MARKETING

BUSINESS WITH PURPOSE

Expert Series

ATTRACT THE RIGHT CUSTOMERS

HOW TO IDENTIFY, TARGET, AND WIN YOUR MOST PROFITABLE CLIENTS



SUE BROOKE

Attract the Right Customers

How to Identify, Target, and Win Your Most Profitable Clients

by

Sue Brooke

"The truth is simple: if you are marketing to everybody, you are marketing to nobody."

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CONTENTS

What's Inside

INTRODUCTION	
CHAPTER 1	Why "Everybody" Is Never Your Customer
CHAPTER 2	Identifying Your Most Profitable Customer
CHAPTER 3	Getting Inside Your Customer's Mind
CHAPTER 4	Creating Marketing Messages That Make People Say "I Need This"
CHAPTER 5	The Power of Referral Partners
CHAPTER 6	Positioning Yourself as the Obvious Expert
CHAPTER 7	Attract, Target, and Win The Right Customers Again and Again
FRAMEWORK	The A.T.T.R.A.C.T. Framework™
NEXT STEPS	Action Checklist
CLOSING	Final Thoughts
AUTHOR	About the Author
FROM THE BOOK	Work With Me
EXPERT SERIES	Become the Expert. Don't Just Claim It.
WORK WITH SUE	Attract the Right Customers.

Introduction

Most business owners do not struggle because they lack talent. They struggle because the right people do not clearly understand why what they do matters. That distinction changes everything. You can be incredibly talented, deeply experienced, and fully committed to helping people, but if your message is vague or aimed at the wrong audience, building your business becomes far harder than it needs to be.

My success did not come because I was the smartest entrepreneur in the room. It came because I learned how to understand what people truly needed and communicate that in a way that made them say yes. Like many business owners, I once believed that if I simply offered something valuable and worked hard enough, customers would naturally come. It sounds logical, but business does not work that way. Customers do not buy simply because your offer exists. They buy because they believe your offer solves a problem they urgently want solved.

That realization completely changed the way I approached marketing. Years ago, when I owned a tutoring business, my message was simple: I offer tutoring. While that accurately described what I did, it failed to connect with what my customers actually cared about. The moment everything shifted was when I changed the message to:

"No more homework headaches. Get your family time back."

Same business. Same service. Completely different response.

Parents were not calling me because they wanted tutoring. They were calling because they were exhausted, overwhelmed, and frustrated after long workdays that ended in nightly homework battles with their children. They wanted peace in their homes. They wanted less stress, fewer arguments, and more quality time with their families. Once I understood the emotional driver behind their decisions, my marketing became dramatically more effective.

This same principle applies to every business, yet too many entrepreneurs continue describing their ideal customers in vague, overly broad ways. They say things like, "I help small business owners," "I work with anyone who wants to improve their health," or "My product is for everyone." While that may sound inclusive, it actually creates confusion. Confused people do not buy. Confused referral partners do not refer. When your message tries to speak to everyone, it ends up resonating with no one.

The truth is simple: if you are marketing to everybody, you are marketing to nobody.

This book will help you change that. Inside, you will learn how to identify your most profitable customers, understand what truly motivates their buying decisions, create messaging that naturally attracts the right people, build referral relationships that multiply your reach, and position yourself as the obvious expert in your space. More importantly, you will stop wasting time chasing opportunities that were never the right fit in the first place.

Attracting the right customers is not about working harder. It is about getting clearer. When you understand exactly who you serve, what they truly want, and how to communicate your value in a way that connects, your business becomes easier to grow, your referrals become stronger, and your marketing becomes far more effective.

You do not need more leads. You need the right leads. And this book will show you exactly how to attract them.

— Sue Brooke

CHAPTER 1

Why "Everybody" Is Never Your Customer

The Problem

One of the most common and expensive mistakes business owners make is believing that more opportunity comes from appealing to more people. On the surface, that idea sounds logical. If more people could potentially buy from you, then surely your chances of success increase.

Unfortunately, the opposite is usually true.

When your message tries to speak to everyone, it connects with no one. I see this happen constantly with entrepreneurs who describe their ideal customer in broad, generic terms. Someone asks who they help, and the response sounds something like: "Anyone who wants to grow their business," "Anyone who wants to improve their health," or "Any business owner who needs more customers."

While those descriptions may sound reasonable, they are far too broad to create real connection. A market is not a customer. That distinction matters immensely.

One of my longtime mentors once told me something I have never forgotten: "Your target market does not have a credit card. A person does."

That single sentence completely changed the way I approached marketing and business growth.

A target market is simply a category. A customer is a real human being with specific frustrations, specific goals, specific fears, and specific reasons for making buying decisions. When your marketing stays broad and generic, people struggle to recognize themselves in your message. And if people do not feel understood, they rarely take action.

