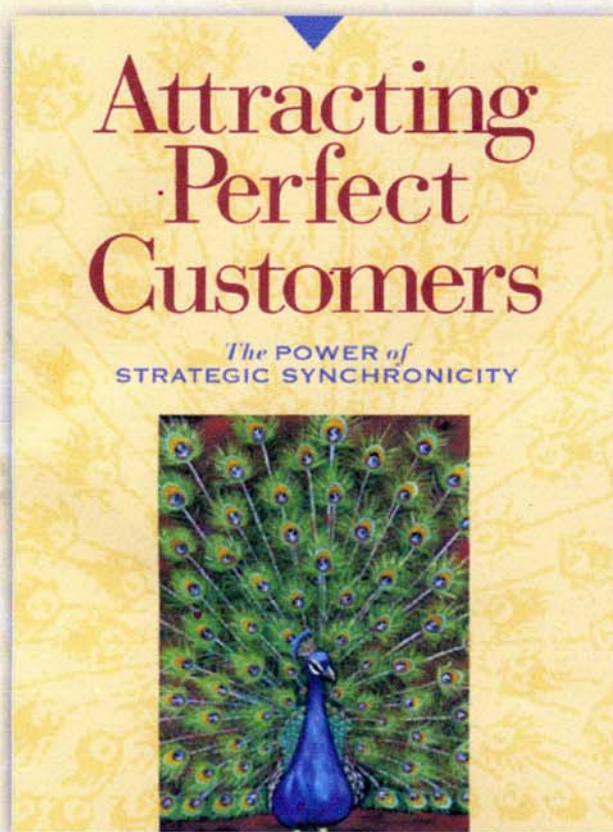


# Invoking YOUR POWER of Strategic Attraction™



Transform  
your business  
into a  
powerful  
magnet  
to attract  
more perfect  
customers



**Alan Hickman and Jan H. Stringer**

Co-Founders SACAT, Strategic Attraction™ Coaches Academy and Training,  
and the co-creator of *Attracting Perfect Customers: The Power of Strategic Synchronicity*

Dear Reader: To view the pages of this e-book as you would a 'normal' book, pull down the "View" menu and select page layout continuous-Facing.

"The creation of a Strategic Attraction™ plan begins with envisioning.

This process is similar to the common practice among athletes of first envisioning themselves winning a race, a tournament, a game and then creating their training program to fulfill that vision." -  
Attracting Perfect Customers: The Power of Strategic Synchronicity.

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# ATTRACTING PERFECT CUSTOMERS

The wisdom available to you in this report  
will serve for many years to come.

**Let the Magic Begin!**

**Health, Happiness, Love, Success, Prosperity, and Money  
are on their way to you now!**

*... "and all knowledge is vain save when there is work, and all work is empty save when there is love; and when you work with love, you bind yourself, and to one another and to God.  
And what is it to work with love?*

*It is to weave the cloth with threads drawn from your heart, even as if your beloved were to wear that cloth. It is to build a house with affection even as if your beloved were to dwell in that house. It is to sow seeds with tenderness and reap the harvest with joy even as if your beloved were to eat the fruit...*

*Work is love made visible." - Kahlil Gibran*

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## How to use this report

The Strategic Attraction™ planning process is a 'learner driven' program. It will become a part of your nature. As you learn to ask yourself "What is perfect for me?" You will learn how to automatically exercise your 'core' muscles of connection, communication, collaboration, and community.

Included in this Report:

- The Five Facets of Strategic Attraction™ Planning
- The Top 10 Marketing Myths
- Creating Your Own Strategic Attraction™ Plan

Read over all of the material first to set the tone and vibration for the wisdom that follows in each section. Then focus on each section.

Understanding the concepts included in The Five Facets will ensure the successful attraction of perfect relationships in you business.

Next the valuable information provided in The Top 10 Marketing Myths may save you from marketing yourself right out of business, and the E-planning Guide is the 'Cliff Notes' of the book *Attracting Perfect Customers: The Power of Strategic Synchronicity*, and is your step by step guide for creating YOUR OWN Strategic Attraction™ Plan.

With this information you can produce extraordinary results on your own, and by now you may be thinking, "Wow, if I am receiving this much value for FREE, what would I get if I paid for something!"

