

Clients By Design: How To Attract Your Next 3 Ideal Clients In 30 Days!

# CLIENTS BY DESIGN: HOW TO ATTRACT YOUR NEXT 3 IDEAL CLIENTS IN 30 DAYS IN 3 SIMPLE STEPS



By Lisa Angelettie

<http://LisaAngelettie.com>

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~ *Lisa Angelettie* ~

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### **Lisa Angelettie's Clients By Design: How To Attract Your Next 3 Ideal Clients In 30 Days In 3 Simple Steps**

Lisa Angelettie  
93 Old York Road  
Suite 1 - #740  
Jenkintown, PA 19046  
[info@LisaAngelettie.com](mailto:info@LisaAngelettie.com); <http://LisaAngelettie.com>

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### Raving Fans!



*“Lisa’s style is down to earth and easy to read. She provides useful, timely, easy-to-understand information and I was able to implement some of her strategies within minutes.”*

Krylyn Peters, LPC - Phoenix, AZ  
Licensed Professional Counselor, Singer/Songwriter tools  
for self discovery, self expression, & self care.  
[www.SongWritingTherapy.com](http://www.SongWritingTherapy.com)

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*“I love it when the author of a report gets right to the point, tells it like it is, and talks from the trenches. Lisa Angelettie is that person and the author of this report. She is a no nonsense writer and online marketer who has my greatest respect.*

*Every word is a gem, and she covers this misunderstood subject in less than 30 minutes of reading. I assure you this is one report you will read again and again. Absorb the information, and follow her advice, I certainly have.”*

Anne Schofield  
San Diego, CA

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## ABOUT THE AUTHOR



Lisa Angelettie is a 6-figure multiple client income streams mentor to motivated solo entrepreneurs.

She is an award-winning writer & marketing strategist who specializes in mentoring coaches, consultants, speakers, healers & other service professionals on how to **quickly attract their ideal clients and package their services into a variety of high-value client income streams.**

Using her strategies, Lisa's clients have experienced exceptional results such as: tripling their web traffic, getting their first few high-fee paying clients, filling coaching groups in 30 days, and doubling their income in less than 90 days!

Lisa is known as an expert who breaks marketing concepts down into easy step-by-step systems that anyone can follow and replicate. She is dedicated to empowering entrepreneurs who may feel isolated and always chasing the next "bright, shiny, marketing object" and giving them the crystal clear direction, tools, and strategies they need to go from hobbyist to 6-figure superstar!

She is the creator of the Multiple Streams MBA™ System, the best-selling article marketing tutorial Articology™, and Clients By Design: How To Attract 3 Ideal Clients In 30 Days In 3 Easy Steps. A writer for over 20 years, she has written for publications such as The New York Times, Gannet News, and Publisher's Weekly.

Lisa met her husband (Deric) at college in Washington, D.C. They have 3 girls (Autumn, Ali & Ava) as well as two cafe-colored Labradoodles. They all live together in Elkins Park, PA where Lisa works from her sunny, yellow-hued home office.

Learn more about Lisa's marketing products & programs by visiting her site at: <http://LisaAngelettieBlog.com>

*"Every entrepreneur deserves an abundant business. I truly believe that. Once an entrepreneur steps into their brilliance and truly values their expertise while also providing their clients with a variety of valuable content -- they will discover their personal sweet spot for building a six-figure business and beyond!"*



~ *Lisa Angelettie* ~

## Welcome!

Hello fellow entrepreneurs! This is Lisa Angelettie welcoming you to the Clients By Design Training Class. This is all about how to easily attract your next three ideal clients in 30 days or less in 3 simple steps. I'm so excited that you are joining me for this training today and really honored that so many entrepreneurs just like yourself have requested the training. I think you'll be really pleased with how much content we're going to cover in the time that we have together today.

So again, this is Lisa Angelettie and you are on the Clients By Design: How To Attract Your Next 3 Ideal Clients In 30 Days In 3 Simple Steps. Now I realize that while I have met many of you either in person or virtually, for many of you this is our first time together, so I just want to give you a little background about where I am coming from.

About five years ago I gained recognition as an "article marketing expert" and for the last three years as a coach who can move entrepreneurs from trading dollars for hours to a "multiple income streams" model -- but it's pretty interesting how my whole evolution came to be.

Like many entrepreneurs, I went against my gut and started my professional career believing that I needed a "job" not just to pay bills but to feel successful. I was a journalist for several years with great publications such as The New York Times and Gannet News Service (USA Today) where I learned a lot about writing solid content. But being a journalist was not my life's work. I didn't feel as if I was serving people in a productive and positive way. I just knew it wasn't what I was put on this earth to do and so I kept searching.

