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Clarifying Who You Are Seeking

By Rinatta Paries

Clarifying Who You Are Seeking by Rinatta Paries

People usually get what they want in one of two ways. Some people have vivid clarity about their desired outcome and it seems to magically materialize. Surely you know someone like this, or perhaps you are even one of these people. To learn more about how to attract an ideal mate in this way, read "The Power of Unwavering Belief" (http://www.whatittakes.com/Archive/Newsletter1to9/newsletter__7.shtml).

Other people cannot create what they want as easily. They must first get clear about what they want, and then take action. If you are this type of person and are single, you are likely using classified ads, online dating services and other singles-related avenues to meet your ideal mate. If so, the following set of guidelines will help you create an attractive, powerful and effective singles ad or listing by helping you clearly define who you are seeking.

If you prefer not to use singles ads to attract a mate, you still need to be very clear about who you are seeking in order to attract your ideal partner. Below, you will find a set of steps to help you clarify who you are seeking for a relationship.

First, keep the following three points in mind:

1. Even when you are taking action to find a partner, you won't actually "find" a partner. You have to attract one, draw one to you. This does not mean you shouldn't take action; it is simply something to be aware of.
2. You attract what you believe. In terms of intimate relationships, often you will attract people who reflect the untransformed part of you. If you want to save time and aggravation, work on yourself and your relationship patterns before you begin trying to find or attract a partner.
3. Be clear on who you are, what you want and can offer in a relationship. Be complete with your past. Be clear about your past relationship patterns and why they are/were here. Take my free "True Love Magnet™" quiz (<http://www.whatittakes.com/Quiz1/lovequiz.html>) to learn what you need to do in order

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to attract your ideal partner. If you do not score well on the quiz, your search for a mate may yield a relationship similar to what you have had in the past.

Below you are the steps for creating an effective ad, as well as a separate set of steps for those who simply want to clarify who they are seeking for a relationship.

Steps for writing an ad or a listing to attract your ideal mate:

1. Write down the qualities of your ideal partner. Be as specific as possible.
2. What type of person would your ideal partner be attracted to? Looking through your ideal partner's eyes, make your best guess and write it down. Don't automatically assume all of the qualities will describe you. Be as specific as possible.
3. Does the list in #2 describe you? If not, are you willing to grow and change so that it does? If not, go back and rewrite your description of your ideal partner and describe a person who will be attracted to the qualities you have.
4. Pick out the most meaningful, attractive qualities you wrote down in #2 and use them to write a description of yourself. This will be the first part of your classified ad or listing. The length of the description will depend on where you are placing the ad.
5. Write a detailed description of the type of relationship you want.
6. Would your ideal partner in #1 want the same type of relationship? If not, start over. If yes, what would appeal to him/her the most? What words could you use to describe the essence of the relationship you envision?
7. In the second section of your ad or listing, make an offer specifically targeted to your ideal partner. Incorporate items from #6 into your offer. For example, if you think clear communication would be appealing to your ideal partner, and it is something you both want and are able to give, your offer may sound something like, "In this relationship you can have the best communication of your life."
8. Finish your ad or listing with a request to contact you, in a way appropriate for the medium you are using.

Steps for clarifying who you are seeking for a relationship:

1. Write down the qualities of your ideal partner. Be as specific as possible.
2. What type of person would your ideal partner be attracted to? Looking through your ideal partner's eyes, make your best guess and write it down. Don't automatically assume all of the qualities will

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describe you. Be as specific as possible.

3. Does the list in #2 describe you? If not, are you willing to grow and change so that it does? If not, go back and rewrite your description of your ideal partner and describe a person who will be attracted to the qualities you have.

4. Write a detailed description of the type of relationship you want.

5. Would your ideal partner in #1 want the same type of relationship? If not, start over. If yes, then you now have an effective description of who you are seeking for a relationship.

6. Do not engage, date, or be intimate with people who do not fit your ideal description.

The above steps are an effective way to actively attract your ideal mate. Follow these steps to get very clear about what you want in a mate and in a relationship. You will also get clear on what you need to be willing to give. This is the kind of vital information that you need in order to attract your ideal partner.

Your Relationship Coach,
Rinatta Paries
www.WhatItTakes.com

(c) Rinatta Paries, 1998–2001. Do you know what it takes to be happy and fulfilled in your relationships? Relationship Coach Rinatta Paries can teach you the skills and techniques to attract and sustain long-term, healthy partnerships. Visit www.WhatItTakes.com where you'll find quizzes, classes, advice and a free weekly ezine. Become a "true love magnet(tm)!"

Master Certified Relationship Coach Rinatta Paries works with hundreds of singles each month seeking her expertise in helping them find and attract loving, fulfilling, long-term relationships.

Three Big Barriers To Small Business Marketing Success

By Kevin Dervin

When you feel like you're always busy working on your business, but not getting where you want to go, it can be frustrating trying to figure out how to get your marketing on track. It can easily become a "not seeing the forest for the trees" feeling.

Here are three big barriers I regularly come across with business owners and how you can avoid them.

1. No Clear Definition Of Success

For some, the word Success brings thoughts of fame and fortune to mind. But for small businesses, I'd caution against this definition being your guiding light. When clarifying your own definition of success, I suggest starting with success from your client's point of view.

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What is it that you are trying to do for your clients? What is it that they'll have or be able to do as a result of buying your service from you? Match this up with what you are passionate about. What is it that you love doing for your clients? I'll know I'm successful when my clients no longer have to struggle with how to consistently attract more business.

2. Not Clarifying Who Your Ideal Clients Are

When you can clarify who your ideal clients are, you are better prepared to know where to find them and how to market to them. You can develop messages that will appeal directly to them.

What do you know about your best clients? Spend some time to put together as complete of a profile as you can on the clients you enjoy working with the most. What are the demographics and characteristics? How would you describe them to someone who has never met them?

Without clarity of your ideal clients, you're likely to waste time, effort, and money marketing to the wrong crowd(s) and/or not getting your message across.

3. Not Spelling Out Your Unique Value

You must be able to clearly define what differentiates you from your competitors. If your prospects can't differentiate you from all the competitive alternatives in the marketplace, then why would they come to buy from you?

Often for small businesses it's not that they're not unique, it's just that they haven't spent the time to evaluate and clearly describe how and why. What is it that you do better, faster, cheaper, or more effectively - whatever? Maybe it's a unique model you've developed or the unique niche of clients you serve. Maybe it's your satisfaction guarantee offered to clients.

Most important here is to spell out why your uniqueness is so important to your clients and prospects. Why should they care? What is it that they'll get by coming to you for services?

Spend some time critically looking at these items for your business. It will be time very well spent. If you find you can't see the forest for the trees, don't hesitate to get some outside help.

(c) 2004 – Kevin Dervin, KPD Marketing

Kevin is focused on helping businesses that are ready to grow, but struggle with how to consistently attract more clients. Visit

for more

information you can use to grow your business. Find Kevin's Kansas City based KPD Marketing practice at

and subscribe to his free ezine.



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