

Your Map to Clients

eBook



*Find your ideal clients
where they are waiting for you...*

The Sweet Spot Between Your Head and Your Heart is Where You'll Find Your Voice



The Map to Finding Your Ideal Clients

Welcome Passionate Lightpreneurs!

After listening to my webinar, 3 Reasons Your Lightworker Business Isn't Expanding (and what to do about it!), you know that your ideal client needs to be defined in order to stand-out and get sales. Lightworker businesses are a whole new animal with a unique ability to apply to anyone you are talking to. But don't be fooled, your target market is not those who can benefit (that's far too broad)! Not to mention, no one wants to learn about the modality you offer, they simply don't have time. In order to stand out in the crowd and catch the attention of your ideal client, you need to craft a focused message which speaks to their pain-points and desires not to what they need to learn. Broadcasting your services to anyone who will listen will result in everyone tuning you out.

Your ideal client is already looking for what you offer and is ready to invest! Defining who this group is will be something we dive into together during the 2-hour Vishuddha Workshop, but once we know who they are, we need to know where to find them!

This Directory is broken into two segments: Virtual (digital/online) and 3D (in person). During our workshop time, I will be outlining various ways to speak to your ideal clients, but in the meantime, this special bonus will have you thinking about the places your ideal clients might already be gathering and will become a helpful resource once you define them.

I'm so excited for the journey you're on and the light your business brings the world!

In gratitude of all you are and will remember Being,



About Anahata

Anahata

After 17 years in Corporate America as a seasoned Marketing Professional working with brands like Whole Foods Market, Best Buy, and Vail Resorts she was laid off and out of prospects. With a toddler at home and a strong desire to end the 9-5, she surrendered to her higher calling; Energy Medicine. But the Corporate Marketing "rules" didn't seem to apply to the lightworking world she now found herself in and it was a struggle to find clients.

Fast forward a few years after the Divine Download she had in that time of surrender and expansion, and her work had blossomed into a full-fledge movement called Anahata Codes. With thousands of students around the world and dozens of Practitioners in training, she was faced again with the strange dynamics of lack and struggle present in the lightworker businesses of those she was teaching.

Dedicated to applying her decades of Marketing expertise to help her students flourish, Anahata discovered a few keys to help expand lightworker businesses into the thriving organizations they deserve to be. Vishuddha Marketing was born and with it, an entirely new way to attract clients using what she does best; Conscious Co-creation and the Law of Resonance.

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Where to find your ideal client once you know who they are

When we dive deeper and discover who it is you talk to best (your Medicine and what makes you the expert), there are two planes of gathering to reach your ideal client: Digitally and in person. Let's talk briefly about them both and list the corresponding directories.

Digital World (online) – Average conversion 1 – 3%

Anything anyone wants is at the touch of a button and the world-wide-web has made it extraordinarily easy to reach anyone, anywhere. The downfall with this technology is the same as it's benefit – the sheer expansiveness of it all! It's easy to get lost in the noise of any other lightworker offering any other amazing program or service. What's even more daunting is the conversion rate. Statistically, only about 1 – 3% of those you reach online will actually become a client making it ever-more important to increase your tribe continually.

But don't dismay, during the Workshop I will be teaching you the basics on how to translate your Medicine into irresistible webinars, eBooks, templates, and blueprints which will have you growing your ideal client list and reaching more people in no time. The more people you reach, the more clients you have. Here are some places to consider where your ideal client are already spending time online:

- **LinkedIn:** People label themselves on LinkedIn in their profile. You can strategically search for and connect with your ideal client and even join groups of people who are your ideal clients.
- **Facebook:** Join the groups your ideal clients hang out in and join the conversation!
- **Pinterest:** People here are looking for advice, quotes, and ease. You can do a lot by speaking your voice visually here and funneling them to your workshops and webinars for more.
- **Niche Social Communities:** Chances are your ideal client is seeking out others in the same situation as them and may even join unique social communities online which help those very people through connecting them with others. Once you define your ideal client, you can explore the Social Communities which may be present online and figure out a way to work with them.
- **Summits & Radio:** Leverage the reach of others by participating in a Digital Summit or being interviewed on a radio show. Summit and Radio hosts are always looking for valuable content for their listeners plus they get 50% standard of the sales so it's a win-win for them.
- **Organizations:** Many of the Organizations which are listed in the "Physical World" directory also host online events and virtual speaking platforms which you can look in to participating in.
- **Google it!** Why fight against SEO (search engine optimization) chances are, those groups which are attracting your ideal client already, are places that they'll be gathering! So simply google search the interests and demographics of your ideal client and see what groups come up in the search engines which would make obvious sense to partner with and speak to (as either part of a summit, webinar, or training)



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Physical World (in person) - Average conversion 10 - 20%

Though the conversion is higher (around 10 – 20% of those you speak to in person will become clients) it is also true that most people fear public speaking more than dying! This is where practice makes perfect. And during the Vishuddha Workshop, I'll teach you how to craft a "Vishuddha Talk" which you can do for a small group of people to start off with, and build yourself up. Once you have your hour-long free talk which is packed with value, it's an easy transition for people to want to work with you either through purchasing a group workshop or a package of your service offerings.

Here's a few places to find your ideal clients and offer your free Vishuddha Talk. And trust me, groups are always looking for speakers to come when they bring value to their group and provide solutions.

- **Meetup:** Though online (www.meetup.com), Meetups bring together like-minded individuals based on interest and you "meet up" with them. And, while you aren't going to join the meetup, the group itself is always looking for interesting speakers to come add value to their meetings.
- **Organizations looking for speakers:**
 - Woman Business Owner Organizations
 - Small Business Owner Organizations
 - Female Executives Organizations
 - Executive Organizations
 - Coaches and Consultant Organizations
 - Spiritual Organizations or Churches
 - Libraries
 - Support Groups
 - Studios (Yoga/Pilates)
 - Natural Food Stores
 - Special Interests Clubs
 - Adult and continuing education groups, Graduate Schools
 - Wellness Centers
 - Health and Fitness Facilities/Clubs
 - Physical Therapists
 - Elks, Rotary, etc.
 - Get creative about searching for Organizations which bring together your ideal client and reach out to them with your valuable "Vishuddha Talk"
- **Expos**
- **Fairs and Festivals**
- **Organized Retreats**

If you're feeling overwhelmed just looking at this list, don't be. Whether you present online or in-person or a combination of both, once you get your Vishuddha Talk down, you can appear in as little as a few groups per month and bring in thousands of extra dollars just by enrolling a handful from each speaking engagement into your group programs or packages.