> COMMON MISTAKE
>
> *Trying to appeal to everyone instead of clearly identifying the right customer.*

The Truth

Very few people wake up thinking, “I hope someone sells me coaching today,” or “I would love to buy consulting services.”

People wake up thinking about problems.

They think about stress, frustration, lost time, financial pressure, missed opportunities, uncertainty, and the consequences of things not improving. Ultimately, people buy solutions to problems they genuinely care about solving.

This became incredibly clear to me during a networking event years ago. A friend of mine had recently become a health coach. She was nervous, introverted, and doing her best to put herself out there. During introductions she stood up and said, “Hi, I’m Janet, and I’m a health coach.”

It was perfectly nice, but after the meeting ended, almost nobody approached her.

Meanwhile, another woman in the room was immediately surrounded by people eager to talk to her. The difference was incredibly simple. She introduced herself by saying, “I help overweight women with knee problems.”

That statement instantly created clarity.

Some people in the room were that exact customer. Others immediately thought of someone they knew who fit that description perfectly. The specificity made the message memorable, understandable, and easy to refer.

That is what clarity does. Specificity creates recognition. Vagueness creates hesitation.

The Strategy

The goal is not to permanently limit yourself to serving only one type of customer forever. The goal is to create messaging clear enough that people immediately understand who you help and why it matters.

Many business owners resist narrowing their message because they fear they will lose opportunities. That fear is understandable, but it is usually misplaced. Being specific in your marketing does not mean you are rejecting everyone else. It simply means you are choosing a clear starting point that allows your message to resonate more deeply.

If you currently serve multiple audiences, begin by identifying the customer type that creates the greatest overall value for your business. This does not necessarily mean the customer paying the largest one-time

fee. It means the customer who brings long-term value through repeat business, referrals, ease of communication, implementation success, and overall alignment.

The clearer you become about who you want to attract, the easier it becomes for others to help you find them.

Your customers need clarity. Your referral partners need clarity. Your marketing needs clarity.

And it all starts by letting go of the idea that everybody is your customer.

Example

You know what happens all the time?

Someone selling CBD pain cream walks up to me and immediately starts telling me how amazing it is and how much it will help my pain.

My pain?

I never said I was in pain.

They assumed.

They launched into features instead of asking questions.

And because they assumed everyone is their customer, they missed the most important step: understanding whether I was even the right customer in the first place.

That's what happens when businesses market to "everybody."

They stop listening.
They start pitching.
And they wonder why people tune out.

Action Steps

- Write down the broad audience description you currently use
- Rewrite it into one specific customer you most want to attract
- Identify the biggest problem that customer urgently wants solved
- Test whether someone could easily refer that exact person to you
- Continue refining until your message feels instantly clear and recognizable

CHAPTER 2

Identifying Your Most Profitable Customer

The Problem

Once business owners begin understanding that not everyone is their ideal customer, the next question naturally becomes: Who is the right customer?

Most entrepreneurs answer that question by focusing almost entirely on revenue. They assume their best customer is simply the one willing to pay the highest fee. While revenue absolutely matters, it is only one part of the equation.

A high-paying customer who constantly drains your energy, creates endless complications, demands exceptions, and never refers anyone else may actually be one of the least valuable relationships in your business.

True profitability goes much deeper than a single transaction.

The most valuable customers are the ones who create long-term business value through repeat purchases, loyalty, referrals, ease of communication, implementation success, and ongoing trust. Some customers simply generate income. Others help you build momentum, stability, and long-term growth.

That distinction matters more than most business owners realize.

> COMMON MISTAKE
>
> *Assuming the highest-paying customer is automatically the best customer.*

The Truth

Your ideal customer is not necessarily the person who pays the largest invoice.

Your ideal customer is the one who creates the greatest overall value for your business over time.

When I owned my tutoring business, I learned this lesson firsthand. Some families enrolled for short periods of time and then disappeared. Others stayed with us for years, referred multiple families, upgraded into additional services, and trusted us completely.

One family remained with us from the time their child was in first grade all the way through college.

On paper, they may not have appeared extraordinary at first glance. But over time, they became exponentially more valuable than many one-time, higher-paying customers because of the relationship, loyalty, referrals, and long-term trust they created.

That is the true power of customer lifetime value.

Unfortunately, too many businesses focus only on the immediate sale instead of the long-term relationship. A customer paying once may help your short-term revenue. A customer who stays, refers, returns, and advocates for your business helps create sustainable growth.

Another important distinction is understanding the difference between customers who see your offer as "interesting" and customers who see it as essential.

People who view your service as optional tend to compare prices endlessly, hesitate longer, and require more convincing. Customers who believe your solution solves an urgent and meaningful problem move faster, trust more deeply, and become far more committed.

Your best customers are usually the ones for whom your solution feels necessary rather than merely nice to have.

