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Boost your Revenues by Turning People Away

April 29, 2011 By [Contributor](#) [Leave a Comment](#)

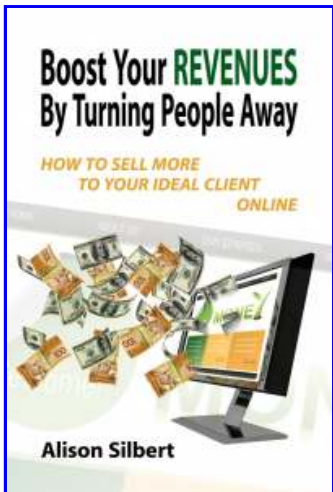
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When I tell people the name of my most recently published book – [Boost Your Revenues By Turning People Away: How to sell more to your ideal client online](#) – I get some confused looks. Thoughts going through people’s minds when they hear the title include: “Why would you want to turn people away? How can a [business](#) grow if it turns people away?”

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On the surface, I agree; the statement does sound a bit like an oxymoron, but in reality you cannot physically help everyone, especially if you are starting as a “one man show”, and you are – in effect – better off if you end up focusing on [marketing](#) to your ideal client until you grow a little further. “But why would I be better off helping less people?” you may be wondering.

For any business – regardless of whether it is a “one man show” or a fully operational corporate entity – the business as a whole is better off focusing on solving one genre of problem because, let’s face it: there are so many people with so many different types of problems, that it is not physically possible for one person to solve everything, and you end up richer in the long run if you choose to target one specific group of people with one specific problem rather than trying to help every potential client within that genre of business, because you find out that your [price point](#) or your personality & problem-solving style don’t match most people you’re trying to help, and you end up spinning your wheels and getting nowhere because you’re trying to do too many things at once. If you narrow your [focus](#) to achieve one goal at a time, you will actually get to that goal much faster than if you simultaneously pursued five different goals in completely different areas.

Another reason to be [crystal](#) clear in communicating the description of your ideal client is because the more details you give [about](#) your ideal client, the better the chances are of someone recalling a specific incident with a friend, family member or business colleague whom you could potentially help. This is extremely useful in networking events (e.g. local chamber of commerce or board of trade events), networking groups (e.g. Business Networking International and Business Connection [Exchange](#)) and online social media conversations (e.g. facebook & [linkedin](#)) because then you paint a picture in the mind(s) of those you are speaking to, and it becomes easier for your listeners to connect potential customers to you.



About the Author:

If you’re looking for a coach to help you clarify your ideal client and generate ideas of how to sell more to them via the Internet,

contact Alison today at 905 361 9835 ext 3330 and book your no-risk assessment, so you can give yourself and [your business](#) the gift of boosting your revenues!

Alison Silbert is the author of [Boost Your Revenues By Turning People Away: How to sell more to your ideal client online](#). When not running her business Passionate Web Creations, she is a mentor, coach, and teacher, supporting individuals in living their dream of having a successful [online business](#). For more details about the book, email us at info@idealvisitor.com; to order copies of the book go from Amazon.com, Barnes & Nobile and <http://idealvisitor.com/idealsite/book-2/>.

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About Me



Isabel Isidro is the co-founder of PowerHomeBiz.com. A mom of three boys, avid vintage postcard collector, frustrated scrapbooker, she also manages WomenHomeBusiness.com, StartingUpTips.com and Learning from Big Boys.



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