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HOW TO ATTRACT GLOBAL CLIENTS

MOST INFLUENTIAL BUSINESS LEADER '23

MOST FEARLESS WOMEN IN BUSINESS '22

TOP 10 MOST ADMIRER BUSINESS LEADER '22

TOP 10 MOST SUCCESSFUL ENTREPRENEUR '21

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ABOUT THE AUTHOR

THERE'S NO
SUCH THING AS

Scarcity

How's it going? I'm Ciara

It is such a joyous and abundant time to have the energy and inspiration to pen these words about how you as an entrepreneur, business owner, corporation or student can attract global clients, customers and success.

I have been the humble owner and founder of Elite Precision Consulting, a global business consulting firm for almost 20 years. I have had the privilege of helping tens of thousands of companies and people around the world achieve their international goals. But what has helped me and my clients more than fancy business techniques you can Google,



is how to align yourself, your power and energy and create the reality you deserve within any sector of business you go after.

My goal in this e book is not to regurgitate other business consultant's content or techniques nor give you a guide on how to become a millionaire with some special business savvy hacks. But rather to help you to better align yourself with the knowledge and resources you have readily available today and manifest that business idea not just in your local community but on a worldwide scale.

CLARIFY, ALIGN, THEN WORK.

Often times when an individual is seeking to expand their business or tap into a new market, there is some form of data that is collected before the decision is made. That data may be from experts predicting where the next big shift lies. It can be from media outlets sharing insights on current market conditions. Or it can be your neighbor who has hit the jackpot with a new business initiative. Wherever you are gaining your information from, it is imperative that you first align with yourself.



TRYING TO MANIFEST YOUR
DEEPEST DESIRES WHILE OUT
OF ALIGNMENT IS SO

*COUNTER
PRODUCTIVE*

Alignment is not about sitting in a dark room, eyes closed and shut off from the world while the kids are needing your attention or family matters continue to evolve. But rather alignment is taking some time to feel rather than do. Focusing on the thoughts that make you feel at peace, that brings a smile to your face or dare I say that brings out that child-like exhilaration that you may not have felt for years. In those split moments you are aligned and those impulses to act or do something is what will bring you the most success.



The clarity comes from all of the contrast and conflict that you have experienced thus far. Maybe that last business endeavor didn't work out as planned. Or maybe the start up business you and your family set out to do is going slower than you anticipated. That is PERFECT. It's perfect because you have been able to acquire more insights into what you don't want and as you align yourself, you will be able to focus more on what you do want. Without the contrast (and when I say contrast I mean issues, problems, challenges, disappointments and low moments) you will not be able to understand or even appreciate the high moments of success. So before you continue in this very day, take a moment to clarify your desires, align yourself with what feels awesome to YOU and then work towards that feeling. In the next chapter we will discuss how to work in alignment and what it can do for you.

EXERCISE: FINDING THE FEELING

Find a place where you feel comfortable and preferably alone where no one can see you, judge you or take pictures. Because this exercise is going to definitely attract some attention! If you have a pen or paper that would be best however you can use your phone as well. Now let's do this!

*Don't think.
Just feel.*

Imagine you have a bank account with full access to unlimited amounts of money. Every time you spend money it automatically replenishes it. You can use this account anywhere in the world. Now imagine you have a team of workers all over the world with access to any market, any company and any technology ever made.

Write down every idea you have that would be fun for YOU. Do not stop writing until you are feeling the exhilaration that you can sense in this picture.

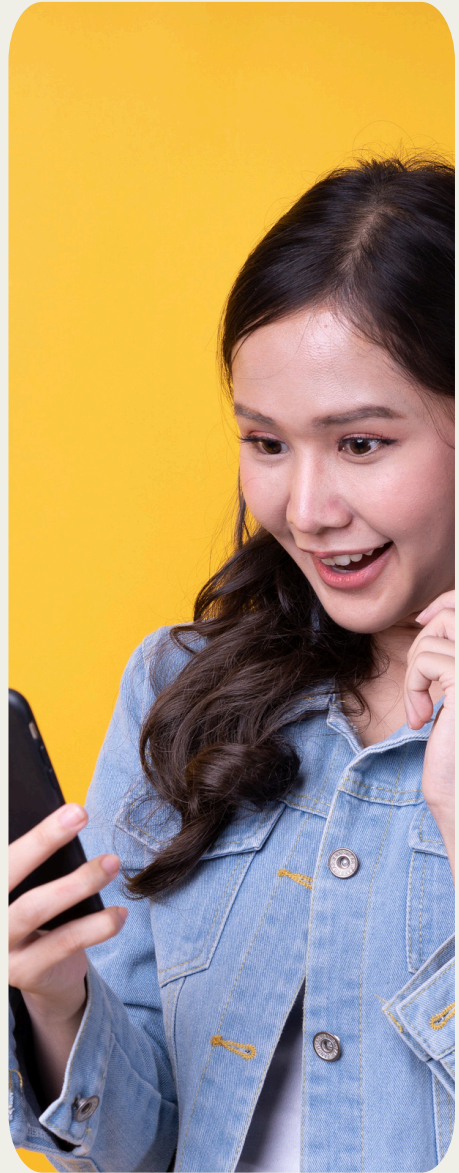


Outcome: What will happen is your deepest parts of yourself, the part that may be hidden by fear or external situations, diminish and you unlock energy that 30 trillion cells in your body can now put focus on knowing it will result in your ultimate well being.

