



# NO SELLING, JUST SALES

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## Activities To:

- Set Your Vision
- Design Your Ideal Client
- Attract the Client to the Vision

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## A Letter to The Reader

*No Selling, Just Sales!* That title is a bold statement and definitely not a guarantee, but think about that for just a minute. It is the goal of every business to be able to have sales come to them rather than constantly seek out new sales. Therefore your goal should be to stop selling and start just accepting sales. You are probably asking how do you attract sales or clients without selling? The answer is you create a well developed marketing strategy. This will lay out your plan for bringing in qualified and interested customers. A great strategy keeps you to doing your passion work and attracts the customers so you don't spend your time chasing leads, having pointless meetings, and struggling to make sales.

The foundation of all marketing strategies is having a fully developed customer profile. The inspiration for me to write this eBook came out of my own struggles with identifying my ideal client and really connecting to their actual needs. After almost 5 years in business you'd think I had my ideal client dialed in, however, I recently realized that my ideal client had changed and I never realigned my marketing strategy to match my new client segmentation. This realization led me to go back to the beginning and reassess everything. During that process I found it helpful to hand write a business journal and after a while it ended in me creating the activities that make up this eBook.

The following pages provide you with some powerful activities which will help you align your vision and mission with the needs of your customers. Any good marketing strategy should begin with having a very firm understanding of your ideal client. Knowing, in detail, WHO you are aiming at serving will allow you to meet them WHERE and WHEN they are ready to purchase. Take your time working through these activities, it will be a while before you find the answers in your head. I recommend handwriting your responses in a notebook. It helps you really connect to what you are writing and you can easily review or revise them later. You may need to do several versions of each activity before you feel you found something that really resonates. Keep in mind when working through the ideal client activity you need to really delve deep into the details about who you will be serving, do not stay generic in your descriptions.

After you have worked through these activities, take a moment to reach out and connect with me. Please know I am here to cheer, help, and push you toward your goals. I'd love to meet online or in person and I will always answer questions to get you unstuck. The last page of this book has all of my contact information. Don't stop the momentum you have started, let me help you continue the work.

Remember your journey though your business is your path, but you never need to walk alone!  
Wishing You Peace,



Megan Melton

## Goal Dreaming

When starting out in business we often learn very rigid methods for goal planning which can lead to uncreative or restrictive thinking about the business. Goal planning is an essential part of being a successful entrepreneur because it lays out a logical path for how you will get from point A to point Z and every step along the way. It provides details, milestones, and markers to make sure you are still traveling where you want to be traveling. However, one should never underestimate the power of dreaming and the amazing freedom that is experienced when simply visualizing the future without any confinements. A technique I've developed called Goal Dreaming™ is a creative visualization exercise. It's a very focused activity where you allow yourself to think about your future without limitations.

This Goal Dreaming™ exercise is all about taking a look 10 years into your future. Start with thinking about where you want to be and allow the Goal Dreaming to really set a vision for how you want your life and business to feel. As you go through this activity do not limit yourself to the restrictions of your current circumstances. Free your thoughts from all limiting factors such as money, education, experience, or other resources. Remember this is supposed to be DREAMING which means anything is possible.

### **Activity:**

Below are two different ways to create a Goal Dream that will help you develop your plan for today by starting in the future.

Setting the Visual Stage: Imagine you are 10 years into the future and you have accomplished every task, goal, and dream you ever laid out. Now complete the following:

1. Write it out with just the facts. Using bullet points and short statements, write out all your accomplishments and achievements you made over a 10 year period (Remember this is VISUALIZATION, let your imagination go)
2. Award ceremony story. Pretend you are another person presenting YOU with an award at a ceremony for business excellence. Write out a short speech that this person would give about you, your business and accomplishments over the past 10 years.

## Vision and Mission Statements

Writing vision and mission statements can be a daunting task because you are committing to the page what you hope and dream for your business and life.

A vision statement lays out the framework and provides inspiration for the direction you desire the company to take as it moves forward. A well developed vision will help you explain your hopes and dreams for your business. You want this statement to be bold, creative, and not restricted by your current situation. This is the BIG PICTURE you have in your head about the future.

The mission statement is designed to take your vision and bring it down to earth. The purpose is to detail out exactly what and how you are planning on fulfilling the purpose for the business' existence.

### Activity:

1. Write your vision statement. Start with the Goal Dreaming activity to help you get a mental picture of how your business will change the world. Write out a 1 - 2 sentence statement that communicates a mental picture of the long range image you have for your company.
2. Write your mission statements. Missions are designed to communicate the “why” behind your business strategy, and is often looked for in a written business plan. Consider the following to help you narrow down your mission statement
  - What does the business do?
  - How do I do what I do?
  - Whom do I do it for?
  - What value do I bring?

Be PATIENT with yourself. Plan on writing several drafts of both your Vision and Mission statements. If you are stuck put something down don't angst over if the first draft is “correct or not”. It's more important that you start than that you get it right the first time. I highly recommend scheduling yourself regular time each year to review and update your statements.

## Ideal Customer

Defining your customer is paramount to the success of your business. This activity is to help you create a niche, that perfect place where your ideal customer and your service offerings align at the exact moment when they are ready to purchase.

### Activity:

You will now be delving into who, what, when, where, why and how your ideal customers will purchase your product. This activity is the single most important activity in this eBook because it creates the foundation for an actionable marketing plan. Please TAKE YOUR TIME with this activity. Answer the following questions, don't limit yourself to just these questions. As you begin you'll find more questions pop up, make sure you address these questions too!

1. Who...
  1. Is your ideal client (DETAILED)?
  2. Do they currently purchase from?
  3. Do you WANT to work with?
  4. Do you NOT Want to work with?
  
2. What...
  - Is your product or service offering?
  - Needs are you meeting for your customer?
  - Are your unique characteristics (that which makes your service different)?
3. When...
  - Do your customers purchase?
  - Will they see your advertisements?
  - Will new needs arise for existing or potential customers?
4. Where...
  - Are your customers located?
  - Are your customers when they are most likely be reminded of your services?
  - Should you advertise to connect with your ideal customer at the ideal time?
5. Why...
  - Does your ideal client seek out your service?
  - Are the characteristics of your product/service important to your customer?
  - Are you an expert in the eyes of your client?
6. How...
  - Does your ideal customer find out about your specific industry?
  - Do they typically buy your product?
  - Can you make your customers a lifelong customer?



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