The Strategy

Start by evaluating your current and past customers honestly.

Ask yourself:

- Which customers were easiest to work with?
- Which ones referred others?
- Which ones respected your expertise?
- Which ones implemented your advice quickly?
- Which ones created the greatest long-term value?

You will often notice clear patterns.

Your ideal customer is rarely just the person with money. It is the person who values what you do, appreciates your expertise, communicates well, takes action, and aligns naturally with the way you work best.

As you identify these patterns, begin shaping your messaging, marketing, and referral strategy around attracting more people like them.

This is where clarity becomes incredibly powerful.

The clearer you become about your ideal customer, the easier it becomes to:

- attract better opportunities
- improve referrals
- simplify marketing
- increase conversions
- reduce frustration
- create stronger long-term growth

The goal is not simply to get more customers.

The goal is to get more of the right customers.

Example

One of my favorite stories about identifying the most profitable customer came from a mentor of mine who worked in marketing and SEO.

He had a client who sold water toys, things like fins, snorkels, inner tubes, and similar products. Their marketing was working, and they were making sales, especially to large resorts that would buy those items in bulk. At first glance, it looked like the business was doing well.

Then my mentor asked a simple question: “What is the most profitable thing you sell?”

The client answered immediately: “Water slides.”

That surprised my mentor because the company had been focusing most of its marketing on the smaller products they sold most often. So he suggested something simple. “Let’s change the marketing message and focus on water slides instead.”

Not long after making that shift, the business owner got a phone call on a Saturday morning. A woman introduced herself as Celine Dion. He thought it was a prank and hung up.

Thankfully, she called back.

It was really her.

She had found his company through the new marketing message and wanted him to build a custom water slide in her Las Vegas backyard for her children. That one project was worth $1 million.

Think about that for a moment. How many snorkels or inner tubes would he have needed to sell to make the same amount?

That one experience completely changed how he looked at his business. He realized he had been focusing on volume instead of profitability.

Then he went even bigger. He changed his positioning again, this time around building entire water parks. Soon after, he landed a $100 million project in Dubai.

That story illustrates an important truth. Sometimes your best customer is not the one you are currently focused on. The most profitable opportunities often come from identifying the customers who create the greatest long-term value, not simply the ones who generate the most activity.

Action Steps

- List your five best current or past customers
- Identify what they have in common
- Evaluate which customers generated referrals and repeat business
- Consider which customers were most enjoyable to work with
- Calculate approximate long-term value instead of focusing only on one-time revenue
- Identify the customer type you would happily duplicate repeatedly in your business

CHAPTER 3

Getting Inside Your Customer's Mind

The Problem

One of the biggest mistakes business owners make is assuming they already understand their ideal customer. I understand that mistake well because I made it myself.

After selling my tutoring business, I decided I wanted to help people start businesses. In my mind, I was completely certain who my ideal customer would be. I pictured a woman in midlife whose children had grown and left home and who was ready to reinvent herself by starting a business.

Then my mentor asked me a simple question: "Did you research that?"

I confidently answered no because I believed I already knew the answer.

I was wrong.

Once I actually researched the market, I discovered my assumptions had completely missed the mark. My most profitable and aligned customers looked very different from the people I had imagined. They had different motivations, different concerns, and different reasons for making buying decisions.

That experience permanently changed the way I approached marketing. Assumptions create blind spots. Research creates clarity.

> COMMON MISTAKE
>
> *Assuming you already understand your customer without doing real research.*

The Truth

Most business owners unintentionally build their marketing around what they think customers care about rather than what customers actually care about. The problem with that approach is that customers are making decisions based on emotion long before they justify them logically.

Your customers are not lying awake at night thinking about your process, credentials, or technical expertise. They are thinking about their frustrations, stress, fears, missed opportunities, and the problems they desperately want solved.

That is why understanding demographics alone is never enough. Knowing a customer's age, profession, location, or income may help identify a category, but it does not explain why someone buys.

The real insight comes from understanding what motivates people emotionally. What frustrates them? What feels overwhelming? What outcome are they hoping to achieve? What happens if nothing changes?

This is why emotional understanding matters so much in marketing. Customers are rarely making decisions based purely on logic. They are responding to the emotional impact a problem is having on their lives and how strongly they believe a solution will improve their situation.

The businesses that understand those emotional drivers create messaging that feels far more personal, relevant, and compelling.

The Strategy

If you want stronger marketing, stronger referrals, and stronger customer relationships, you must understand your customers more deeply than your competitors do.

The best place to begin is through real conversations. Talk to customers you genuinely enjoy working with and ask thoughtful questions about why they originally chose you, what frustrations they were experiencing beforehand, and what mattered most in their decision-making process.

Then pay attention to the language they naturally use. Customers will often tell you exactly how to market to them if you listen carefully enough.

