

Unleash Your Passionate Business & Life

Step 3: Unleash Your Business

In order to truly Unleash Your Business you are going to need a business plan.



A business plan is your road map to success and it doesn't have to be 30 pages, it can be as simple as one page, Keep it simple, but if you feel stuck check out the Unleash Your Business Coaching program at or visit

www.LaKeishaHankins.com

Step 4: Attract Your Ideal Client

It's important that you take a minute and identify your ideal client. You got to be able to attract some clients and not just any client's, clients who are going to want to pay you for your values and what it is that you have to offer, whatever your service is, whatever your product is. If you are looking to make more money in your business, you have got to be able to attract clients is fill up your funnel, which we will talk about in step 5.

When you start to speak the right language to your ideal customers in a really compelling way is when they start to take an interest in (and ultimately to buy from) you. It's not going to

happen overnight, it's something you need to do on a sustained basis for weeks and months but as soon as you stop trying to market to everybody and as soon as you stop trying to please everybody, you'll find that your marketing will be much more focused, and much more efficient and effective because you are going to be speaking to people who are most likely to buy from you.

Identity Your Target Market- Who is your ideal client?