If you want to make a quantum shift in your business or your life, the secret ingredient is 'GROUP DYNAMICS' and that is available when you register for one of our:

- Live interactive Let's Get Started Programs - [www.perfectcustomers.com/events](http://www.perfectcustomers.com/events)
- Attraction Bee-ing Creative - *A Camp for Bee-ing and Building your Bee Hive* - [www.perfectcustomers.com/ABC](http://www.perfectcustomers.com/ABC)

**What makes us tick:  
Creating a Living Legacy of Love!**

**O**ur company offers training and development for people that desire to apply Strategic Attraction™ to create more satisfying relationships and successful businesses. We believe that lasting success in business is based on having fulfilling relationships with the people that are closest to you.

Strategic Attraction™ will deepen your internal feelings of connection by identifying the values that are most important to you and every relationship in your community.

When we are living true to our own core values and principles, the effect is powerful and very attractive! Everyone wants to have what you are offering because you are radiating from your source.

Our customers use the Strategic Attraction™ principles in their businesses and with their significant relationships. They are successful people who are leaders and role models. They are Global Leaders of Transformation.

Out of a demand by our customers to provide a way that they could offer our proprietary coaching method to their clients, we expanded our legacy to include the Strategic Attraction Coaches Academy and Training ..... called SACAT.

The SACAT program has happened organically as the seeds were planted, others became attracted to the spirit in which the program began and continues to grow.

Our SACAT community is an International Community with Customers and Certified Coaches in many countries such as; Spain, United Kingdom, Germany, Canada and the United States. We have Licensed and Certified Coaches that utilize Strategic Attraction™ in unique and creative ways and are sharing the wisdom with their clients and customers, as well as their intimate partners and families.

Our methodology started with the book, "Attracting Perfect Customers: The Power of Strategic Synchronicity". The book launched a new way of marketing our businesses by aligning with what makes you tick. This revolutionary "anti-marketing" marketing solution has attracted a community that is full of love and who desires to have love as an integral part of their world. As one of our customers shared with us, when asked, "What does love have to do with marketing?" To which he answered, "EVERYTHING!"

This sums it up for us that what makes us tick..... is creating a living legacy of love!

## Excerpted from "Attracting Perfect Customers: The Power of Strategic Synchronicity"

**H**ow to create a "perfect connection" with more customers, and recognize it in the moment it is occurring, is the ultimate goal of the journey on which you are about to embark. Your first stop on this journey is to acquaint yourself with the six (6) affirming standards for conducting business in the new millennium.

- 1. Be on Purpose with Your Mission**
- 2. You Have the Power to Attract**
- 3. Whatever You Desire Like Attracts Like: Whom Do You Like?**
- 4. Choose Collaboration, Not competition**
- 5. Your Customers and Employees Want You to Succeed**
- 6. Create an Atmosphere of Accomplishment**

Daily practice of these Strategic Synchronicity standards will lay the foundation for a more prosperous, profitable, productive, and more perfect business environment. It is on this foundation that you will create your Strategic Attraction™ Plan, a strategic process that works so quickly - usually within two days-- that the results appear almost like coincidental

occurrences, or as many believe, as "synchronicities."

According to Merriam-Webster's Collegiate Dictionary, a "synchronicity" is defined as the "coincidental occurrence of events and especially psychic events (as similar thoughts in

widely separated persons or a mental image of an unexpected event before it happens) that seem related but are not explained by conventional mechanisms of causality."

Our definition of a Strategic Synchronicity is different in that we believe it is possible to both design and identify the process that causes the resulting relationship.

Through our years of experience in training hundreds of entrepreneurial organizations and corporations, as well as non-profit and governmental organization, in the Strategic Attraction™ Planning Process, we have found that it is strategically possible to attract relationships that have such a high level of connectedness -- that "powerful spark of strategic synchronicity" -- and which provide the most enriching, satisfying, and prosperous on-going exchanges of information and energy that seem almost too good to be true...as if they are lucky coincidences.

"Synchronicity is an explanatory principle, according to its creator, Carl Jung. Synchronicity explains "meaningful coincidences"  
He claimed that there is a synchrony between the mind and the phenomenal world of perception.