I went to graduate school at New York University and became a psychotherapist thinking that perhaps my mission to serve people could be fulfilled in this way. The funny thing was though that I ended up talking a lot about how to help my clients find some

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sort of fulfillment as well as do better financially. It seems that I always got all the clients who hated their jobs:)

After getting married and the birth of my first daughter Autumn, I quickly realized that while I enjoyed my work with clients -- I wanted the ability to have the freedom of raising her hands-on. Traditional psychotherapy means you have to work around other working people's schedules and that's usually at night -- and I didn't want to do that any longer. Plus, money was a growing concern and the only way to make more money was to take on more clients. I just didn't know if that's the direction that I wanted to



Autumn

So I had to question my beliefs about how clients could be served, and came up with this crazy idea to create a website in order to serve clients virtually and via the telephone. I built it and called it GirlShrink.com, and the great thing about this business was that I could combine writing and psychology together from a home-based office. I loved that! In fact, it worked so well I was starting to attract tons of ideal clients purely by accident.

And as my visibility increased using several of my content strategies, my client list began to grow. In fact, I had to refer out many clients to other clinicians and while I thought that was great client attraction -- I knew I was leaving money on the table. Money I needed because by that time my second & third daughters were born!



Ali

My second daughter Ali was born on the autism spectrum and pretty soon (I'd say about 18 months in) she began early intervention services. From talking and working with professionals, I realized that she could make tremendous leaps and strides if she worked with speech and occupational therapists on a regular basis. Well you know the middle class drill in America? Too

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much money for help from Uncle Sam and too little to pay the for therapists, a school that specialized in her diagnosis, food :), etc. So needless to say - money was a growing concern in our house.

Once again I needed to question my belief system and ask myself how could I earn more income for the growing needs of my family while also allowing me the freedom to be there even more for my daughters, because I knew that acquiring more clients and working with them using a dollars per hour model would not work for me.



Ava

How many clients could I possibly serve and serve meaningfully on a given day? And when would I have the time to do it knowing that I had to raise three girls all about 16 months apart and one had special needs?

**That's when divine intervention struck!** During this time I became a certified life coach and several of my classmates asked me about GirlShrink. They wanted to know how I was attracting clients online and they wanted to know if I could help them change their "business card" websites into client attracting ones.



When they first asked me, I felt a feeling of light inside my chest that I had never felt before (zing!). That's when I knew -- that I had stumbled upon my life's purpose a.k.a. my **SUPERPOWER**. I was so excited to work with them and even more so when they started to see REAL results such as doubling their traffic and helping them to write articles and then repurposing them into ebooks that their clients devoured!

And that's when I really got it! **Not only could I help other solo professionals attract more clients but I could also show them how to work less and make more money**

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**by working with as many clients as they desired using a leveraged or multiple income streams model versus a dollar per hour model.**

As I designed systems around my work with my new business clients, I began to make note of what steps were producing results, what steps were easy for new marketers to implement, and what strategies were attracting the types of clients that my students really wanted. Not just anyone who would pay, but clients that they enjoyed working with.

**So why are we here today?** Initially I took all of my experience as a writer, and a site owner, and a coach and combined them into a system specifically for solo entrepreneurs that I now call the Multiple Income Streams MBA, how to consistently create multiple streams of client income in your business, and many of those concepts into my work with clients -- and I'm going to teach you the **client attraction strategy** from that today -- but there were also a few things that I was struggling with.

I was a victim of the "bright shiny object" syndrome and would follow someone, get on their list, hear about one of their launches and buy. I always thought that it would be the one thing to take me to the next level in my business. That it was the one missing ingredient. But I did it again and again, and next thing I knew I had tons of information products either on my book shelf or in my "infoproducts to read" folder on my desktop! And while I was able to implement some of the strategies, there were just too many from too many "authorities" to digest, and so it became a total distraction.

At that point I realized that I needed guidance from a mentor who I trusted, who was credible, and who could take me where I wanted to go. So I decided to work with my first mentor Alexandria Brown and shifted my business totally to a coaching & consulting model with clarity on how I would teach entrepreneurs how to identify and attract their ideal clients. That's when I really started designing my business by consciously creating content that attracted folks, and when I did this I tripled my list in just a few months. I



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also began to take the content I created, and using it to generate a monthly four-figure passive income via information products & coaching programs. And the icing on the cake was the nice streams of affiliate income that started to double month after month.

So you can kind of get here that I've learned a thing or two around this whole concept of taking what you know and creating streams of income around it that serve your ideal clients.

