, galaxies, and solar systems emerge from gaseous clouds that swirl into coherence, creating new forms of energy and matter. Humans reach out to one another and create families, tribes, and work organizations.

Attraction is the organizing force of the universe. Everywhere, discrete elements come together, cohere, and create new forms. We know one form of this attraction is gravity. No one knows what gravity is, but it is a behavior that permeates the universe. This behavior is ubiquitous attraction.

Attraction has created the universe we know.<sup>3</sup>

Attraction can also be the fundamental building block for creating successful, fulfilling, and harmonious businesses. The power of

attraction increases as we become clear about who we are and what we want. This clarity transforms us into powerful magnets, each automatically attracting others who have the same intention.

Quantum physicists, human behavior experts, and even health practitioners have proven that the universal law of attraction is sound. We, and hundreds of businesses, have proven for ourselves that applying this law of attraction to our sales and marketing practices easily brings to us compatible customers who fully appreciate the value of our products and services.

Now it's your turn to experience the *powerful spark of Strategic Synchronicity*. We invite you to research and explore these principles for yourself. We invite you to play with the Strategic Attraction Planning Process. We invite you to create your own Strategic Attraction Plan for serving more of your most perfect customers.

If you accept our invitation, then let's proceed.

## Experiencing the Process

This is a how-to handbook for strategically applying the natural and universal law of attraction to the sales and marketing of your business as quickly as possible. We ask you to immerse yourself in the Strategic Attraction Planning Process by using the examples and exercises available to you in every chapter of this book. If you want to explore these concepts at an even deeper level, we have included a bibliography and a list of the resources that have supported us in our exploration.

The first step toward consciously engaging in this process of forming a greater degree of relatedness with your customers, employees, coworkers, and other stakeholders is to give up whatever attachment you may have to the commonly used and accepted marketing

techniques that involve targeting customers. The second step is to prepare to refocus your efforts on your business mission, the true source of your powers of attraction. Each business mission is as unique and distinct as the people who create it, and the clearer you become about your business mission, the more effectively you and your company can attract your most perfect customers to your real or virtual doorstep.

In our experience, it is no longer necessary, logical, or productive to work eighty-hour weeks, struggling to stay ahead of the competition, because there is no race—not even in the fast-paced world of dot-coms. It is also no longer necessary to get to the marketplace first. Your most perfect customers are patiently waiting for you. In fact, *they are looking for you* and are counting on you to stand still so that they can find you at the most perfect time and place.

So your first exercise is to slow down. Take the time to both read and do the exercises in this book. You could read this book in a day. Yet our intention is that you will continue to experience the exercises, and the insights that they reveal, for years to come.

## How to Use This Book

We can't stress this enough: The transformative power of this book lies in doing the exercises. Try each exercise on as if you were putting on a shirt for the first time. You won't know if it fits unless you are inside it. If it's too tight or uncomfortable, take it off—then try on another one until you discover those exercises that are a “perfect fit” for you.

To assist you on your journey of exploration, we've organized our book into three sections:

- Part I—The Six Standards of Strategic Synchronicity
- Part II—The Strategic Attraction Planning Process

- Part III—Strategic Attraction in Action: Twenty-One Daily Tips

In part I, you will begin to play with the six building blocks that cause the Strategic Attraction Planning Process to produce *Strategic Synchronicities*. In part II, you will be guided through the creation of your first Strategic Attraction Plan, the plan that re-creates your organization into a powerful and unwavering lighthouse, attracting perfect customers to its shore. Through the tips and exercises in part III, the intensity and breadth of your illumination will be greatly increased, and with that increase will come a corresponding increase in your organization's powers of attraction.