It is also important to study patterns. Over time, you will begin noticing recurring frustrations, emotional drivers, and desired outcomes that consistently appear among your best customers. Those patterns help you create messaging that feels far more relevant and emotionally connected.

You should also pay attention to successful businesses serving similar audiences. Strong businesses leave clues through their positioning, messaging, and customer communication. The goal is not to copy them, but to better understand what resonates with the marketplace.

Ultimately, the businesses that grow the fastest are usually not the businesses with the most complicated marketing. They are the businesses that understand their customers most clearly.

Example

A great example of understanding what customers actually want involves my friend Fran.

Fran has always been incredibly knowledgeable about herbs, spices, and their health benefits. At one point, she created a product that was essentially a blend of spices designed to support better health. She excitedly gave me a package and explained all the wonderful benefits. The problem was, I was already healthy, I did not drink smoothies, and honestly, I had no emotional reason to care. So I put it in my cupboard for years.

Then something changed.

When my father was diagnosed with dementia, I was terrified. Watching someone you love change in that way is heartbreaking. I was emotional, overwhelmed, and scared about what it might mean for my own future. I called Fran in tears, and her response was immediate. She said, “Sue, I’m going to create a blend specifically for brain health.”

How many of those do you think I bought?

A lot.

Because suddenly, the product was no longer a generic “healthy spice blend.” It was a solution to something I deeply cared about. Later, when my hair started breaking, she created one focused on hair and skin health. Then she created targeted blends for other specific concerns. Everything changed because now the products felt personal and relevant to what I was actually experiencing.

That is the key lesson.

People do not buy vague products. They buy solutions to problems that feel personal, emotional, and important. The product itself had not fundamentally changed. The messaging had. That is what happens when you truly understand what your customer is actually thinking about.

Action Steps

- Talk directly with your best customers and ask why they originally chose you
- Identify the emotional frustrations underneath the surface problem
- Pay attention to the exact language customers use when describing challenges
- Study patterns among your most profitable and loyal customers
- Refine your messaging based on real customer insight rather than assumptions

CHAPTER 4

Creating Marketing Messages That Make People Say "I Need This"

The Problem

Many business owners struggle to explain what they do in a way that immediately captures attention and creates genuine interest. They often describe their services clearly, yet potential customers still fail to connect emotionally with the message. The issue is usually not the quality of the service itself. The issue is that the message focuses too heavily on the business and not enough on the customer.

Most entrepreneurs naturally talk about their process, services, certifications, or experience because those details feel important to them. While those things certainly matter, they are rarely what causes someone to stop and say, "That's exactly what I need." Customers are far more focused on their own frustrations, fears, and desired outcomes than they are on the technical details of how a service works.

When marketing messages feel vague, overly broad, or too focused on features, customers struggle to recognize themselves in the message. As a result, even excellent businesses often sound similar to everyone else in the marketplace.

> COMMON MISTAKE
>
> *Focusing marketing on services and features instead of customer outcomes.*

The Truth

Customers rarely buy because they fully understand your process. They buy because they believe you understand their problem and can help them achieve a better outcome.

One of the biggest marketing breakthroughs in my own business came when I stopped describing services and started focusing on outcomes.

Originally, I marketed my tutoring and after-school business by explaining what we did: tutoring, homework help, after-school care, and academic support.

Everything sounded logical.

But it was not emotionally compelling.

Then I realized parents were not really buying tutoring.

They were buying relief.

They wanted less stress, fewer homework battles, more peace at home, and more quality family time.

So the message changed to:

“No More Homework Headaches. Get Your Family Time Back.”

Same business.

Same services.

Completely different response.

That is the power of customer-focused messaging. When people feel emotionally understood, they pay attention differently.

The Strategy

Strong marketing messages focus on transformation rather than explanation. Instead of simply describing what you do, focus on what changes for the customer after working with you.

One of the easiest ways to improve messaging is to remove unnecessary industry jargon and replace it with language customers naturally use themselves. Many businesses unintentionally sound overly technical because they communicate from an expert perspective instead of a customer perspective.

Clear and emotionally relevant messaging almost always performs better than complicated explanations.

For example, saying, “I provide financial planning services,” may be accurate, but it creates very little emotional connection. Compare that to: “I help families retire with greater confidence and less financial stress.” The second statement immediately feels more personal, relevant, and outcome-driven because it focuses on what customers actually want to experience.

Strong messaging should also create immediate recognition. Your ideal customer should hear your message and quickly think, “That sounds exactly like what I need.” When that happens, trust forms faster because customers feel understood instead of marketed to.

The goal is not clever wording or marketing tricks. The goal is clarity. The clearer your message becomes, the easier it is for customers and referral partners to understand your value.

Example

One of the most powerful marketing lessons I ever learned came from my own business.

At first, I marketed what we did: tutoring, homework help, after-school care, and academic support. Logical? Yes. Compelling? Not even a little.