Now we have quite a bit to cover in our time together and I want you to know, I want to make sure that if you're listening to this training that you feel confident that you're in the right place. So just to be clear, this is the right place if you are struggling to attract clients, especially clients you like, to your business. This is the right place for you if you are looking to move from a one-on-one client model to a leveraged client model. This is also the right place if you are looking to take what you know, monetize it, and get it out in a big leveraged way. And this is the right place if you are ready to start making great money that improves the quality of life for you and your family. So if you're ready to take action, this is definitely, definitely the right place.

**So let me tell you a little bit about what we're going to cover in today's class -- quite a bit.** We are going to talk about the number one thing that you need to focus on to really start attracting a lot of clients. I'll tell you that I will be sharing with you a strategy that most solo entrepreneurs don't know which will put you leaps and bounds ahead of your competitors.

Then I'm going to show you my secrets for creating a foundation for attracting clients that consistently and continuously produces results. Once I started implementing this strategy in my business, I saw a complete 180 turnaround in not only client attraction but the quality of my clients. Also called high quality clients. These are clients that not only seek me out in order to work with me, but continue to invest in me at multiple, deeper levels.

## ~ Lisa Angelettie ~

Then last and most important, I want to share with you the most critical shift you need to make in your business that will ensure that your client attraction is effortless and your income is consistent. Many entrepreneurs leave this strategy until much later in their business, but it should really be implemented right now.

So we've got a lot cover - a ton in fact - and here's my commitment to you. I discovered close to a year ago my superpower :) -- and what your super power is is that work that you were put here on the planet to do, as well as the unique approach that you bring to your work. Your superpower is something that if you look back on in your life, you've been doing for years in some form or another, whether you were paid for it or not. My super power is to help solo entrepreneurs attract more clients and generate several streams of income from those clients.

So my promise to you is that I'm going to give you all that I can possibly give you in the time that we have together today and I know that there are going to be pieces that you want more detail on, there are going to be parts where you need further education. So I will give you all that I can while we're together on this class and I will also show for those of you who'd like to, show you where to get more. That's my promise to you.

So let's get started.

### **Step 1 - Clearly Identify Who Your Ideal Clients Are**

Many people start their businesses believing that if they build it, clients will come. I'm sure at this point you realize that this is not true - at all! That's probably why you're here today, and I totally get it because I unknowingly did the same thing - for years myself.

I started my business back in 2002 not really understanding who my ideal client was and where I could find them. This "not knowing" had me wanting to take on any and all

## ~ Lisa Angelettie ~

clients who would say yes and pay me my fee. Sure I had clients, but I smelled desperate, or at least that's how I felt.

### **So What about your business?**

Are you clear about what you do and the types of people who would be highly motivated to pay you to do it?

Do you know what to say when people ask you what you do? Or do you fumble over your words explaining what it is you "really" do?

When I first work with a client who is struggling with attracting new clients of their own, the first thing I examine is their **niche**. I pretty much can guarantee you that if you are not getting new clients - you are **not crystal clear about who your ideal client is**.

### **Identifying Your Ideal Clients**

Not really sure who your ideal clients are? They should be easy to identify if you have chosen a **profitable niche**, which is a niche that has proven to have clients who are willing to pay for your help. If you are not sure if anyone would be willing to pay for the service that you offer, because no one is doing it, then you are probably in the wrong niche.

While I admire trend setters and innovators, the reality is that most people who are successful follow the blueprint of someone who has already succeeded in what they want to accomplish. We're not trying to reinvent the wheel here - are we?

If you don't **know for sure** that there are clientele willing to pay you for your services, then you will probably spend an enormous amount of marketing dollars investigating who they are, where they are, and how to get their attention. And more importantly, you will **waste an extremely great deal of time**. Can you imagine spending another year of your life with abysmal income all because you selected the wrong niche!?

## ~ Lisa Angelettie ~

On the up side, if you choose a niche that has a history of generating dollars, you avoid wasting all that time and spending all that extra money on marketing. Others before you have done the heavy lifting - you just need to realize that you are unique, brilliant, and your message will resonate with people.

This is not a competition.



“While I’ve been a coach for several years, many of those years were frustrating because **my niche was too vague**. Before working with Lisa, I was all over the place! Since working with Lisa, as a VIP client, I’ve narrowed my niche to helping service professionals who need help with their branding and **I’ve tripled my income while continuing to love my work**. I highly recommend Lisa’s niche training.”

Kelly Green - Marietta, Georgia  
[www.InsiderBrandingSecrets.com](http://www.InsiderBrandingSecrets.com)

I believe that there are enough people out there who need you, who need me, and who also need all the many other coaches I know - to grow an abundant business. Don't you think so?

