

Clear Voice Branding LLC

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**“How to Get an Ideal  
Client in Less Than 5  
Minutes”**



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# Clear Voice Branding

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Hi There,

I'm Heather Poduska, owner of Clear Voice Branding LLC. I'm so excited you've decided to download this free report. I'm about to share with you how you can actually attract and book an ideal client in less than five minutes.

You may be feeling skeptical at this point, but by following the same steps I am about to share with you, that's exactly what I have been able to do.

And it's what I help my clients do too. Every day I work with entrepreneurs who are a little, or maybe a lot, fuzzy on how they can go about attracting *their*

ideal clients. These folks are very talented and plenty smart, but they still struggle with knowing how to quickly and consistently get clients in the door.

If that's something you've struggle with, this report is going to help you get on the right track.

Let's get started!

*Heather*

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### “How to Get an Ideal Client in Less Than 5 Minutes”

Almost every business owner I know wants the same thing, a roster full of ideal clients. Sounds great, doesn't it? **Just imagine looking at your client list and loving every name on it** because not only are they all totally awesome people, but because these awesome people recognize and value the service or products you provide and are willing to pay your fees. Now that would be pretty cool.

Well, it doesn't have to be just a pipe-dream. **It is possible to attract ideal clients without as much difficulty as you might think.** You just have to know what you are doing. There are some secrets, it's not magic, but they sure work like magic.

Before we dig in, I want to tell you a true story about something that happened to me recently. I was at a business conference in a packed ballroom. During one of the breaks I met a woman and we started chatting. We exchanged niceties, what do you do, why are you here etc. Then we both sat back down to prepare for the next session. No big deal.

Fast forward to the next break. The same woman crosses the ballroom, tells me she has to work with me and hands me her credit card. Boom, done. **I had a new client in less than 5 minutes.** I kid you not, we talked for less than 5 minutes total. That is almost exactly how this exchange happened.

**But what happened next was even more incredible...**

This client of mine was perfect for me. She was smart, successful and had a lot of passion for helping people. She just wasn't completely clear on how to bring her vision to fruition or how to package what she does in a client attractive way. So we worked together on her brand messaging and created a signature system for her.

**The very next day, my client sold a \$900 VIP Day based on the work we had done together.** Boom, done. New ideal client for her too!

Isn't that so cool? I got an ideal client in 5 minutes and in less than 24 hours after working together my client landed her first VIP client. Amazing...

Why did that happen? HOW did that happen? More importantly, **how can YOU make that happen in your business?**

**Let me show you...**

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## 1. Begin with an intimate understanding of your ideal client.

You've probably heard this before. Know your target audience. And maybe you've even done some work around this before. If you've been in business a while, you may have done even this more than once. But this time I want you to get really intimate.

I want you to imagine your ideal client is someone you want to date *very* badly. You are crushing hard. You know that feeling when you get the jitters in your stomach about someone new? You go a little crazy trying to find out as much about that person as possible. You are insatiable. Where did they grow up? What's their favorite dessert? Who was their best friend in third grade? Of course, that's the easy stuff.

Quickly it gets more intense. What are their hopes and dreams? What do they envision for their future? What kind of mate are they looking for?

And finally, the deep dive. What makes them really tick? What's their story? What baggage do they have? What needs are they trying to meet?

This is how I passionately I want you to study your clients. In fact, I want you to jump right into bed with them. Not literally, you dirty little monkey! But I want you to imagine being with them in their most private, vulnerable moments. What are they thinking about as they lay their head the pillow? What keeps them up at night? What do they dream about?

This is where the magic happens for you as a business owner. Because when you can truly and deeply understand your audience, you can speak to them in a way that makes them feel heard, understood and cared for. You can develop programs and packages that address their deepest needs and desires. And you position yourself as their perfect match.

## 2. Focus on the NOW

Once you have a clear picture of your dream client, you are going to have laser focus your attention on their most current, urgent need. **THIS is where you add speed to your sales cycle!**

Your client may have a dream of owner a multi-million dollar business, but what do they need right now? Are they already at \$999,999 and just need that one last VIP client to push them over the 7 figure mark? Not likely...

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**Your client most urgently needs the one thing that stand between them and their next level of success** whether that success is dropping 20 pounds or finally getting out of debt. Your job is to figure out what that obstacle is and provide the solution.