Then I realized something important. Parents were not buying tutoring. They were buying relief. They wanted less stress, fewer homework battles, more peace at home, and more quality family time.

So the message changed.

Instead of explaining our services, we focused on the outcome. “No More Homework Headaches. Get Your Family Time Back.”

Same business. Same services. Completely different response.

Why?

Because that message spoke directly to what parents actually wanted. That is the power of customer-focused messaging. When people feel understood emotionally, they pay attention in a completely different way.

Action Steps

- Review your current marketing message and remove vague or technical language
- Focus on the emotional outcome your customer wants most
- Use language customers naturally use themselves
- Describe transformation instead of simply describing services
- Test your messaging in real conversations and pay attention to what resonates most

CHAPTER 5

The Power of Referral Partners

The Problem

Many business owners spend enormous amounts of time trying to grow their businesses one customer at a time. They constantly search for leads, attend networking events, post on social media, follow up with prospects, and look for new marketing strategies that might finally create consistent momentum. While those activities can certainly generate business, they can also become exhausting when growth depends entirely on continuously finding the next customer yourself.

Over time, this approach often creates frustration because the business owner becomes responsible for carrying the full weight of growth alone. Every month begins to feel like starting over again. The pressure to constantly market, prospect, and stay visible can become overwhelming, especially when results feel inconsistent.

What many entrepreneurs fail to realize is that some of the best growth opportunities already exist within relationships that are right in front of them. The problem is not always a lack of customers. Sometimes the problem is a lack of strategic relationships that consistently connect you to the right customers.

> COMMON MISTAKE
>
> *Trying to grow entirely through direct prospecting instead of strategic relationships.*

One of the fastest ways to grow a business is to stop asking, “How do I find more customers?” and start asking, “Who already has relationships with the customers I want to reach?”

That single shift changes everything.

These relationships are called referral partnerships, and they can become one of the most powerful growth strategies in business. A strong referral partner introduces you to qualified people who already trust the recommendation because the relationship transferring the referral already has credibility.

This creates a completely different type of customer conversation. Trust forms much faster when someone is introduced through a respected relationship rather than through cold marketing alone.

Referral partnerships played a major role in the growth of my own businesses. When I owned my tutoring business, one of the most valuable relationships I developed was with a nearby teacher supply store. Their customers were primarily parents and educators who already cared deeply about educational support for children. While the store owner was not a competitor, we served the same audience in complementary ways.

Because the customer alignment was so strong, referrals began happening naturally. Parents trusted the recommendation because the relationship already existed. That trust shortened the distance between introduction and decision dramatically.

This is what makes referral partnerships so valuable. The strongest referral relationships are built around shared audiences, mutual trust, and complementary services.

The Strategy

Building strong referral partnerships begins with clarity. If people cannot easily understand who you help and what problem you solve, referrals become far less likely to happen. Referral partners need to quickly recognize opportunities for you when conversations naturally arise.

This is one reason clear positioning matters so much. The easier your business is to describe, the easier it becomes for others to confidently refer you.

It is also important to approach referral partnerships as genuine relationships rather than transactional arrangements. Many business owners make the mistake of immediately asking for referrals before trust has been established. Strong partnerships grow from mutual value, consistency, credibility, and authentic connection over time.

Referral partners are placing their own reputation on the line when they recommend someone. People must feel confident that you will take excellent care of the individuals they send your way.

The strongest referral relationships often develop between businesses serving similar audiences from different angles. A CPA may naturally connect with a business attorney, payroll provider, or financial advisor. A wellness professional may build relationships with chiropractors, trainers, or nutritionists. A real estate professional may align with mortgage brokers, contractors, or estate planners.

The goal is not simply collecting contacts. The goal is building trusted relationships with people who already serve the audience you most want to reach.

Example

When I owned my after-school tutoring business, I made an interesting decision that surprised some people. I became friends with some of my competitors.

At first glance, that might sound strange. But the reality was, we weren't truly the same. Some after-school programs were essentially providing daycare and supervision. My program was different because we focused heavily on education. We helped students get their homework done, provided tutoring support, and created academic enrichment opportunities that went far beyond simply watching kids until their parents picked them up.

We served the same general audience, but we solved different problems. Because of that, those relationships became opportunities instead of threats.

If a parent was primarily looking for structured academic support, I was often the better fit. If they needed something different, another program might be the better match. There was room for all of us.

That experience taught me something powerful. Some of your best referral partners may already be serving the exact audience you want to reach, just in a different way.

The key is not asking, "Who competes with me?"

The better question is:

"Who already has trusted relationships with the people I want to serve?"

That shift can completely change how you grow your business.

