



In our last [blog](#), we talked about being a detective. We continue that in this section, and dive into providing you with some ideas on where to look for new prospects or activate old ones.

The first clue is current clients.

If you have no clients then you might need to dive into what clients may look like in another company you own or have worked for.

Or a list you may have, or even lapsed clients, those that have used your product or service.

Where else do I look?

Another way to get clients and discover clients is twofold.

1. Inspecting your product or service.

The best place if you are in business is to inspect your own product you are selling. Do A SWOT analysis that can help you.

If you want to refer to one, and some of you may have this, [check this out](#).

It is very useful and has been downloaded off my site over 400 times.

2. Dissecting past successes.

If you are already in business, think about the promotion that you have done in the past, and has worked?

What made your client buy?

What emotion tipped them over to your product?

One of the best (yet commonly over-looked) places to find clues about your customers is within the product or service you sell.

When you do that research, you need to be conscious of the profile of the buyer.

What do I mean by profile?

A buyer profile is simply information that either you, or the market has compiled about your customer.

This information is in your own client list, and other sources.

At the very best that profile provides age, sex, gender, income, views and beliefs if you are lucky, and income if you are *really* lucky.

What do you see?

With all this information at hand, can you visualise that person? Are you able to see them? Could you sum up that person?

Could they be like this?

Women

45+

Married or a partner

Mum

2 kids

Works full time

Here is a simple exercise you can do to really dig deep down to what your client looks like.

1. Look at all the clues that you have gathered, then on a table piece them together until you can actually see on the table your prospect.
2. Can you sum them up in a sentence? Is there a photo on the web that you believe is a visual representation of your customer?

Next week we go into the Secret Structure of a Sale.

PLUS, whenever you are ready...here are four ways I can help you grow YOUR business.

1. [Join my free Facebook group - Sales Mindset Inner Circle](#)

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? [Make an appointment](#), and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as \$250 a month. If you're interested then email mike@mikebrunel.com and put **'Virtual Selling'** in the subject line...tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into

your business without coming across as salesy'

Click the link: <https://www.salesblueprintbook.com/book>

Cheers,
Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.