For example, many of my clients want to grow their businesses, but they are stuck because they don't know how to bring together what they do a clear, cohesive way which prevents them from being able to communicate their value in an effective way to potential clients. What this client most urgently needs is help with brand messaging.

If I start talking to a client who needs foundational brand messaging about advanced marketing strategies, it will not hit with as much intensity as talking to them about being able to quickly, easily and consistently attracting their ideal clients with magnetic messaging.

**You see, you must understand the URGENT need of you client.** And sometimes that means you understand the need even before they do. In those cases, you must articulate the need back to them so they can see where what they want is being kept from them by this obstacle.

This is where things can get a little dicey. **You need to make your audience aware that a gap remains between where they are now and where they want to be.** Of course, you don't want to torture people by shoving their pain in their face. However, if you truly want to be of service, and I know you do, then the best way you can help them is if they sign up to work with you. And in order to nudge them to action, you must remind them they are not where they want to be. Yet...

## 3. Paint the Dream

This is the fun part, for me anyway. I love this part. This is where you get to make your clients very, very happy. You get to lay out for them what is possible. I really love this part because my brain is wired to see the untapped potential in my clients. So when I get to spell out for them what I think is possible for them, it is a thrill for both of us.

This is where you get to show off too. **What do you see as possible for *your* ideal clients? Spell out for them in vivid detail the very best version of how their unique need or desire will be met.** Is it to lose 20 pounds? What will that look and feel like for them? Will they finally be able to wear a bikini to the beach? Will they be able to go into any store and find clothes that look good on them? Maybe it will mean they will feel sexy again!

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Your job is to get them picture themselves walking on the soft, silky sand of a tropical beach, with warm wavelets washing over their toes as they hold the hand of a wicked cute guy/girl. What does the air smell like? How happy, relaxed, in love are they? Do you see how that's more powerful than, Drop 10 pounds in 30 days?

What will potential clients be able to do if they hire you that they are not able to do now? Will they make more money? What does that look like? Does it mean money rolling in while they sleep through leveraged products? Will they have more time? To do what? To spend more time with their kids? Will they feel less stressed in their business? What does "less stressed" look like? Does it mean a streamlined, easy-to-follow process?

**Your job to attract ideal clients is to get out your paints, set up your easel and start painting the dream.**

## 4. Mind the Gap

Once you have made an effort to understand your potential clients, you've identified their pain and you've painted their dream, **you must make them aware YOU are the bridge between where they are now and where they want to be.** YOU have the answer they need. YOU can take them to the other side. YOU have the information or expertise that will transform their lives.

How cool is that? The very thing they are looking for, the thing they want the most, their most urgent need can be taken care of by the person standing right in front them.

Are you starting to see how this process can speed up the timeline for attracting ideal clients?

But we're not finished yet. There's more you need to know.

## 5. Have a Relevant Product or Service

Part of what stops smart, talented entrepreneurs from converting leads into clients is not that they aren't good at what they do, but that they either don't have the right product or they don't have a product that is easy for potential clients to understand.

Remember the whole "urgent" business we talked about earlier. This is where that comes into play in a big way. You must **know** your clients, because it allows you to make relevant



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products and programs in the first place. When you understand their needs, you can be prepared to offer things you know they really want and need.

And how do you know? You ask and you listen. Remember our date from earlier? We asked a lot of questions. Let's pretend our date's favorite dessert was chocolate molten cake with vanilla ice-cream. (Ok, that's one of my favorites...ymmm)What would happen if you served strawberry shortcake instead? It's a lovely dessert. It's still sweet and even pretty. And by the way, *you* really wanted to serve it. *You* like preparing it. *You* like the ways it looks.

There's nothing wrong with strawberry shortcake and you can serve it til the cows come home, but you're probably going to be eating it alone. It's not what our guy wants. He's not jonesing for strawberries. In fact, he might even be allergic to strawberries. What he really wants is chocolate, what he needs is chocolate damn it!

This is where a lot of entrepreneurs go wrong. They aren't prepared with the juiciest, most enticing offer. If your clients are telling you they are overwhelmed and need help taking things off their plate and you show up with a 6-month coaching program, that probably won't be very enticing. It doesn't address their urgent need.

Likewise, if your client has a strong desire for a high-end, luxury experience and you show up bare-bones bootcamp, you are missing the mark. You must understand your clients and create relevant offerings.

