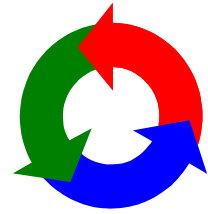# Business Attraction Marketing System

An old theory (the Pareto Principle) backed by recent research indicates 80% of your business comes from 20% of your customers.

To refine your "**Business Attraction Marketing System"**, investigate the common characteristics of your "key" customers. What marketing efforts did you use to win each customer? What did you do before, during and after the sale? Compile all these steps used with "key" customers in each phase to develop your "*Business Attraction Marketing System*". List below all the steps needed to repeat this success with new or current customers. Now you have the beginnings of your "*Business Attraction Marketing System*".

BEFORE - What do you need to do before you get a client:

_____

_____

_____

_____

_____

DURING - What should you do while you are servicing a client:

_____

_____

_____

_____

_____

AFTER - What do you need to do after the service to keep them and get other clients:

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