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YOUR SOUL ALIGNED GUIDE TO ATTRACT AMAZING CLIENTS!

A PROVEN 7 STEP ROADMAP



An authentic client attraction
system for soul-aligned businesses

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Welcome!

You're here so I know your committed to creating a thriving soul-aligned business, one you love being part of everyday, that changes people's lives for the better!

In this guide you'll find a roadmap to 7 proven ways to attract amazing clients – clients you'll love to work with.

My goal is to help soul-aligned business owners just like you, to build, grow & scale the passion-led business they love.

The strategies I share here I used to build my thriving practice, and my clients now use them everyday too. Use them to help you attract amazing clients, grow your soul-aligned business and make a bigger impact in the world.

Welcome friend, let's get started...



Attracting *amazing* clients
starts with understanding
their *journey* and offering
genuine *value* at every step.

It's about building
connections, not chasing
transactions.

CASS DUFFILL
SOUL-ALIGNED BUSINESS COACH & MENTOR



Client Attraction *Checklist*

- ☐ Deep dive your ideal client
- ☐ Build your list with a freebie
- ☐ Leverage your online presence
- ☐ Offer free workshops or webinars
- ☐ Personalise your client journey
- ☐ Create a standout brand
- ☐ Get into networking



Deep dive *your* ideal client

I know you've heard it before, but it's a key foundation of a successful business that many amazing entrepreneurs don't get right (or skip over entirely!). Deep diving your ideal client is the key to creating content they notice, and offers & services that they'll love.

You need to really know who they are and what they need.

Here's a few tips on uncovering your right-fit clients:

Your niche is not the person you help, it's the problem you solve

What problem does your ideal client need solved?

What would it mean to them, to solve it?

How would it change or improve their life for the better?

What do they think, feel or believe about their problem?

Brainstorm this, it will give you plenty of key messages for your marketing to help you attract the right clients!

Use a *freebie* to build your list

Building an email list (and emailing them regularly) is a great way to keep a steady flow of amazing clients in your soul-aligned business. The key is to create a freebie that they'll get great value from and get small results - to give them trust you can help them.

For your freebie to be enticing (and regularly downloaded) make sure it answers a small part of their problem. For example, if you support clients mindset blocks, you could have guide that starts this process "Simple Ways To Unpack Your Blocks".

What type freebie would your ideal clients love? Here's some ideas:

PDF workbook or guide

A checklist

Audio file - meditations or affirmations

Daily journal prompts

A goal or outcome tracker

Nutrition guide

Free mini training or course

There are so many options - get creative!



Leverage your *online* presence

We have an amazing opportunity to access a wide range of online marketing channels for free. Whether you love or hate digital marketing, there's never been such a range of marketing available, that costs little more than some time & creativity!

Various channels and spaces are available to you. The key is not to be on all of them, but chose the ones where your ideal clients hang out. Being regular and consistent (not constant) will help you build brand awareness and over time, help generate new clients.

It's easier than you think to start to get traction online. It's actually just three simple steps, that I've outlined below for you:

Choose your platforms

Set a schedule you can achieve

Execute your plan reliably

Offer free *workshops* or *webinars*

Regardless of whether you have a virtual business or operate face to face, one fact is always true... people buy from people.

The more ways you can give potential clients access to you so they can get to know you, your expertise and ability, the more likely they'll be to work with you.

A great way to do this is through free workshops or webinars.

Whether you offer a monthly, quarterly or evergreen (available on demand) webinar or workshop, it's a perfect opportunity to let potential clients get to know you, and how you can help them.

A few points to note:

Focus on helping, not selling.

Give key takeaways that will get fast results.

Offer next steps to work with you, like a discovery call or a free resource.

Build your client base by helping & sharing



Personalise the *journey*

What soul-aligned businesses do better than any other industry, is offer tailored, personalized support and outstanding results. It's a key point of difference that needs to shine through the entire journey, from finding you, to working with you.