## THE LIGHTHOUSE TEST



*"Lighthouses speak to vigilance.  
They speak to caring.  
They speak to being there.  
They speak to helping other human beings."  
– Peter Ralston, the Island Institute, Rockland, Maine*

**H**ow can you tell if you and your company is strategically ready to "attract" only the "most perfect" customers to serve?

There is a simple test. We call it the Lighthouse Test.

Imagine a lighthouse standing strong and tall on the rocky shores of a beautiful ocean. The water is calm, the sky is blue, and there are many boats out to sea. But, out in the distance, a storm cloud is forming on the horizon. It is coming closer to shore very quickly. The sky is getting darker, the waves are getting rougher, and many of the boats are being tossed about on the water. As the rains and the winds pick up strength, so does the power of the beam of light emanating from the lighthouse. Some of the boats, anxious to move quickly to a quiet and protective harbor, are relying on this beam of light to guide them safely to the spot. The darker the skies become, the brighter the light shines. Notice that not all of the boats need this beam of light to guide them to safety. Some have more confident captains and crew; some have equipment for handling storms safely and effectively. Now, imagine that the lighthouse gets upset because some of the boats are choosing not to come to its harbor.

The lighthouse feels that it is not successful if it is not serving all of the boats in the sea. It sprouts arms and legs and runs up and down the beach, waving its arms, doing its best to catch the attention of all the boats.

What do you think would be the result?

Most likely, the boats that were depending on the light to guide them would by now be destroyed in the chaos and confusion. Other boats, led by their curiosity, may come closer to shore to get a better look at the spectacle, still others would be perfectly content to stay where they are...out at sea. Result: very few boats are served safely and securely.

**Here's the test.**

How often are you, your employees, and your coworkers operating like lighthouses standing securely on the shore attracting the boats (customers) that need your business with your light? How often do you run up and down the beach frantically looking for boats (customers) to serve?

**PERFECT CUSTOMERS ARE MOST  
LIKELY TO FIND YOU WHEN YOU ARE  
STANDING STILL!**

It takes a lot of energy to look for people to serve. More than likely you have had the experience of having to figure out where you can find customers in the greatest numbers. You have spent much time and money experimenting, looking for the right way to catch their attention. Once you caught their attention, you have had to convince them that you are the one who has what they want. By the time you actually found someone willing to try what you have to offer, you were exhausted!

So, when the customer tells you that they are not completely satisfied with your products, your policies, or your pricing, you have been more than willing to make compromises to satisfy them: truth be known, you were just too tired to put up a fight. Thinking that you won the war, you felt you could afford to let them win these smaller skirmishes...especially in light of what it would cost you to go out and hunt down another customer to replace this one.

Perhaps, if you had greater confidence and financial resources, you might have been more willing to listen to your tiny "inner voice," the one that speaks for your instincts, that said, "Be careful... this one could be more trouble than it's worth. This customer is not meant for you."

You convince yourself that this customer must be meant for you because they responded to your advertising or clicked on your hyper link. You are afraid that if you don't serve them, the competition will. Inevitably, your inner voice is always right. By the time you end your tortured relationship with this customer, you know that no amount of

money in the world be enough to compensate you for the exhausting cost of the experience.

This is the typical end result when you buy into the adversarial marketing school of thought that preaches a gospel of "targeting audiences," "stealing market share," and "eliminating the competition." These "stealth" strategies virtually guarantee that, if you win the battle, you will end up with customers that will be impossible to satisfy because they are not a perfect fit for your company. What you are "winning" with these strategies are another company's "perfect customers."

While it is easy to blame the customer for the poor quality of the interaction, it is important to remember that you are solely responsible for choosing to serve a customer whose needs are not a perfect match for your company.

The knowledge to be gained from this type of experience is to listen for that "inner voice" and its warning signal when you encounter a "less-than-perfect" customer. This is the signal that your own distinctive light has gone out...or perhaps that you forgot that lighthouses do not wade out into the water looking for boats to serve.

It is your responsibility to stand still and keep shining your own distinctive light, to keep polishing the lens to ensure that your light has the power and brilliance to break through the darkness to attract the attention of only perfect customers and clients who are a "perfect fit" for you, your company, your products and services.

★ Now that's attractive!

We are more attractive when we focus on

# The Five Facets of Strategic Attraction™ Success

Ensuring the successful attraction  
of relationships that are a perfect fit for me.