I coach clients regularly on how to select hot and highly profitable niches so that they can move forward in their businesses assured that there are plenty of their ideal clients out there who want and will pay for their services, programs, and products. Let's get you started clarifying yours...

~ Lisa Angelettie ~

## Action Step 1 - Identifying A Profitable Niche

### 1. Start with a basic Google search.

How many results show up for your current or proposed niche's search term? Use a term that a real person would type in to find information in that niche.

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Is there user-generated content on your topic on the first page of the search results? *Ex. Facebook posts, Twitter posts, forum posts, blog posts and blog comments?*

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User generated content gives you **social proof** that people are interested and talking about your topic. People who are talking about it are going to be potential ideal clients for you.

### 2. Who Are Your Competitors?

In that same Google search, were you able to identify any competitors or perhaps industry leaders in your niche?

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Were they listed on the first page of the results?

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Are there any AdSense ads above and/or to the right hand side of the search results?

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If people are paying money to advertise in your niche, chances are great that it's a profitable one with paying clients. Not many people are going to invest in advertising without having done some market research.

# ~ Lisa Angelettie ~

### 3. Are You Specialized Enough?

Have you chosen a very broad and highly competitive niche based on the above criteria? Well, don't be afraid to pick a speciality in your niche. Drilling down your niche to a **very specific type of client or service** is what will quickly set you apart from all the hoards of generalists out there.

**How can you specialize your niche even further?**

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### 4. Can you now visualize who your ideal client is?

Is it a man or woman? What is their income level? What is their education level? What is their motivation for wanting to work with you? What is their point of pain?

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~ Lisa Angelettie ~

## Still want more help selecting a profitable niche and identifying your ideal clients?

Then I recommend that you take a look at my **Niche Breakthrough Secrets System** Virtual VIP day. It's a unique, exclusive, and private one-on-one experience with me spending the day breaking through all the clutter in your business and getting clear about what you do, who your ideal clients are, whether your niche is 6-figure profitable, and being able to eloquently get the message of what you do to potential clients in a big way.



**Get more information & check on the availability of this program at:**

[Niche Breakthrough Secrets](#)

~ Lisa Angelettie ~

## Step 2 - Create A Signature System

One of the things that will make you definitively stand out and unique in the way that you do business is **how you get results for your clients**. The combination of how you achieve your results and packaging what you know is also known as your proprietary **Signature System** or as I call it your “secret sauce”!



Now before you panic, don't worry. Anyone who has worked with clients, who has successfully sold something in their business, or is an expert in their niche has their own secret sauce for doing what they do. It's just a matter of recognizing what it is and then getting it down into your own Signature System.

Even if you are a new entrepreneur and haven't made \$1 yet. There is a process or a series of steps you will take when you work with a client to achieve results. **Do you know what those steps are yet?** If not, you are in a great position to get your Signature System established right from the beginning -- and that's a great place to be! Clear from the very beginning.

### Why Do I Need A Signature System?



Your Signature System is exclusively yours. It is your footprint in the marketplace. It makes you special, and that uniqueness is **what will draw your next 3 clients to you this month.**

It's also important that you create a Signature System in your business (and you may even have more than one system) because it **establishes a series of steps that you use repeatedly to achieve a specific result**. Once you create this system you can use



## ~ Lisa Angelettie ~

it over and over and know that you will see results in your business, and also in the businesses and lives of the clients who you serve.

Another reason why you **MUST** design your Signature System is so that you can create content, products, services, and programs with ease and confidence. Once you definitely know each step that you make to achieve a result in your business - you can design **high-profit and marketable content** around those steps.

Additionally, creating and using your Signature System in your work with clients gives them a sense of **security** and assurances. You will know exactly what you will be teaching and **where you are in your process at all times**, and your clients will feel as though you are not just “winging it” but following a REAL system that will guide them step-by-step to REAL results.

Can you see the power in crafting your own signature system now?

Finally, I want to add that the act of sitting down and finally putting my Signature System down on paper and then using it as a guide for my content planning, creation and use with clients has been **strategically responsible** for creating a six figure mindset and income in my business.

I don't think I would have been able to attract clients who I absolutely adore, raise my productivity levels, raise my fees, and significantly increase my income if I hadn't organized “what I do” into a living, breathing system.

When I work with my private clients, creating a signature system is one of the topics that I spend a **significant deal of time on to make sure I get right** -- because it is the foundation from which we build their entire marketing plan, products and programs.

~ *Lisa Angelettie* ~

I hope you see the value in this nugget of info I have shared with you because I have charged clients hundreds of dollars for the same information! So please go use it.

### **So How Do I Create My Own Signature System?**

Creating your Signature System is a much easier task than you may think. It's simply a recipe. So think of it in terms of food. There are a zillion Chili recipes out there right?

That's because every cook has their own special ingredients but more importantly their own unique techniques for making chili.

Recipes are always broken down into ingredients and steps. Your Signature System is the same thing with **more of an emphasis on the steps** it takes to get to the end result--great chili!



~ Lisa Angelettie ~

## Action Step 2 - Creating Your Signature System

Consider the ingredients and preparation steps you take in your business. If you need a little help with this, just **visualize how you work with a client**. What do you coach clients to do first, then next, then next? Just list them down and presto! That's your first Signature System ready to go.

Step 1

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Step 2

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Step 3

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Step 4

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Step 5

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Use additional paper if there are more than 5 steps in your system. There is no magic number. Include the steps you find essential in your system.

**If you'd like to learn more about how to design your own proprietary Signature System and how to use it to create profitable content, products & programs for your business, learn more at: <http://SignatureSystemSecrets.com>**

~ *Lisa Angelettie* ~

## **Step 3 - Create A Highly Desirable Product, Program, or Service That Meets A Specific Need For Your Ideal Client**

Many coaches and consultants that I work with envision when they first work with me that I will help them get clients that will pay them their hourly fee. While this is the traditional client model, it is not the model that will take you into the six-figures and beyond. There just isn't enough time in the day to build an abundant business charging for your time.

Now while I am not saying that you are going to abandon working with clients one-on-one, I'm saying that it will not be the biggest part of your **client income pie**. No your pie should consist of several streams of income and they all should have one thing in common -- they should MEET a SPECIFIC need of your ideal clients.

If there's one concept that I want to get across today, it's that. I've seen many, many entrepreneurs struggle with their businesses because they created content and products around what they thought the market needed -- and not what their clients truly wanted.

So here it is. This is the key. Find a red hot source of a pain in your clients and give them a solution in the form of an information product, a coaching program, or perhaps a DIY service. Whatever it is -- create something that authentically solves their problem and you will get more clients who you love wanting to invest and your product or program and even at deeper levels.

~ Lisa Angelettie ~

**Action Step 3 - Create A List of 10 Products, Programs Or Services That You Know Would Meet A Pressing & Specific Need Of Your Ideal Clients.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Here's How To Put It All Together...**

Do you realize that you're only a few conversations away from your next three clients this month? All you need to do is put together your clear, specific niche and ideal client description with a few of the results you help clients achieve using your signature system and finish up by saying how you have a simple x-step system (via coaching, infoproduct, teleseminar series, etc.) that helps your clients achieve these results.

**So, what are you waiting for?** DESIGN your business. Attract clients that you want to work with. Give these simple tips a try and send me a note over on my [site](#) or [Facebook](#) letting me know how well it's working for you. You have nothing to lose and 3 new clients to gain!

# ~ Lisa Angelettie ~

## **Conclusion**

All right. So I have shown you how to make sure that you create a product, service or program that solves a pressing need of your clients, and I've also shown you the importance of creating a compelling signature system, and of course we talked in the beginning about how to identify and target clients who would love to work with you -- also known as your ideal clients. So I feel like we've accomplished what I wanted for you today and that was for me to give you something that you take and turn around and implement in your own business over the next 30 days -- how to attract your next 3 paying clients.

You have what you need. You can really move on from this training class and book at least 3 ideal clients. But while I learned how to do this when I started using the leveraged client model in my business, I know that there is more that you need and that's really what an opportunity for us to keep working together will provide.

So the very first thing you should do, in case you haven't already, is to sign up for my weekly articles featured in my weekly newsletter called the Unleash Your Income Marketing Ezine. You can get that on [LisaAngelettie.com](http://LisaAngelettie.com). You will get weekly articles, and tips on how to build and run a 6-figure multiple client income streams business.

And the second thing you should do (and this is a fantastic offer so pay attention!) is to go to: <http://LisaAngelettieBlog.com/strategy-session/> And simply request a free strategy call with me where we will talk about your business, what you want for your business, and all about the different programs that are offered that could help you.

I have truly transformed many solopreneurs businesses overnight during one of these strategy sessions, so I urge you to step into your power and take action today. I look

## ~ Lisa Angelettie ~

forward to speaking to you soon about your business, and thank you so much for honoring me today with your participation in this training.

END

If someone shared this guide with you without the audio portion, feel free to download this entire training class over at <http://LisaAngelettie.com>

-Lisa Angelettie