Even before they become clients you can personalize their journey, make them feel seen and heard, and increase the likelihood of them becoming a client.

Here are some ways you can use personalization to help attract amazing clients:

Use their language in your marketing (say it how they'd say it, for example they wouldn't say "gut dysfunction" but they might say "upset gut").

Use their name on emails & communication.

Write emails asking about their struggles, inviting reply.

Invite them to a free discovery call.

Create a *stand-out* brand

Are you missing the foundations of a stand-out brand?

Your brand is so much more than your logo, the colors you use or your website design. The foundation of your brand should start way before these creative elements are chosen.

Brand is the reason that clients chose one business over another. It's why some people seem to come from obscurity and create a loyal following overnight. It gives people something to align with, stand beside and be loyal to.

So take some time to consider your brand and ask yourself these questions:

What is your mission, values and vision?

Is this clear in your brand?

When you look at your business & brand, does it show you in the way you want to be seen?

What does your brand stand for and why should clients choose you over another practitioner?

How would someone describe your business & brand if you asked them? Is that how you want it to be described?



Get Into *networking*

You might attend conferences and events to continue your learning, but do you make time to attend networking events to grow your business? If not, it's time to add some to your calendar!

Networking events are about making industry connections. Perhaps they are people who could refer clients. Maybe they can offer you speaking opportunities. Perhaps it's just about getting known.

Being a secret never created a successful business.

Here's some things you can do:

Join business networks

Attend local networking events. Get to know other businesses.
Share who you help & what you do.

Pitch for speaking opportunities

These don't happen by chance. Pitch to podcasts, events & speaking opportunities and share who you help & why.

Check EventBrite

Eventbrite and other event platforms are great resources to find networking events near you.

Let's grow your *soul-aligned* business!

Use these 7 simple strategies to attract more amazing clients into your world. My clients use these strategies everyday, growing their businesses and changing people's lives for the better!

Hi, I'm Cass, and I empower soul-aligned entrepreneurs, coaches, and healers to shake off the shackles of what you thought your business should be, and create an abundant, purposeful enterprise you love.



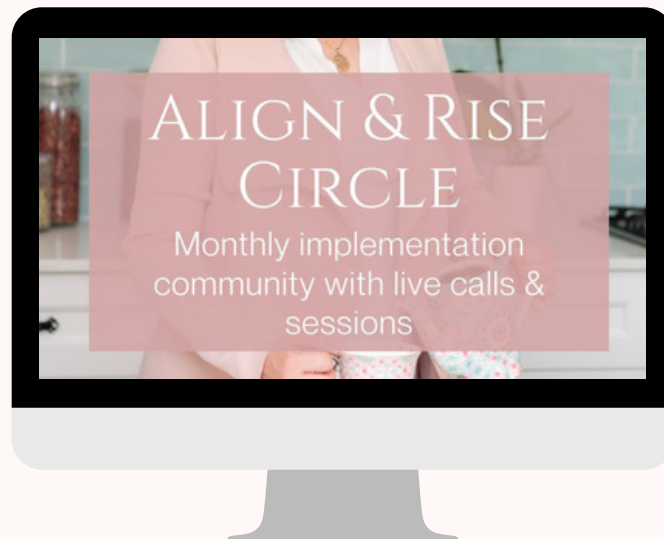
Turn your *passion* Into *possibility*

Whether your dream is creating meaningful impact, building a business that lights you up, designing a life of freedom, or crafting a purpose-driven enterprise... my focus is helping you create YOUR version of success - YOUR way.

Let's design your path to purposeful success!

[Book a Free Connection Call](#)

Trust the whisper of *your soul...* your journey starts now



Your entrepreneurial journey doesn't have to be solo.
Join the Align & Rise Circle and connect with like-minded
souls committed to meaningful business growth

FIND OUT MORE



FREE MASTERCLASS:
**Scale Your Soul-Aligned
Business to \$10k+ Months**
Learn the exact strategy soul-
driven entrepreneurs are using
to create meaningful impact
and financial freedom.

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