## The Second Facet Working On Our Business

Now that we have set realistic and measurable targets, it is time to create time to work on our business so that those targets can be attained.

We honor Michael E. Gerber, author of *The E Myth Revisited* for establishing the importance of working on one's business - rather than just in the business. In Michael's own words...

"Once you recognize that the purpose of your life is not to serve your business, but that the primary purpose of your business is to serve your life, you can then go to work on your business, rather than in it, with a full understanding of why it is necessary for you to do so. Go to work on your business as if it were the pre-production prototype of a mass produceable product.

Think of your business as something apart from yourself, as a product of your efforts, as a machine designed to fulfill a very specific need, as a mechanism for giving you more life, as a system of interconnecting parts...as a solution to somebody else's problem.

Think of your business as anything but a job!"

Gerber offers the following questions to assist each of us in working on our business:

1. How can I get my business to work, but without me?
2. How can I get my people to work, but without my constant interference?
3. How can I systematize my business in such a way that it could be replicated 5,000 times, so the 5,000th unit would run as smoothly as the first?
4. How can I spend my time doing the work I love to do rather than the work I have to do?

As you identify the answers to these questions, the details are added to your Strategic Attraction™ Plans, which makes these Plans even more powerful in their ability to manifest your perfect business.

★ Now that's attractive!

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## The Third Facet Being Accountable For My Business

**H**aving set our measurable and realistic targets and identifying how we want our business to run as perfectly as possible, we are now ready to expand our capacity for accountability in achieving our targets

In The Corporate Mystic, Drs. Gay Hendricks and Kate Ludeman state that corporate mystics 'always take 100 percent responsibility for any activity' that they are involved in.

This is the essence of being accountable for our own business - that we can be counted on to know the progress we are making towards our goals; that we can be counted on to keep our agreements or proactively change them as necessary; that we can be counted on to take 100 percent for any activity in which we choose to participate related to the growth of our business.

Noted wealth coach Suze Orman shares the secret to accumulating wealth lies in having power over our money -- 'The more power you have over your money, the more money will be attracted to you. Money on it own has only the

power to languish. You are the one who gives it the power to grow. Remember, your money is only as powerful as you are powerful over your money.'

Take a moment now to consider if you can count on yourself to take 100% percent responsibility for growing your businesses.

Do you have a clear sense of where you are in relation to your sales and profitability goals -- said another way, are you in relationship to the numbers in your business?

Are you meeting your daily targets, your monthly targets, your quarterly targets. Are you on track to meeting your annual targets?

A close relationship to the numbers in our business provides us with the capacity to make proactive changes in our business -- rather than being reactive. And, when we are proactive, we are being 100% accountable.

★ Now that's attractive!

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## The Fourth Facet Acknowledgement

**N**ow that we have increasing our capacity for accountability, let's acknowledge our successes - both small and large.

It is very important that we continue to keep ourselves fully energized so that our businesses are as attractive as possible.

When we mentally and physically prepare for a new day, a new week, a new quarter, etc., we may have a tendency to chide ourselves for those targets that did not yet get accomplished. It is from this vantage point that we create our schedule for the coming day, week, or quarter resolving to be even more productive. As a result, we automatically set ourselves up to feel like a failure before we begin.

To put end to this cycle, take a moment now to make a list of all that you actually have accomplished over the last week, the last month, and the last quarter. Let's list all those activities, efforts, meetings, goals, etc. that fill you with pride at their accomplishment.

Next, list all those activities, tasks, and targets that were not accomplished.

At the end of the list, write the following sentence: Complete for the Day (or Week of Month or Quarter) of xxxx.

This is the reminder that this period of time is done. You accomplished what was to be done to the best of your ability and it is now complete. Once out on paper, those tasks are no longer taking up precious creative space in your mind. And, when you are able to use your mind for creative thinking, you are definitely more attractive.

We recommend keeping a notebook with each of these lists. During those times when you feel that your current targets are too far in the distance, you can pull out this notebook and look at your accomplishments.

These lists are a source of strength and encouragement...they are what provide the juice to keep shining your light.



Now that's attractive!

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# Top Ten Myths of Traditional Marketing and the New Reality of Attracting Perfect Customers.

