



HOW DO WE  
ATTRACT  
THE IDEAL  
PERSON INTO  
OUR WORLD?

# Attracting clients with the power of Intuitive Magnetism

BY KIM PLATZER

What do Oprah Winfrey, Steve Jobs, Richard Branson, and Arianna Huffington have in common? They are all successful entrepreneurs who credit intuition as a source for business success.

Our intuition is a good guide for communicating when something is right or wrong, even without the facts. It may be experienced as a quick feeling, knowing or inspired clarity that transforms into a spark of creation. Regardless of how it appears, intuition is a guiding magnetic force when it comes to being attracted or repelled by another person, situation, or opportunity. In business, turning the volume up on intuition will increase the power of attracting the ideal customer who will want to remain connected with your business.

Before we ask how, we need to know who is the ideal customer? The ideal

customer is not everyone. The ocean is enormous, possessing much life. We only want a portion of what it has to offer, and it must align with the values of the business. A customer can share positive experiences about your service and products, but if the business is attracting just anyone, then the potential to have a negative interaction increases, which then decreases the reputation of the business.

Of course, you want a fulfilling, profitable enterprise with positive word of mouth, so, let us begin by thinking about who has been your favourite customer. Were they male or female? Roughly how old? Did they wear colourful clothes or possess a quirky personality? Why did they come to you? How did they make you feel? Take a moment to sit with your answers before visualizing the interaction. Hear the conversation. What was said? What was the

tone of voice? Was there emotion displayed with certain words or phrases?

As the memory plays out, take note of the emotions, thoughts, feelings, and physical reaction that your body is projecting. A good experiment is to have a mobile phone handy to record video of the exercise. It may be a surprise to see just how much the body interacts with the memory.

If the business is e-commerce, connect to the customer's details, name, address, and prior purchases. There is a pattern to their buying habits that can display what attracts them to your site. Imagine what the customer looks like, the area they live in, what they want your product for, the item they purchased.

Hold the visual of your customer in the mind's eye, take note of your body, emotions, and feelings. Put this to one side and step into your customer, see yourself overshadowing their body. Do this slowly to provide a scope of how and what changes as you step from yourself into their world. Have a sense of their thought processes, body composition, mental, and emotional responses. How does this feel? What is going on in their mind? As you relax into this process think of what they enjoy doing, who do they relate to, what hobbies or lifestyle do they have? All this information is valuable data that will be utilised to see where, who and how your ideal customer lives. They are the ones you want to know where and how to market your product and services to.

## IGNITING YOUR MAGNETISM

Now we know who we are aligning our mind and energy towards, we have to

ignite our magnetic power. This is the power that attracts those that will be the greatest resource to our business. They will be the customer that dances to our tune.

To ignite our magnetic power we must transform our mind, emotions, and body from within. This transmits positive magnetism on a frequency level that will be felt by those you want to attract. Think of yourself as a radio transmitter. If the dial is stuck on static no-one will hear the message, but when you alter the frequency to a high resonating sound that is appealing, everyone wants to tune in.

As a human being, we need to connect the frequency of our energy with a balance of mind, emotions, body and feeling. In turn, we are allowing ourselves to give and receive, to create the circuit that will go on to demonstrate a positive lifestyle and state of being.

To achieve a higher perspective on what we want, is as simple as going with our intuition. It can help to take time out to visualise what success looks like. It may be obtaining a thriving business full of ideal customers, or a cozy home surrounded by a magnificent garden. Whatever it looks like, connect with the feeling. How does life make you feel? Perhaps some areas need a cleanout or a more profound reflection. Take the time to allow the process to explore how life, business, relationships, and health all intertwine to create your magnetic force.

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