This is a picture of a fax machine. I don't know about you but I don't I think I would have volunteered to be one of the first people to try to sell the very first fax machine.

Why? Well, when the fax machine first came out, most people probably didn't know that they needed a fax machine. Clearly, we know that now. We know that the fax machine took the world by storm. But if you go way, way back, people didn't necessarily know. They didn't wake up in the morning going, “Yeah, I need a fax machine.”

And my guess is that it would have been pretty tough at first because people didn't know what a fax machine was, and they didn't know they had a problem that you had a solution to. I could have been wrong, but it could be that once you explained to people, they bought it like hotcakes.

But let me share with you my personal experience of trying to sell something before people knew they needed it.

When I left plastic surgery in 2003, the thing that bolstered me and propelled me forward was my enthusiasm for creating a particular business. It was called “Money Whiz Kids,” and the business was going to be based on seminars and workshops, teaching and supporting parents and teachers to raise children to be financially aware.

I was so super excited because I, myself, had never been taught these principles, and I felt like it would make a big difference in my life to teach. I mean, it would have made a big difference in my life if I'd been taught them. So, I wanted to contribute to others by teaching them the principles that I thought I missed out on as a kid. And I thought I was going to transform the world in 18 months or less and sell my programs and seminars like hotcakes.

I did a teleseminar, and I had a hard time getting people to that event even though it was free, and I started wondering why.

And then, I came across this material that I'm going to show you, client selection criteria, and the criteria looked like this.

For your audience, you must ensure that your audience has a big problem or a burning desire. Secondly, your audience must know that they have a big problem or a burning desire. It's one thing to have the problem or desire; it's another thing to know about it.

And then, they must have a history of spending money to solve their problems or fulfill their desires. Why? Because past history of spending money to solve their problems or get their desires met is the best indicator that they'll spend again.

And then, next, your audience needs to have the money and be ready to buy now. In other words, they're actively searching for answers to their problems and the fulfillment of their desires.

©2012 Freedompreneur Coaching & Consulting ALL RIGHTS RESERVED

Then, you need to know how to reach them. You need to know where they work, where they hang out, what they read, what websites and blogs they go to, what TV shows they watch, what radio stations they listen to, and so forth.

And then, they need to be people you love working with.

Now, by themselves, each of these criteria may seem commonsensical. However, as you can see from my example when I started my first business, Money Whiz Kids, you can see where I had a problem. My problem was number two—my audience was not aware that they had a big problem or desire. And then, criteria number three, my audience did not have a history of spending money to solve their problem. And worse yet, they didn't fulfill criteria number four. They didn't have the money, and they were definitely not ready to buy now. So, I struck out on three of these six criteria.

Guess how many of my training programs I sold? Zero!

I got the wind out of my balloon popped. It was a bummer for me to realize this. It was a while ago. That was about seven or eight years ago. I don't remember how depressed I got; but it was disillusioning for me to realize that I had put all this time and energy into the Money Whiz Kids concept and I was naïve enough at that time to think that I could make a go of it without fulfilling this client criteria because I didn't know about this client selection criteria.

But once I became aware of these criteria, I quickly abandoned the Money Whiz Kids business concept and started looking for something else.

So, here's the thing. My recommendation is that you meet all six of the above criteria, and that will position your business to maximize its potential.

Now, you may be wondering if you need only four or five of the criteria. Well, you can still build a good business if you meet four or five of the criteria, but I don't think you'll be realizing the fullest potential of your business.

The other thing—when you're in the initial phases of conversation with somebody, you will not necessarily know if they are people you'd love working with in the long run because you can get fooled at first.

So, you simply do your best. You do your best to tune into their values. In your conversations with them, you can get a sense of their beliefs and their philosophies towards business and life. You can definitely get a sense of their energy, their enthusiasm, what they're out to accomplish, whether or not you can get behind their visions and their dreams and their hopes, and whether or not they have problems or challenges that you feel excited and energized to help them with.

©2012 Freedompreneur Coaching & Consulting ALL RIGHTS RESERVED

This is where you really need to use your head and listen, but also listen with your heart and listen with your gut. See if somebody starts giving you the creeps early on or if you gravitate naturally towards this person.

So, in the training center, we will put up the client selection criteria. It's in the handout. In that way, you'll be able to refer back to it when you're writing, say, a sales copy or you're having conversations with people or if you simply just need to be reminded when you're trying to figure out, “hey, is this person a good fit for me or not?” and having this sheet in front of you would help you to avoid making a bad decision.

In the resource box below, there's a brief audio discussion about selecting the best clients to work with. So, I recommend you take a look at that; and then, I'll see on the next video.

©2012 Freedompreneur Coaching & Consulting ALL RIGHTS RESERVED