The best you can do for anyone is to thrive fully and be willing to explain to anyone who asks how it is that you are thriving, and what it is that you've discovered—and then, just relax and trust that all truly is well. --- [Abraham – Law of Attraction](#)



## Myth # 1: To get customers you have to first find or target them.

### Reality: Your perfect customers are looking for your business.

The Strategic Attraction™ Planning Process is founded on the concept that customers are looking for the perfect vendor to fulfill their needs and desires.

When a business is clear about its mission and purpose, and its employees are standing firmly aligned and united around the mission and purpose, then the business emits a powerful light.

This shining light guides the way for its most perfect customers to arrive quickly and easily to the business' doors or web site. The responsibility of the business shifts from looking for customers to serve to simply standing still.

The metaphor for this new reality is that of a lighthouse standing still on its shores shining its light to guide boats at sea to a safe harbor.



Now that's attractive!

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"Long-range goals keep you from being frustrated by short-term failures."  
~ James Cash Penny, retailer



## Myth #2: You're always going to have some less-than-perfect customers.

### Reality: It is possible to have all perfect customers.

Traditional marketing and customer service strategies are based on the 80-20 rule -- that 80% of a company's profits come from 20% of a company's customers. These strategies focus time, money, and attention on attempting to gain a greater share of business from the other 80% of the company's customers. Yet, studies have proven that, even with additional attention focused on these less-than-perfect customers, the average increase in profits will only be an additional 5%.

Those additional less-than-perfect customers require the company to hire more employees and make concessions that drain the company of its time, energy, and money...with little hope of obtaining a return on that investment.



Why not put the same amount of time, energy, money, and focus on the 20% of the customers that are already a perfect fit? These are the ones that deserve this attention.

And, these are the ones that can -- and do -- refer us to other customers just like them.



Now that's attractive!

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“Blessed is he who has found his work; let him ask no other blessing.”  
– Thomas Carlyle



### Myth #3: You have to spend a lot of energy and time to maintain relationships with customers.

**Reality:** Just five minutes of planning a day is all it takes to attract and maintain relationships with all your perfect customers.

Traditional marketing strategies assume that customers will easily switch their loyalties from one company to another -- they just need to be enticed with special offers and discounts. For a business to retain its existing customers, it must be willing to concede to its customer demands for these special offers and discounts - or expect to lose to these customers to another business that will.

Conversely, a basic premise of the Strategic Attraction™ Planning Process

is that 'like attracts like'. The natural power of attraction is what keeps your most perfect customers closely aligned with your business.



To tap into that power, it is essential to review your Strategic Attraction™ Plan each morning to connect with yourself and your business mission.

When you connect with your mission, you automatically turn on the light in the lighthouse and send out a powerful beam which attracts perfect customers.



Now that's attractive!

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“Nothing is more simple than greatness; indeed to be simple is great.”  
– Ralph Waldo Emerson



## Myth #4: It is difficult to find perfect customers.

### Reality: Attracting perfect customers is easy once you stand still.

Hundreds of thousands of dollars are spent each year on market research designed to scope out the most likely places to find perfect customers. The underlying premise is: if a company does not have the money to spend on such research, then it is limited in its ability to obtain new customers.

Traditional marketing strategies fail to take into account the fact that the customer is already actively looking for

the perfect product or service to fill their need.



So, if the company is searching for customers and the customer is searching for the company, both are moving, they are most likely running in the same circle. Yet, unless one of them is willing to stand still, then it is likely they will never meet each other.

One party has to stand still and wait for the other to catch up. We recommend that the company be the one that stands still - just like a lighthouse.



Now that's attractive!

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"The thing always happens that you really believe in; and the belief in a thing makes it happen." -- Frank Lloyd Wright



## Myth #5: The more customers you have the better off you are.

**Reality:** The greater the percentage of 'perfect' customers you attract, the more profitable your business will be.

To win the old business game, one company in a particular industry had to amass the largest market share to be declared the winner. And, any and all customers count toward the goal of winning the game.

Unfortunately, once the goal has been achieved, then the company has the task of serving all of these varied and different customer needs. The company must continuously add employees, expand its hours of operation, and adjust its policies to keep up with the increasing variety of customer service demands. And, as mentioned in Myth

#2, only 20% of these customers will actually be profitable.

