

## “Melissa, do I fit the model of your best prospect?”

You’ve heard me speak about working only with your “Ideal Client.” Well, I walk my talk, and this is a golden opportunity for you to determine if we are really a best fit. You see, the clients who profit the most from their mentoring and consulting relationship with me exhibit the following traits and behaviors:

You’re a great fit if...	You don’t fit if...
<b>You have a BIG VISION (or are ready to create one) with clear goals and objectives</b> for your business and personal life and you would like our work to move them forward.	<b>You are looking for a band-aid for your business.</b> You aren’t willing to see past the moment you are in and create a BIG VISION you are excited about working toward.
<b>From Day 1, you’re committed to your success</b> and getting full benefit from our relationship. You use my services fully as your marketing consultant, success strategist, accountability partner, and biggest fan. (I believe in you.)	<b>You’re looking for reasons to quit</b> and fall back into your old habits and comfort zone of spinning your wheels and frustrating finances. You get caught in the “valley of despair” and continually seek new short-term solutions.
You want an expert <b>to work with you</b> to establish your own strong marketing system, and reveal yourself as your own ultimate competitive advantage.	You want someone to <b>do your marketing for you</b> and “take it off your plate,” though you know you can’t clone your personality, expertise, education, and experience.
You are <b>ready to roll up your sleeves and dive into your business marketing and mindset with an open mind</b> , willing to learn the right strategies that will get you results.	You are <b>looking for the “easy” button, overly analytical and critical</b> , unwilling to take necessary and strategic business risks.
You know that “perfect” is an illusion that holds you back. <b>You go for “done is better than perfect.”</b>	You are <b>stalled by your perfectionism</b> when it comes to your own work.
You are open to new methods, strategies, and tools and <b>ask lots of questions to get where you want to go.</b>	You have all the answers and a “yes, but” attitude with <b>an excuse for staying stuck.</b>
You understand that before you can delegate you must master tasks at hand. <b>You are ready to do the work to move your business forward.</b>	You want to <b>outsource everything</b> without “doing whatever it takes.” You’d rather pay a team even when you have no revenue coming in.
You know that you are your greatest investment and <b>the monies you invest will come back to you several times over</b> when we both do our jobs right.	<b>You can’t imagine investing money</b> in strategic and tactical marketing guidance and help because “it’s too expensive.”
Your default attitude is <b>Positive and about Possibility. Each day you write a new story of success.</b>	Your default attitude is <b>Negative.</b> You are stuck in spin from your past and unwilling to let history go.
You get that there is no “magic bullet” or shortcut to long-term success. <b>You are ready to find what will work for you and your business.</b> You understand it takes time to put a personalized plan in place that will reap benefits for years to come.	You’re looking for the “magic bullet” of success. You prefer quick fix tips and tools “proven” to work for others instead of best fits for you that require extra effort to put in place. <b>You are wed to short term solutions instead of a solid foundation and strategic systems for success.</b>
You know your success depends on you and <b>you want me on your team to speed the process along</b> at every level.	You want me to <b>make you successful</b> (with my “magic” wand) by doing more of the same, just better and faster.
You are aware that you likely have limiting beliefs that have held you back and <b>you are ready to break free of them forever.</b> You know that your mindset is the cornerstone of your business success.	You are certain it is strictly marketing that is at fault for your lack of success. <b>You are unwilling to look deeper at your mindset.</b> You fail to move forward because you won’t uncover the root of your challenges.