

# Get More Clients You Love:



Mastering the Alignment  
Attraction Framework

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## Introduction:

# Why I Wrote This Book



I never imagined an ice cream cone could change my life, but sometimes, the universe has a way of serving up wake-up calls in the most unexpected flavors.

In late July, on a sun-drenched afternoon at a mini-golf course, the air was filled with the sound of laughter and the gentle clinking of putters against neon-colored golf balls. My youngest son, Connor, just seven years old, had just triumphantly completed his favorite activity. His face was alight with joy, the kind of pure happiness that only a child can radiate. It should have been a perfect moment, a memory to cherish.

Instead, I found myself standing in the parking lot, a good distance away from my family, my phone pressed tightly against my ear like it was surgically attached. On the other end was a client—not even my direct client, whose business we white-labeled for—and he was yelling. The words washed over me in an angry torrent, his pattern of awful behavior had become familiar by now. Too familiar.

As I stood there, trying to placate this man who seemed to own more of my time and mental energy than I did, I saw my family lining up for ice cream. Connor, in his exaggerated seven-year-old

fashion, was waving at me. “Come on, Mom!” his gestures seemed to say. The gulf between where I stood and where I wanted to be felt immense, unbridgeable.

At that moment, something inside me snapped. It wasn’t just about the interrupted vacation, though that was part of it. It wasn’t even about this particular client, though his shouting was the immediate trigger. No, this was about all the moments I’d missed, all the times my business had taken precedence over my life. It was about realizing that I had somehow, without really noticing, given away control of my time, my energy, and my peace of mind.

With his outsized influence on my business, this client had become more than just a difficult partner. He had become a symbol of everything that was wrong with how I was running my company. I had allowed myself to become dependent on his business, and in doing so, I’d sacrificed my autonomy, my family time, and my joy.

As I watched, Connor’s waving become more insistent, I made a promise to myself. This had to change. I needed to find a way to attract the kind of clients I wanted to work with—clients who valued my expertise respected my time and aligned with my vision. I needed to reshape my business so that it served my life, not the other way around.

That’s why I wrote this book.

This book was born from that moment in the parking lot, from the realization that too many of us in the business world find ourselves trapped in cycles of frustration, working with clients who drain our energy rather than inspire our best work. It’s for every entrepreneur who’s ever felt owned by their clients instead of empowered by them. It’s for every business owner who’s missed a family moment because they were putting out fires for a client who didn’t truly value their work.

In the pages that follow, I'll share the journey I embarked on after that day. I'll show you how I transformed my approach to marketing, and how I learned to attract aligned clients who energized rather than exhausted me. You'll learn the strategies I developed to build a business that supports my life goals instead of hindering them.

But more than that, this book is a call to action. I want to help and implore you to reclaim your business and your life. It's about understanding that you have the power to choose your clients, set the terms of your engagements, and build a business that brings you joy as well as profit.

As I write this, I'm happy to report that I've fully enjoyed and participated in many more family outings since that day at the mini-golf course. I've enjoyed ice cream with my kids without interruption. I've built a client base that respects my boundaries and values my contributions. I've transformed my business into one that allows me to be present for the moments that matter most.

I hope that this book will help you do the same. Whether you're just starting out or you've been in business for years, whether you're feeling trapped by difficult clients, or you're ready to take your business to the next level, this book is for you.

So, let's begin this journey together. Let's explore how you can attract the right clients, build the right relationships, and create a business that serves your life in all the ways that matter most. Because at the end of the day, that's what true success looks like—a thriving business that allows you to be there, fully present, for all of life's precious moments, big and small.

## **Transforming Your Business with the Alignment Attraction Framework**

Welcome to *Get More Clients You Love: Mastering the Alignment Attraction Framework*. You're about to embark on a transformative journey that will revolutionize how you attract clients and run your business. If you've ever found yourself working with clients who drain your energy, undervalue your services, or simply don't align with your vision, this book is your roadmap to change.

How cool would it be if every client interaction energized you? Your work would feel purposeful and appreciated, and your growth would be fueled by genuine connections with clients who truly value what you offer. This isn't a pipe dream, but I used to think it was—it's the reality that the Alignment Attraction Framework can help you create.

At its core, the Alignment Attraction Framework is about more than just getting more clients. It's about attracting the right clients—those who resonate with your unique approach, appreciate your value, and bring out the best in your work. This framework integrates seamlessly with the proven “Get More Clients You Love” method, enhancing each of the nine Ms: Mindset, Mission, Market, Message, Medium, Money, Measure, Mechanism, and Maintain. I've added a bonus “M” to the framework that was not included when I first created this methodology but certainly should have been. The Bonus “M” has had the most profound impact on my life, both personally and professionally.

As you read this book, you'll discover:

1. How to define and deeply understand your ideal client, going beyond surface-level demographics to uncover the true essence of who you serve best.

2. Techniques to craft a compelling message that speaks directly to your ideal clients' hearts and minds, naturally attracting them to your services.
3. Strategies for positioning yourself in the market as the go-to expert for your specific niche, making you the obvious choice for your ideal clients.
4. Methods to leverage the right channels and create content that not only reaches your ideal clients but also pre-qualifies them.
5. Approaches to pricing and packaging your services in a way that reflects your true value and attracts high-quality clients.
6. Systems and processes to support exceptional client relationships from the first point of contact through long-term engagement.
7. Techniques for confidently handling objections and gracefully turning clients who are a poor ensuring every interaction aligns with your business values.

This book is not about quick fixes or manipulative tactics. It's about creating deep, authentic alignment between who you are, what you offer, and the clients you serve. It's about building a sustainable, fulfilling business that not only provides financial success but also personal satisfaction.

Whether you're just starting your entrepreneurial journey or you're a seasoned business owner looking to elevate your client base, the Alignment Attraction Framework will provide you with powerful tools and insights to transform your approach to client attraction and retention.

As we progress through each section, you'll be guided through practical exercises and real-world examples that will help you apply the framework to your unique business. By the end of this book, you'll

have a clear roadmap for attracting more clients you love and building a business that truly reflects your values and vision.

So, are you ready to say goodbye to client frustrations and hello to a business filled with ideal clients who energize and inspire you? Let's begin this exciting journey of transformation with the Alignment Attraction Framework. Your journey toward working with clients you love starts now!