

How to Qualify the People You Choose to Serve Who Will Happily Pay for Your Services

(And you're not chasing an unprofitable niche and wasting valuable time)

Another key to creating cash and income quickly is to leverage the list of contacts and people who are already in your world right now!

We always think our **Ideal Clients** are “out there somewhere,” beyond us, and outside of our reach. In truth, they are right in front of us. To reach your 30-Day Bold Money Goal, I am going to ask you to do the following:

Step 1: Look in your Rolodex, email subscriber list, LinkedIn, Facebook, Chamber of Commerce, any group you're part of (online and offline), and choose people who you want to help.

Come up with a list of 50 names. (Yes, this is a large number, and you probably won't need this many people to reach your Bold Money Goal, but please do it so you see how many potential clients you have... and also so you have a large enough number to work with.)

For Step 2, it is critical that you consider the following criteria when qualifying your prospects, so that you don't waste time approaching people who have no urgent need to invest in your services. Everybody has problems they want solved. But, if the problem is not urgent enough in their eyes to invest in solving, they will never be a viable prospect.

Step 2: WHAT problem do they need to solve? Tie it in with the three big areas of money, relationships/love, or health and wellness.

Step 3: Look at the 50 names you collected, and apply the following criteria to identify people you will contact to help, and offer your services. This person:

- Has a specific URGENT problem to solve
- Needs this problem solved RIGHT NOW
- The URGENCY of solving this problem, on a scale of 1 to 10, is a level 7 or higher
- This person has a HISTORY of investing in similar offerings (such as coaching, consulting, training, attending workshops—consider your services when determining this)
- You want to work with this person (you like them, they share similar values, they are easy to get along with, they are respectful, they make decisions quickly, etc.)

If you cross someone off the list because they don't meet the above criteria, find new people to put on your list to maintain 50 prospects.