According to Dr. Robert Fenn, regional director of the Northeast Ohio Procurement Technical Assistance Center, an economic development center: "Having been in business for over thirty years, I was surprised to learn of an approach to better marketing that I'd not heard before. I'm surprised because it seems so obvious. But, as we all know, the devil is in the details. I am clearly convinced that by adopting the Strategic Synchronicity philosophy, all companies can improve their effectiveness and, more importantly, the bottom line. I am still amazed at the pure simplicity of the approach; but then aren't the best ideas always the simplest!"<sup>4</sup>

Throughout this book, you will be introduced to many Synchronistic Perspectives provided by thought leaders—corporate executives, staff members of organizations, and entrepreneurs—all of whom have been experimenting with this process and who have voiced their own experiences with these same exercises. If you find that a spark of Strategic Synchronicity occurs with any or all of them, you are encouraged to contact them directly. Each one has volunteered to be a resource of advice and encouragement for those of you just beginning your exploration. You will find contact information in the Resources section at the end of this book.

One last note about how to use this book. You will notice the use of the word “perfect” over and over again. This is done intentionally. Behavior therapists have proven that a new behavior more quickly becomes a habit when the behavior is repeated frequently. So we give you many opportunities to play and practice with the term “perfect.”

In the process of adjusting to the term, our clients have often asked if “perfect” can be replaced with some other word, such as “ideal” or “desired.” We understand that the concept of perfection makes some people uncomfortable because many of us have been taught that no one is perfect. We ask you to resist the temptation to exchange the word for another, more comfortable yet less specific, word.

Let’s begin the practice of attracting perfect customers now.

## PART I

# The Six Standards of Strategic Synchronicity

HOW TO create a “perfect connection” with more customers, and recognize it at the moment it is occurring, is the ultimate goal of the journey on which you are about to embark.

Your first stop on this journey is to acquaint yourself with the six affirming standards for conducting business in the new millennium. Daily practice of these Strategic Synchronicity Standards will lay the foundation for a more prosperous, profitable, productive, and perfect business environment.

It is on this foundation that you will create your own Strategic Attraction Plan, a strategic process that works so quickly—usually within two days—that the results appear almost like coincidental occurrences, or “synchronicities.”

According to *Merriam-Webster’s Collegiate Dictionary*, “synchronicity” is defined as “the coincidental occurrence of events and especially psychic events (as similar thoughts in widely separated persons or a mental image of an unexpected event before it happens) that seem related but are not explained by conventional mechanisms of causality.”

Lighthouses speak to vigilance.  
They speak to caring. They speak  
to being there. They speak to  
helping other human beings.

*Peter Ralston*

Our definition of “Strategic Synchronicity” is different in that we believe it is possible to both design and identify the process that causes the resulting relationship. Through our years of training people at hundreds of entrepreneurial organizations and corporations, as well as nonprofit and governmental organizations, in the Strategic Attraction Planning Process, we have found that it is strategically possible to attract relationships that begin with a high level of connect-edness—a *powerful* spark of Strategic Synchronicity—and that produce the most enriching, satisfying, and prosperous ongoing exchanges of information and energy.

## The Lighthouse Test

How can you tell if you and your company are strategically ready to attract only the “most perfect” customers to serve? By using the simple Lighthouse Test.

Imagine a lighthouse standing strong and tall on the rocky shore of a beautiful harbor. The water is calm, the sky is blue, and many boats are out at sea. But off in the distance a storm cloud is forming. It approaches the shore very quickly. The sky is getting darker, the waves are getting rougher, and many of the boats are being tossed about on the water. As the rain and the wind pick up strength, the power of the beam of light emanating from the lighthouse increases. The darker the skies become, the brighter the light shines to provide safety and security in the midst of the storm.

Notice that not all of the boats need this beam of light to guide them to safety. Some have more confident captains and crews, and some are fully equipped to manage through storms safely and effectively. Now imagine that the lighthouse gets upset because some of the boats are choosing to follow their own path. The lighthouse feels that it is not successful if its light is not guiding all of the boats in the sea. It sprouts arms and legs and runs up and down the beach

acting like a searchlight, doing its best to catch the attention of all the boat captains, attempting to encourage more of them to depend on its light.

What do you think would be the result?