Action Steps

- Identify businesses and professionals who already serve your ideal customer
- Focus on building genuine relationships before asking for referrals
- Clarify your message so referral partners can easily explain what you do
- Look for complementary businesses rather than direct competitors
- Stay consistent in nurturing referral relationships over time

CHAPTER 6

Positioning Yourself as the Obvious Expert

The Problem

In today's crowded marketplace, being good at what you do is no longer enough. Customers are constantly surrounded by choices, advertisements, social media content, and competing voices all fighting for attention. As a result, businesses that sound generic are often forgotten quickly, even when they provide excellent services.

Many entrepreneurs unintentionally position themselves as interchangeable with everyone else in their industry. They use broad descriptions like business coach, consultant, financial advisor, wellness expert, or marketing professional without clearly communicating what makes them different or who they specifically help.

When positioning lacks clarity, customers struggle to understand why they should choose you instead of someone else.

> COMMON MISTAKE
>
> *Using broad generic labels instead of creating clear expert positioning.*

The Truth

People naturally trust specialists more than generalists.

When someone clearly communicates who they help and what specific outcome they create, customers immediately perceive greater expertise and credibility. Specificity creates memorability because people quickly understand where you fit and why your experience matters.

I saw this personally when my father developed dementia and my sister and I needed help selling his home. Several real estate agents described themselves simply as professionals who help people buy and sell homes. Then we met an agent who specialized in helping adult children navigate selling a parent's home during difficult life transitions.

That message instantly stood out.

The agent understood the emotional complexity, family stress, urgency, and difficult decisions involved in the process. The positioning immediately created trust because it felt directly connected to our situation.

That is the power of expert positioning. The right customer quickly recognizes that you understand their world.

The Strategy

Strong positioning begins with clarity. Instead of describing your business in broad industry terms, focus on the specific audience you help and the meaningful outcome you create for them.

For example, saying “I’m a business coach” sounds broad and forgettable. Saying “I help overwhelmed service business owners create predictable growth” creates far more clarity and emotional relevance.

Positioning also becomes stronger when you consistently share your expertise through speaking, teaching, writing, networking, and relationship-building. One of the most powerful authority-building tools available today is becoming a published author because a book immediately positions you differently in the minds of potential customers and referral partners.

You do not need to be famous to become recognized as an expert. You simply need clarity, consistency, and a message that strongly connects with the right audience.

The clearer your positioning becomes, the easier it is for customers to trust you, remember you, and confidently refer you to others.

Example

A great example of the power of positioning is my friend and business partner, Cherri.

Cherri used relationship marketing to grow her commercial plumbing company into a multimillion-dollar business. Because of that success, she began coaching, speaking, and teaching other business owners how to use those same strategies to grow their own businesses.

When we first started working on her book and positioning, the messaging was much broader and aimed generally at business owners. But broad positioning often makes you sound like one of many.

So instead of positioning her as just another business coach or relationship marketing expert for anyone, we became much more specific. Her messaging shifted to focus on relationship marketing for construction, trades, and service-based businesses.

That one change made a huge difference.

Suddenly, the right people recognized themselves in her message. Speaking opportunities became more relevant. Partnership opportunities became more aligned. Business conversations became clearer, and referrals became easier.

Why?

Because she was no longer positioned as someone who helps “business owners.” She became the obvious expert for a specific audience.

That is the power of positioning.

Action Steps

- Review how you currently describe your business
- Remove vague or overly broad language
- Focus on a specific audience and meaningful outcome
- Create messaging that is easy for referral partners to repeat
- Look for opportunities to consistently share your expertise

CHAPTER 7

Attract, Target, and Win The Right Customers Again and Again

The Problem

Many business owners approach growth without a clear strategy. They try a little bit of everything, hoping something eventually works. One week they focus on social media. The next week they attend networking events, experiment with advertising, or chase completely different opportunities. While effort is certainly important, inconsistent strategy often creates inconsistent results.

Without clarity, business owners waste enormous amounts of time attracting the wrong prospects, pursuing poor-fit opportunities, and repeating marketing activities that fail to generate meaningful momentum. Over time, this creates frustration because growth begins to feel unpredictable and unnecessarily difficult.

The businesses that grow consistently are rarely the businesses doing the most activity. More often, they are the businesses with the clearest understanding of who they serve, what those customers truly want, and how to position themselves effectively in the marketplace.

> COMMON MISTAKE
>
> *Trying multiple marketing tactics without first creating clear customer strategy.*

The Truth

Attracting the right customers is not random. It is the result of clarity combined with consistent action.

The strongest businesses understand exactly who they serve, what problems those customers are trying to solve, and how to communicate value in a way that creates trust quickly. That clarity improves every area of the business, including marketing, referrals, networking, partnerships, sales conversations, and customer retention.

This is why I created the A.T.T.R.A.C.T. Framework™. The framework is designed to simplify customer attraction by helping business owners focus on the areas that matter most rather than constantly chasing disconnected marketing tactics.