## 6. Perfect Your Pitch

Hey, I'm a brand strategist, you knew this was coming. **You HAVE to nail your pitch.** You don't want to come across as stiff or too slick, but you do have to be clear, concise and confident. **You have to be able to clearly articulate the value of what you bring to the table and present it in a way that is relatable to your ideal clients.**

Again, you need to go back to your audience. Who are they, what do they want and how do you meet their needs? Then, who are you? How would you naturally say what you do? How does your audience talk? Are they laid-back and comfortable? Are they sophisticated? **You want to match the value and the style of your speech to your audience and to your own authentic way of communicating.** And then rehearse the hell out of it!

As a musician, I have to admit, I am very passionate about rehearsing. I rehearse all the time. I say my pitch in the car, in the shower, drying my hair, etc. etc. A lot of people think the more you practice, the more rehearsed you sound, but actually the opposite is true. **The**



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more you practice, the more comfortable and engrained your message becomes which gives you an ease and natural way of presenting yourself.

When you can talk to potential clients in a confident manner about what you do, in a style that is in your own voice AND clearly conveys the unique value you bring and/or the needs and desire you fulfill, you have hit pay dirt. Cha-ching!

## 7. Put Yourself in Front of a Hungry Audience

How much does it stink to pour your heart and soul into pitching a client that really has no intention or no means for buying your services? I've been there and it's not pleasant. It dings your confidence and it breeds resentment which is not good when you are trying to be client attractive.

Imagine on the other hand, being in a room full of people that are vetted, primed and ready to spend on your kinds of products and services. When they meet you and hear about your services and products, they get excited and low and behold, they actually buy from you. And hey, maybe they even tell others how wonderful you are. Don't you think that would make your job a whole lot easier?

Then let me ask you something. Why aren't you going where the fish are jumping already? One of the very best ways to make quick conversion is in places where your ideal clients are already gathered for you, especially if it's where they are already spending money.

Where are these magic places? They are anywhere your target audience has paid for the privilege of gathering either in person or online. This may be a conference, a training, an online class.

Think about it, if you are a money coach and someone else is doing a seminar on budgeting, taxes or investing, wouldn't it make sense that the people who attend that seminar are interested in learning more about money management? And furthermore, if they have paid money to attend the seminar, they must be very interested and see the value in having someone else's outside expert advice.

But don't leave all the heavy lifting to someone else. You could be the one doing the gathering. If it is your talk, your webinar or your workshop, these people have already taken the first step and said, "Yes, I am interested in what you have to say." Then all you have to do is steps 1-6 and voila!

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## 8. Let it Flow

When it's all said and done, you can only do what you can do. As much as we would like to, you cannot control the outcome of any situation. You can only prepare and then execute to the best of your ability. **As hard as it is, we have to be ok with letting go.** Not everyone will say yes, even if you do everything right.

On the other hand, however, one very cool thing I've learned, **is when you let go and just show up as yourself, serendipity often shows up too.** Things you never could have anticipated start to happen. Folks you would have been sure would sign up with you don't, and quirky, little funky twists and turns bring other perfect gems to your door.

It's a hard thing to do when you really need clients and cash flow in your business, but it's one of those universal paradoxes. **The tighter you hold on, the more you push things away.**

I haven't talked very much about myself in this report, but my background is as an opera singer. I never had a great career in spite of having a pretty good voice, even by opera world standards. The primary reason was I developed a lot of tension in my body which inhibited my technique. I want so very, very badly to be a successful singer that I literally choked my own sound trying too hard.

It was until many years later, when I quit pursuing the dream of the Met, that I was able to really be in my body and feel comfortable and confident. Then and only then did my voice open up. And I now sing with ease.

This is also true in client attraction. When you push too hard, when all you see is dollar signs above someone's head, you create a negative force field around your business and you repel the very thing you want.

**However, when you can be present with yourself, be present with your clients and honor each moment and interaction with integrity, you create a positive, magnetic presence which miraculously draws people to you.**

When you do all of these steps, you position yourself as a client magnet. Who wouldn't fall for someone who takes the time to get to know and truly understand them, who recognizes and wants to meet their needs and who makes their wildest dreams come true! When you become *that* person, your dance card will be full.

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## The Clock is Ticking!

There you have it. That is how I attracted an ideal client in less than 5 minutes. **It is possible to do IF you have all the right pieces in place ahead of time.**

So let me ask you, do you?