Most likely, the boats whose captains were depending on a steady, constant stream of light to guide them safely around potential dangers would be damaged or destroyed in the chaos and confusion. Other boats might be steered dangerously close to shore so those on board could get a better look at the spectacle. Still others would be perfectly content to stay where they are—out at sea, relying on their own navigational equipment. The result: very few boats would be served well or at all by the lighthouse.

Here's the test.

How often are you, your employees, and your coworkers operating like lighthouses standing securely on the shore, attracting and safely guiding the boats (customers) that need your business with your light? How often do you run up and down the beach frantically looking for boats (customers) to serve?

## **Perfect Customers Are Most Likely to Find You When You Are Standing Still**

It takes a lot of energy to look for people to serve. More than likely you have had the experience of trying to figure out how you could find the greatest number of customers. You spent much time and money experimenting, looking for the right way to catch their attention. Once you caught their attention, you had to convince them that you are the one who has what they want. By the time you actually found someone willing to try what you have to offer, you were exhausted!

So when a customer told you that he was not completely satisfied with your products, your policies, or your pricing, you were more

than willing to make compromises to satisfy him. Truth be known, you were just too tired to put up a fight. Thinking that you won the war, you felt you could afford to let him win this smaller skirmish—especially in light of what it would cost you to go out and hunt down another customer to replace this one.

If you'd had greater confidence and financial resources, you might have been more willing to listen to your tiny inner voice, the one that speaks for your instincts, which said, "Be careful. This one could be more trouble than he's worth. This customer is not meant for you."

Instead, you convinced yourself that this customer must be meant for you because he responded to your advertising or clicked on your hyperlink. You were afraid that if you didn't serve him, the competition would. Of course, your inner voice was right. By the time you ended your tortured relationship with this customer, you knew that no amount of money in the world would be enough to compensate you for the exhausting cost of the experience.

This is the typical end result when you buy into the adversarial marketing school of thought that preaches a gospel of "targeting audiences," "stealing market share," and "eliminating the competition." These "stealth" strategies virtually guarantee that if you do win the battle, you will end up with customers who will be impossible to satisfy because they are not a perfect fit for your company. What you are "winning" with these strategies are another company's perfect customers.

While it is easy to blame the customer for the poor quality of the interaction, it is important to remember that you are solely responsible for choosing to serve a customer whose needs are not a perfect match for your company.

The lesson to be learned from this type of experience is to listen for and trust your inner voice when you encounter a less-than-perfect customer. It's warning you that your own distinctive light has gone

out or that perhaps you forgot that lighthouses do not wade out into the water looking for boats to serve. Your responsibility is to stand still and keep shining your own distinctive light, to keep polishing the lens to ensure that your light has the power and brilliance to break through the darkness and attract the attention of only perfect customers.

The following six chapters introduce the six Strategic Synchronicity Standards. These standards provide essential training in how to stand still so that your most perfect customers can come straight to your shore, your door, or your Web site.

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# 1

## Be on Purpose with Your Mission

A FEW years ago, while working at a job that she did not enjoy, Stacey came across the following affirmation: “Do what you love to do and the universe

rushes in to support you.” She realized as she read the statement that she did not feel supported by the universe in her job. Rather than being easily swept along to her goals, she felt as if she were constantly walking into a windstorm. Each day seemed harder than the day before. Although she originally thought the company’s mission and values were aligned with her own, it became apparent that she had been fooling herself. In giving the organization what it needed, she was increasingly suppressing her own needs. Yet she was attached to the job because she wanted the salary, prestige, and connections that came with it.

As a community service, she would periodically conduct free workshops to teach marketing and communications principles to business owners. She truly loved facilitating the workshops, and the people who attended let her know how much they enjoyed her teaching methods.

Work is evolving from supporting only our survival to nourishing and encouraging our livelihood.

*Martin Rutte*

She felt completely alive when she was leading those workshops. Her personal mission—assisting organizations to operate in the best interests of the community—had found a voice. When she read that affirmation, the realization that these workshops were her business mission, her unique service to the world, hit her like a thunderbolt!