In the new world, companies are playing a different game. The goal of this game is to ensure that each company is only serving those customers that are a perfect fit for the company's business mission. Since customers that are a perfect fit are also the ones that are most profitable, the score is determined by the percentage of customers that are determined to be a perfect fit. The higher the percentage, the more profitable the company.



In this new game, all companies in an industry have the potential to be declared winners.



Now that's attractive!

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One may walk over the highest mountain one step at a time. –John Wanamaker





## Myth #7: Competition is at the heart of all successful marketing practices.

### Reality: Collaboration, not competition, is required for in this Age of Abundance

Traditional marketing strategies are designed around the basic premise that competition is what drives companies to a better job at customer service - supposedly, competition helps to keep prices low; competition drives companies to grow larger which creates more jobs; competition stimulates creative thinking.



These are truths only if one subscribes to the theory that there is a limited universe of customers and the winner takes all.

The Strategic Attraction™ Planning Process is based on a different principle. This Process takes understands that the most satisfying way to serve perfect customers is to develop mutually-synchronistic and collaborative relationships with other

companies -- to provide whole and complete service.

By collaborating, the universe of potentially perfect customers expands and flows easily between synchronistically perfect vendors.



Companies which use the Strategic Attraction™ Planning Process measure their success based on the quality and strength of each relationship rather than simply the quantity of customers.

The Strategic Attraction™ Planning Process is based on the principle that a company can easily retain its customers -- and retain its profitability -- if those customers are a perfect match for the products and services the company wants to offer.

A bond of Strategic Attraction™ which occurs between the customer and the company is so powerful that it can not be broken by an outside party.



Now that's attractive!

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"Knowledge has organizing power. Pure knowledge has infinite organizing power." -- His Holiness Maharishi Mahesh Yogi



## Myth #8: The marketing strategy defines the qualities of a perfect customer.

**Reality:** You define what a perfect customer is for you and your company.

Traditional competitive marketing strategies encourage companies to imitate a competitor's advertising and promotional strategies...and then offer a deeper discount or value-added benefits...in order to 'lure away' customers.

Because customers and companies do not come in one-size-fits-all, the majority of the relationships produced by these strategies are short-lived.



As each company's business mission is as unique as the people who create the mission, then it stands to reason that the customers who are a perfect fit for each company will be uniquely different from each other.

An Attraction Strategist has stopped looking in his/her competitor's backyard for potential customers. He/She spends their time on first identifying the core qualities of a customer that would be a perfect fit for the business mission of his/her company.



Now that's attractive!

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"Imagination is more important than knowledge." -Albert Einstein





**Myth #10: The most important indicator of a company's strength is its bottom line which measures financial assets and liabilities.**


**Reality:** The bottom line measures the company's financial strength together with the measurement of the value internal and external relationships.


Traditionally, the bottom line of a balance sheet is where a company's strength is determined. Yet, from one quarter to another, the highs and lows of that bottom line can paint a significantly different picture. Based solely on that indicator, many companies are today's darlings and tomorrow's dumps.

A company that has adopted the Strategic Attraction™ Planning Process, though, knows that its profitability can

best be measured in the strength and stability of its relationships...both amongst its employees and with its most perfect customers.

These relationships become richer and more valuable with each passing day. These relationships have a value that can be calculated from several perspectives. For example, many organizations are including the value of intellectual capital as an important asset whose value is represented in their employees.

 The path to profitability is through the building of strong and synchronistic relationships.

 Now that's attractive!

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"Man's mind, once stretched by a new idea, never regains its original dimensions."  
- Oliver Wendell Holmes



## Now Create Your Own Strategic Attraction™ Plan!

Begin to Invoke YOUR power of Strategic Attraction™.

With this you will just 'scratch the surface. However, you may still experience extraordinary results doing it on your own.

Get started on your now with these four steps:

STRATEGIC ATTRACTION PLAN For Attracting \_\_\_\_\_  
(type of relationship)

### Section 1- Qualities and Characteristics of my perfect customer

#1: \_\_\_\_\_

#2: \_\_\_\_\_

#3: \_\_\_\_\_

#4: \_\_\_\_\_

#5: \_\_\_\_\_





### Section 3 – What do I WANT my perfect customer to expect of me?

Emphasis is on the words I want! - this is NOT what you think THEY want you to want - this is - what do YOU want them to want about you!