**Have you done your homework?** Are you clear on your target audience? Do you know their needs? Are you clear on the solutions you provide? Do you have juicy, relevant programs to offer potential clients? Do you have an enticing and authentic way to talk about what you do?

**If not, I can help!**

If you are tired of working really hard to get ideal clients in the door, **I invite you to a FREE Brand Clarity Session** to see how you can turn your brand from anonymous to unstoppable. Contact me at [heather@clearvoicebranding.com](mailto:heather@clearvoicebranding.com) or give me a shout at (781) 369-5063.

**During your FREE Brand Clarity Session you will**

- **Get clarity about what is preventing you from creating a magnetic brand**
- **Discover the areas that need the most focus to move you forward to your goals**
- **Leave the consultation knowing EXACTLY what your next steps should be to create a client attractive brand**

My calendar fills up very quickly, so if you know you want to book your FREE Brand Clarity SESSION, you can use this link *right now* to **schedule your time before the slots fill up.**

Schedule your time here: [FREE BRAND CLARITY SESSION](#)

My job is to help you get crystal clear on the unique value you bring to the market place and to help you express that value in a concise, compelling and uniquely authentic way through your marketing messages, packaging your products and services and in your presentation and speaking skills both on and offline so you can quickly and easily reach and convert potential clients into paying customers!

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*“Before working with Heather, I was struggling to attract the right clients in my business. While I thought I was communicating how I could help entrepreneurs with strategy, they only heard me talk of my technical abilities. I knew my message was not coming through clearly. I’d heard amazing things about Heather, so I knew she could help me. She did not disappoint! **Heather truly has a gift of clarity**, pulling out the essence of what you’re trying to say (when sometimes you don’t even know what you’re trying to say!). After a short time together, she told me some of my gifts and strengths, things I hadn’t even thought of. We incorporated these into my title and my signature system in ways I could not have done on my own.*

*After working with Heather, **I have a pitch that gets attention** (literally, I’ve had compliments on how good it is!). I have re-purposed the pitch for various marketing – website, business cards, signature system, signature talk, speaker profile, social media – it’s endless. It truly is the driving force behind everything else in my business! She also recommended color changes to my website, and now it sends the right message to potential clients. Because my brand is consistent and clear on all platforms (print, web, speaking), **I now feel totally confident in charging what I’m worth**, I can’t recommend Heather highly enough, I will definitely be working with her again!*

**Wendy Sabin, [wendysabin.com](http://wendysabin.com)**

**Money Coach + Profit Strategist + CPACreator of the Profit Sweet**



*Like many business owners, I knew I was on the cusp of a big launch, everything was falling into place, clients I loved working with, services that caused transformations in leaders and in organizations, but **I was missing one thing...the key words that clearly and concisely indicated what I do.***

*Heather was able to easily extract my message from my dissertation of words and filter it down to a powerful message. In 3 hours I walked away with an elevator speech that is compelling and as professional as the top leaders I want to attract, the three key points and benefit statements of what I deliver that can be used in any interview, conversation and as the core of my *Running in High Heels* book and the introduction of my signature speech!*

*Having a clear concise message will distinguish me from my competitors, attract highly vested and invested clients and allow me to do the work I want to do in the world. **I am now free from the struggle of not knowing how to clearly articulate the transformational power of what I deliver to potential clients.***

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*If you are struggling in any area of your business message or brand platform, see Heather. She is quickly able to click your puzzle pieces together and to form the box cover of what you do, who you do it for, why you do it and the results it provides. **This alone will distinguish you as an expert and attract more revenue easily into your business.***

*Debora McLaughlin, Executive Leadership Coach to Women CEO's  
CEO of **The Renegade Leader Coaching and Consulting Group**  
Author of **The Renegade Leader & upcoming Running in Heels***



**Heather Poduska**

**Heather Poduska, owner of Clear Voice Branding LLC**, helps turn entrepreneurs into industry stars so they can attract high-paying clients, create a raving fan base and make block-buster profits. By using her unique combination of experience as a brand strategist, business coach, image consultant, presentation coach and opera singer she shows entrepreneurs who are ready and eager to take their brand and their business into the spotlight how to create a brand presence that is both authentic and sophisticated. By helping them clarify and communicate their unique message, package their services and talents to be profitable, create a polished image both on and off-line and by giving them customized marketing strategies her clients are able to rise to star status, demand higher fees and catapult their success.