When businesses become clear about their ideal customer, understand the emotional drivers behind buying decisions, strengthen referral relationships, and consistently communicate meaningful outcomes, growth becomes far more predictable and sustainable.

Clarity creates momentum.

The Strategy

The A.T.T.R.A.C.T. Framework™ helps business owners build a repeatable process for attracting better customers more consistently.

The first step is assessing your current customer base honestly. Identify which customers generated the greatest long-term value, referred others, respected your expertise, and aligned naturally with your business strengths.

Next, target the customers you most want to attract moving forward. Trying to appeal to everyone weakens messaging and creates confusion. Strong businesses focus their communication on the audience most aligned with the results they provide best.

It is also important to understand the deeper emotional frustrations customers are trying to solve. People feel the emotional impact of a problem first and then use logic to justify the decision afterward. The more clearly you understand those emotional drivers, the stronger your messaging becomes.

Finally, businesses must consistently position themselves where the right audience already exists. This includes strategic referral relationships, networking opportunities, speaking, publishing, visibility, and consistent communication that reinforces expertise and trust over time.

Growth becomes much easier when all of these pieces work together strategically instead of independently.

Example

Over the years, I have talked with thousands of business owners, and I see the same pattern constantly.

Someone tells me their marketing is not working.

So I ask what they are doing.

The answer usually sounds something like this:

"Well… I've been posting on social media a little, tried some Facebook ads, went to a few networking events, joined a couple groups, sent some emails, boosted a post..."

In other words…

a little bit of everything.

But when I ask who their ideal customer is, what specific problem they solve, or what makes them different from competitors, the answers often get much less clear.

That is the real issue.

It usually is not that marketing does not work.

It is that disconnected activity without strategy creates disconnected results.

I have watched business owners completely change their momentum once they got clear about who they wanted to attract, what message would resonate, and where those ideal customers were already spending time.

Suddenly networking became easier.

Referrals improved.

Marketing messages connected faster.

Conversations became more productive.

The tactics did not magically become better.

The strategy did.

Action Steps

- Identify the customer type you most want to attract moving forward
- Refine your messaging around the outcomes customers value most
- Build relationships with strategic referral partners
- Focus your visibility where your ideal audience already exists

The A.T.T.R.A.C.T. Framework™

CLARITY . POSITIONING . RELATIONSHIPS . GROWTH

Every successful business grows from clarity. Without a clear understanding of who you serve, what your customers truly want, and how to communicate your value effectively, marketing quickly becomes frustrating and inconsistent. The A.T.T.R.A.C.T. Framework™ was created to help business owners simplify that process and build a more intentional strategy for attracting the right customers consistently.

This framework is designed to help entrepreneurs stop chasing random opportunities and start building stronger momentum through clarity, positioning, relationships, and focused communication. When these pieces begin working together, customer attraction becomes far more natural and sustainable.

The Seven Steps

A

A — Assess Your Current Customer Base

Growth begins by evaluating your current and past customers honestly. Some customers create far more long-term value than others, even if that value is not immediately obvious at first glance. The goal is to identify the customers who stayed longest, referred others, respected your expertise, and aligned naturally with your strengths.

When you understand which customers created the best overall experience and results, it becomes much easier to identify who you truly want to attract moving forward.

T

T — Target Your Most Profitable Customer

Trying to appeal to everyone weakens your marketing and creates confusion. Strong businesses focus on the customers they serve best rather than trying to reach every possible audience.

Your ideal customer is not simply the person willing to pay the highest fee. It is the customer who creates the greatest overall value through loyalty, referrals, repeat business, ease of communication, and long-term alignment. The clearer you become about who you want to attract, the easier it becomes to position your business effectively.

T

T — Tap Into Their Real Pain Points

Most buying decisions are emotional first and logical second. That means understanding surface-level problems is not enough. You must understand the deeper frustrations underneath those problems.

People are often searching for relief from stress, uncertainty, wasted time, overwhelm, confusion, or fear about what happens if nothing changes. When your messaging speaks directly to those emotional realities, customers feel understood much faster.

R

R — Research Before You Assume

Many business owners unintentionally build marketing around assumptions instead of real customer insight. Research creates clarity by helping you understand what customers truly value, what motivates their decisions, and what language resonates most strongly.

The best insights often come from conversations with existing customers, observing buying patterns, studying successful competitors, and paying attention to real-world customer discussions happening online and offline. Strong businesses continuously refine their understanding of the people they serve.

A

A — Align Your Message With What Customers Actually Want

Customers are rarely buying the service itself. They are buying the outcome the service creates. They want confidence, peace of mind, growth, relief, clarity, stability, or transformation.

Strong marketing focuses less on explaining features and more on communicating meaningful results. When customers quickly understand how your business improves their lives or solves a meaningful problem, trust forms much faster.