#1: \_\_\_\_\_

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#2: \_\_\_\_\_

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#3: \_\_\_\_\_

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#4: \_\_\_\_\_

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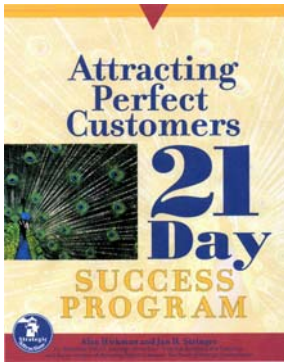
#5: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Congratulations, you are now on your way.  
This is What's Next**



### **21-Day Success Kit Home Study e-Workshop**

[www.perfectcustomers.com/successkit](http://www.perfectcustomers.com/successkit)

If you love to do things at your own pace, in the privacy and comfort of your own home or office, **this 21-Day Success Kit Home Study Workshop is for you!**

Experience a quantum shift in your results that will out perform your wildest expectations!

### **Your 21-Day Success Kit Home Study e-Workshop Includes:**

A step-by-step system to attract more customers that are a 'perfect' fit for your business.

- Recordings - Streaming and downloadable to mp3
- Live group presentation of The Strategic Attraction™ Process.
- Live one on one presentation
- Live interview of Jan H. Stringer and Alan Hickman by Chris Atwood co-author of The Passion Test
- Daily Strategic Attraction™ Tips - specifically designed to keep you on track, awake, focused, and deliberate with your transformation.
- Signs of Land Journal - 'Signs of land' are the small confirmations we receive when we are moving along our path towards the achievement of our targets. You will be guided each day to use this powerful practice.
- Special Attracting Perfect Customers Yahoo Group
- Access the power of 'group dynamics' Exercise your 'core muscles' of building relationships within your community.
- Receive the added benefit of being able to post your intentions, declarations, celebrations and acknowledgments.
- Strength and Power is within Community. It never ceases to amaze that each program has the perfect mix of people! Why? Law of Attraction is always working. You will attract people that are like you. Gain powerful support on your Attractive journey.

Use this link to Get Started Attracting NOW!

[www.perfectcustomers.com/successkit](http://www.perfectcustomers.com/successkit)

If you want to make a quantum shift in your business or your life, the secret ingredient is 'GROUP DYNAMICS' and that is available when you register for one of our:

- **Doing Business the Goddess Way:**  
<http://www.GoddessBizBlog.com>
- **Attracting Your Perfect Mate:**  
<http://www.AttractingYourPerfectMate.com>

Our thanks to Nancy Cleary of Wyatt-MacKenzie Publishing who has been a valuable resource in the creation of this document.

## Let us refer you to...

**Wyatt-MacKenzie Publishing**  
DEADWOOD, OREGON

Nancy has been a professional graphic designer since 1988, and publisher since 1998. She can propel your next creative venture! Nancy revels in sharing her passion for design and her insider-info on all aspects of book packaging, publishing, distribution, branding and publicity.

Make an impression, and make your ideas profitable...!

*See what Nancy has done for us...*

Nancy created the look of our new product line!

We've also partnered with Nancy and her unique Imprint Program to create "SACAT Media" the new publications wing of our company. Our first book, *BEE-ing Attraction: What Love Has To Do With It* has been an amazing, effortless, magical and empowering publishing experience.

We are continually inspired by Nancy's depth of knowledge and her limitless marketing, publicity, and branding ideas.

*Our Imprint*

*Co-authoring...*

Nancy is co-authoring a new product with us which combines her knowledge and experience with our attraction process. The result? A new, positive, empowered, and infinitely potential-filled publishing experience.

The first of its kind—a comprehensive and intuitional publishing guide! *Attract YOUR perfect publishing solution.*

**NANCY CLEARY**  
AND HER OFFICE DOG "BOOK"

I read *Attracting Perfect Customers* in 2001 and have been living the process since—attracting amazing writers, artists, entrepreneurs and forward-thinking partners. I love what I do...if I can help you take what you love and package it, publish it, promote it, sell it, and inspire others with it...contact me!

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Learn more at my sites:

