

Customer Attraction Plan

The most simple and effective way to win new customers is to switch your 80/20.

Spend 20% of Your Time Generating 80% of Your Revenue

This simple, high-impact plan helps business owners focus only on revenue-generating activities.

Your sales are low because you are not making enough offers to people most likely to buy from you.

Follow this structured approach to win more customers without wasting time on things that don't directly drive sales.

Step 1: Identify Your High-Value Customers (HVCs) – 1 Hour

✓ Define Your Ideal Customer

- Who spends the most?
- Who buys repeatedly?
- What industry, location, or demographic do they belong to?

✓ **Quick Action:** Write down the top 3 characteristics of your most valuable customers.

Step 2: Reach 10X More Customers – 2 Hours

✓ Leverage Referral Power

- Ask 5 happy customers for a referral. Offer them a small incentive.
- Partner with complementary businesses and cross-refer customers.

✓ **Quick Action:** Call or email 5 past customers and ask:

“Do you know anyone who would benefit from [your service]? I’d love to offer them a special first-time customer deal.”

Step 3: Engage Customers with Personalized Outreach – 2 Hours

✓ Follow Up with Hot Leads

- Reach out to past inquiries and offer them a limited-time deal.
- Send a personalized voice note or video message (**higher response rates!**).

✓ **Quick Action:** Make a list of 10 people who showed interest but didn’t buy. Send them a quick, friendly follow-up voice message or video message.

Video Message Script for New Prospect (Ideal Length: 30–45 Seconds)

♦ **Best Practice:** Keep it under 45 seconds. Short enough to hold attention, but personal enough to make an impact.

SCRIPT:

(Smile & Use Their Name)

"Hey [Name], it's [Your Name] from [Business Name]! I just wanted to send you a quick message because I remember when you first came in for [mention their first experience, e.g., 'your first oil change with us'], and I really appreciate you giving us a try."

Personal Touch

"I was thinking about how we could make your next visit even better, so I've got something just for you."

Irresistible Offer (Exclusive & Time-Sensitive)

"I'd love to offer you [mention irresistible offer, e.g., 'a free tyre pressure check + 20% off your next oil change'], but this is something I'm only doing for a handful of our first-time customers, and it's good until [specific date, e.g., 'this Friday']."

Call to Action

"Just reply to this message or pop by, and I'll make sure you get the VIP treatment. Hope to see you soon, [Name]!"

Why This Works:

- ✓ **Uses Their Name & Experience** → Feels personal and genuine.
- ✓ **Creates Exclusivity** → “Only doing this for a handful of customers.”
- ✓ **Adds Urgency** → Deadline encourages action.
- ✓ **Easy to Respond To** → Low effort for them to claim the offer.

💰 **Step 4: Create an Irresistible “Easy Yes” Offer – 1 Hour**

✓ **Offer a Low-Risk Way to Start**

- Create a “first-time customer” deal that removes hesitation.
- Bundle your service with something extra to increase perceived value.

✓ **Quick Action:** Write down 1 simple, high-value offer you can launch today (e.g., "Try our service for just \$X, with a 100% satisfaction money back guarantee!").

🔊 **Step 5: Automate & Scale What’s Working – 2 Hours**

✓ **Systemize Customer Attraction**

- Schedule weekly referral requests.
- Set up automated email sequences for follow-ups.
- Repurpose successful sales conversations into content for social media.

✓ **Quick Action:** Set a weekly reminder to do 1 customer acquisition activity consistently (e.g., referrals, follow-ups, social proof sharing).

🔥 **Bonus: The 20-Minute Daily Revenue Booster**

If you only have 20 minutes, do this:

- ◆ Call or message a past customer and ask for a referral.
- ◆ Follow up with 1-2 people who showed interest but didn't buy.
- ◆ Post a customer success story on social media.

🚀 Stick to this plan for 30 days and see how many new customers you win!

Please let me know your results as I would love to promote your business.

What's app easy on +84 932177762 to let me know.

PS: Paul Is Sales. (Make more offers)