She had a choice: continue to fight against the wind until it finally blew her away, or allow herself to be carried along by the wave of certainty and joy that she had a responsibility to share her unique understanding of marketing with the world.

Just one problem stood in the way of making what was otherwise such a clear choice—money. She had to ask herself why she was making her workshops available for free. The answer was that she was not sure anyone would attend if she charged for them. She realized that she would be stuck in an unfulfilling job as long as she lacked trust that she could make money doing what she loved to do. With that realization, she knew that it was time to open her own consulting practice and be “on purpose” with her mission.

Richard Barrett, visionary, consultant, and best-selling author, recently spoke about his work supporting leaders in building values-driven organizations. At the end of the session, when one member of the audience thanked him for his insights, Richard responded, “I am grateful to be a channel for this information—and I thank God that this is the way I get to make my living.” In that one sentence, Richard summed up what each of us who is truly living our passion gets to feel about our business.

It is our belief that most successful businesses began with someone’s passionate mission: to share new information, produce a better product, provide a new understanding, contribute to the culture. A successful business remains successful because it stays true to its mission. How does a business stay true to its mission?

- By becoming clear about whom it is meant to serve
- By hiring only people who are truly aligned with the mission
- By ensuring its products, its management practices, and its organizational structures are all in alignment with the mission
- By measuring how well the organization has achieved its mission each and every day
- By trusting that money is a natural by-product of staying true to the mission

A business that stays true to its mission is an “attractive” business. An attractive business is one that is standing still and solid, emanating the light of its mission, so that its most perfect customers can easily find their way to the company.

## Is the Customer Always Right?

Businesses with an overactive appetite for short-run results—created from a desire to grab the greatest number of customers in order to make the most money in the least amount of time—are much like the frantic lighthouse described above. Running up and down the beach, these businesses soon get winded and deplete their energy.

Their attractiveness quickly fades because this least-common-denominator approach lacks the depth of a more sophisticated *strategic* understanding of how to build longer and more satisfying relationships. A slower, surer reliance on the process of attraction allows a business to expand from its capacity to serve appropriate, appreciative customers who respond to the company’s intent and mission without having to be “sold,” “baited,” or “snatched away” from the competition.

While nothing is inherently wrong with the old approach, it does require a business to expend a great deal of time, energy, and money

on developing tools to predict every possible customer need and desire. It also has to prepare for “damage control,” to handle the many complaints that come when its predictions are inaccurate.

Conversely, when the owner, managers, and employees design the business out of their mutual goals and shared values, they know exactly which types of customers the business is suited to serve. They know exactly which services and products they desire to provide to these customers. They know the business’s hours of operation, they know the size of the staff, and they know what to charge for the products and services.

This information comes directly from asking themselves, “How would I want to be served by this business?” They trust that their mission is to serve others in just the way they would want to be treated. This means standing absolutely secure in the knowledge that many others need to receive their services or products. The energy that emanates from such confidence is like the light that shines from a lighthouse.

As the sky becomes dark, the light in the lighthouse automatically turns on. That is its mission. It does not wait for a boat to arrive before shining its light. It never waivers from its function of being a lighthouse, even if no boats are in the harbor on a particular night.

A perfect example of the concept of designing and maintaining a business committed to its mission is shown in *The Nordstrom Way: The Inside Story of America’s #1 Customer Service Company*, written by Robert Spector and Patrick D. McCarthy. Nordstrom’s mission—“Not service like it used to be, but service that never was. A place where service is an act of faith”—encourages entrepreneurial, motivated men and women to operate from their own personal missions in making an extra effort to provide customer service that is unequalled in American retailing. If revenue is an indicator of how true a company stays to its mission, then Nordstrom, with sales in excess of \$4 billion, is solidly secure and a very “attractive” company.<sup>5</sup>

## What Are You Bringing to the World?

The key to staying fully passionate about your business and fully empowered is to ensure that your personal mission and your business mission are completely aligned. Whether you own, manage, or work for your company, you as an individual have a personal mission. Are you clear about what it is? Do you know what you want to bring into the world each day?