C

C — Connect With Strategic Referral Partners

Some of the best growth opportunities already exist within relationships. Strategic referral partners are businesses or professionals who already serve the audience you want to reach in complementary ways.

These relationships create trust-based introductions that often lead to stronger conversations and higher-quality customers. Referral partnerships become especially powerful when they are built on genuine relationships, shared values, and mutual trust rather than transactional networking.

T

T — Take Your Message Where Your Customers Already Are

Visibility matters, but visibility without strategy creates wasted effort. You do not need to market everywhere. You simply need to consistently show up where your ideal audience already spends time and attention.

This may include networking groups, referral partnerships, speaking opportunities, online communities, social platforms, workshops, or industry events. The goal is intentional visibility rather than random activity.

The A.T.T.R.A.C.T. Framework™ is designed to help business owners simplify growth by creating greater clarity, stronger positioning, and more meaningful customer relationships. When clarity and consistency work together, attracting the right customers becomes significantly easier and far more sustainable over time.

Next Steps Action Checklist

- [ ] Clarify the specific customer you most want to attract
- [ ] Identify the deeper frustrations and emotional challenges that customer is trying to solve
- [ ] Refine your marketing message so it clearly communicates outcomes instead of just services
- [ ] Remove vague language from your networking conversations, website, and marketing materials
- [ ] Build relationships with strategic referral partners who already serve your ideal audience
- [ ] Focus your visibility efforts where your ideal customers already spend time and attention
- [ ] Listen carefully to the language customers naturally use when describing their problems
- [ ] Strengthen your positioning so people immediately understand who you help and why it matters
- [ ] Prioritize long-term customer relationships instead of chasing one-time transactions
- [ ] Stay consistent with your message across networking, referrals, social media, and conversations
- [ ] Continue refining your understanding of your ideal customer as your business grows
- [ ] Take immediate action instead of waiting for your marketing to feel perfect

CLOSING

Final Thoughts

Building a successful business is not about trying to appeal to everyone or chasing every opportunity that comes your way. The businesses that grow most consistently are usually the ones with the greatest clarity. They understand exactly who they serve, what problems they solve, and how to communicate their value in a way that creates trust and connection.

When you begin attracting the right customers, everything in your business becomes easier. Marketing feels more natural, referrals become stronger, conversations become more productive, and growth becomes far more sustainable. Instead of constantly trying to convince the wrong people, you begin connecting with customers who already recognize the value of what you offer.

Most importantly, attracting the right customers allows you to build a business that feels more aligned, enjoyable, and purposeful. You spend less time chasing opportunities that are not a fit and more time serving people you genuinely enjoy helping.

If there is one core message I hope you take from this book, it is this: you do not need more random customers. You need the right customers. That single shift in thinking can completely change the direction of your business.

Start where you are. Get clear about who you serve, continue refining your message, strengthen your relationships, and take consistent action. Clarity creates momentum, and momentum creates growth.

About the Author



Sue Brooke is a business strategist, speaker, relationship marketing expert, and co-founder of Business with Purpose, a purpose-driven nonprofit organization dedicated to helping entrepreneurs build meaningful businesses aligned with their purpose and strengths.

For decades, Sue has helped business owners gain clarity, attract the right customers, strengthen referral relationships, and position themselves as trusted experts in their industries. Known for her practical strategies and relationship-focused approach, she has guided entrepreneurs across the country in building businesses rooted in trust, visibility, and authentic connection.

Sue's entrepreneurial journey includes building and selling successful businesses in both the education and service industries. Through years of working directly with entrepreneurs, networking communities, and small business owners, she recognized that many businesses struggle not because of lack of talent or effort, but because of lack of clarity.

That realization became the foundation of her work.

Today, Sue helps entrepreneurs simplify their marketing, strengthen their positioning, and create sustainable business growth through clear messaging, strategic relationships, and authority-building strategies.

Through Business with Purpose and the Business with Purpose Expert Series, Sue is passionate about helping entrepreneurs become recognized experts by sharing their knowledge in meaningful and impactful ways.

FROM THE BOOK

Work With Me

If this book sparked ideas for your business, imagine what becomes possible with personalized guidance.

Sue Brooke helps entrepreneurs, professionals, and business owners attract the right customers, strengthen referral relationships, clarify their messaging, and position themselves as the obvious expert in their marketplace.

Whether you need strategic clarity, stronger visibility, better referrals, mastermind support, or help turning your expertise into a powerful authority-building book, Sue can help.

Ways to work with Sue:

- Business Clarity & Strategy Sessions
- Referral Relationship Growth
- Weekly Masterminds & Inner Circle Opportunities
- Speaking & Workshops
- Expert Positioning Support
- Publishing & Authority-Building Opportunities

Ready for your next level?

VISIT

SueBrooke.com

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