We had the pleasure of working with Bambi McCullough, senior vice president of the Houston-based Sterling Bank, and her fellow executives in aligning their personal missions with the organization's business mission—"Exceptional People Providing Unexpected Personal Service." With the vision of becoming the number one bank in the country for owner-operated businesses, they are delivering on their mission through these six service standards, which define what customers can expect from each and every employee:

1. To make every day our grand opening.
2. To Listen, Listen, Listen.
3. To serve others the way we want to be served.
4. To fulfill the customers' needs and exceed their expectations.
5. To be appreciative and respectful.
6. To be confident, knowledgeable, and continue to learn.

Each time Ed Young, owner of Edwin G. Young II Insurance Agency, serves his most perfect customers, he has a clear sense of how closely his personal and business missions are aligned. He proudly displays his unique mission in his e-mail signature line "Your Friendly Farmers Agent and Reconstructionist: When tragedy strikes, we help you reconstruct your life with dignity."

To know if your business is aligned with your personal mission, you must first be aware of your personal mission. One way to construct

a *personal* mission statement is to start by distinguishing the values that you hold closest to your heart. Your core values are those qualities and principles by which you measure your integrity. They give you a foundation to stand upon.

Rick Sidorowicz, editor of *The CEO Refresher*, referencing the work of James Collins and Jerry Porras in "Building Your Company's Vision," gives a concise and complete overview of the nature of these core values, whether they are held by a person or an organization:

Core values are the organization's sense of character or integrity. Core values define what an organization stands for. Values are "core" if they are so fundamental and deeply held that they will change seldom, if ever. On the other hand it is more likely that the organization will change markets if necessary to remain true to its core values.

Perhaps the key to "greatness" in the sense of viability, adaptability, longevity, and relevance for organizations is this sense of character, identity, unwavering purpose, integrity and the core values that you truly stand for. You discover core ideology by looking inside. It has to be authentic. You can't fake it. It's meaningful only to people inside your organization and it need not be exciting to others outside.

How do you get people to share your core values? You don't. You can't. Just find people that are "predisposed" to share your values and purpose, attract and retain those people, and let those who don't share your values go elsewhere.<sup>6</sup>

Take a moment now to write down in the space below the values that are at your core. Feel free to create your list with a partner with whom you can bounce ideas back and forth.

To get you started, you might want to consider the following core values—integrity, joyfulness, confidence, dedication, a sense of humor,

commitment, spirituality, honesty, service, leadership—and add some of them to your list. Next, consider what other values are important to you, and add them to the list below.

## My Core Values

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

From this list of core values, select the three or four that are the most important to you.

Next, arrange these values into a mission statement. For example, if you selected joyfulness, honesty, dedication, and service, your sentence might be “My personal mission is to ensure that I bring honesty, dedication, and service joyfully into everything I do for others.”

You may feel that one value is more important to you than all the rest. For example, you may believe that the most important value is justice—that without justice, nothing else matters. If that is the case, then your mission statement might be “My personal mission is to ensure that everyone is treated with justice.”

Now you have a basis from which to determine if your business is also operating from this mission. Are the core values of the business

you own, you manage, or that employs you in alignment with your core values?

If your answer is yes, you have a solid foundation on which to create your Strategic Attraction Plan for more perfect customers.

If not, we encourage you to use the Strategic Attraction Planning *Process* provided in part II to attract a more perfect job for you, one that is aligned with your core values and your mission.

## **Vibrant Businesses Are More Attractive**

Why is it so important for your personal and business missions to be fully aligned? With this alignment, you stand taller, your light shines farther, and you are more vibrant, more clearly visible, and much more attractive to the customers who are most perfect for you to serve. This is what it means to be on purpose with your mission. Now let's explore in detail whom and what you want to attract.

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