Observing Is Easier Than Thinking

After you have done the previous exercise it's important to continue to revisit that list. Each day that you revisit it, pay attention to a sign that's related to one of the items on the list. When you first attempt this you may find that you are trying too hard to SEE the signs. So just relax your mind and know that the signs will be there and when you see them act upon it. How?

For those using social media such as LinkedIn for business marketing or networking, a sign can be as simple as a connection request that is a part of your 'fun list'. Don't pay attention to their followers, posts, and especially their location. Pay attention to the feeling you have as you see their face, their name and maybe what their tagline is. Does it feel like irritation or does it feel like interest?



This moment is just the beginning

Maintaining the Fun Amidst Frustration

If you are currently employed or working towards a current goal you've set, you may find it a bit challenging to live in this fairy tale of fun that I've described. We all know that bills must be paid and the world will not stop spinning on our account. But what you must realize is the longer you're in the feeling of fun, exhilaration, interest, desire and joy the easier your current situation will be.



Contrary to popular belief you do NOT need to focus on the problem to find a solution. You do not need to brainstorm anymore, write out all of your options and make calculated decisions with the advice from consultants, advisors, family and friends. You can simply focus your energy and attention on what makes you feel good and the other contrasting experiences will soon be solved with new creative intelligence.

ENERGY- DRIVEN TECHNIQUES

If you are currently working with a company as their employee yet wishing secretly to have your own business, then this too can work for your benefit. I am not saying to walk into your boss's office with your 'Today is my last day' speech. What I am saying is that as you are performing your day to day tasks, reserve most of your energy towards your fun list and inner desires. Those desires may lie within the existing company that you're with however not easily seen based on your current point of attraction.

I often hear individuals tell me during our initial consulting time that they want more clients because they need to pay for their staff or need the revenue to give themselves breathing room and have more of a financial cushion. Although that may appear to be the dominant need at that time, I always encourage them to dig deeper into what they truly want, not what the conditions of their environment dictate. Yes, having revenue is important and necessary. But what you also may desire is the freedom of time and flexibility. To be able to attend to family or personal needs whenever they arise without the feeling of guilt or betrayal to your client. You may also want freedom of speech to be able to freely share ideas and insights without judgment or being overlooked by your superior or client. Perhaps it's new challenges that stretch your thinking and bring out that inner scientist or mathematician that you so loved as a child. The list of desires is endless but one thing is certain, it's not just about having the money flowing in.

EXERCISE: ENGAGE FROM IMPULSE



So let's discuss how you can maintain your alignment and still be productive in your business affairs. Remember the exercise that was done earlier... finding that feeling of exhilaration. Now as you are working, pay close attention to that same impulse inside of you.

You're sitting in front of your computer sifting through emails that must be acknowledged and responded to. This may be a routine task that you've done for years. Scrolling, reading, responding. But this time do it with the intention that there is something that you are seeking or anticipating while you're completing this task. Don't think about WHO is the sender of the email. Rather focus on the feelings that arise as you're reading the messages. Is there a sentence that resonates with you? Maybe it's someone's signature that makes you feel just slightly happier or at peace. Or it can be the display picture or logo that brings out a lighter feeling within you. All of these impulses are signs to dig deeper with that person. Not to engage in an aggressive way... asking for them to make your dreams come true. But just being open to what could come from taking one extra step to share your appreciation or thoughts with them. This is coming from a place of genuinity... not trying to manipulate a situation to gain something for yourself. Simply acting on the small impulse of desire that you felt. As you are responding to the email be sure to still address whatever concern or query they may have had since that is 'your job' of course. But take a bold step to say something about the way their message or picture made you feel. Don't think of this as being so vulnerable. Think of it as something that you are seeking and they too are seeking from you. They are there for a reason just like you are there for a reason. It's about you taking that step to engage in that journey of discovery between the two of you.



What I have found while doing this is that what I expected to learn is totally not what I got. I expected to perhaps not receive any response or a vague acknowledgement to my impulse driven statement. And when I've received that ground breaking shift is when I stopped expecting anything. It's when I sent the message and as soon as it left my outbox I stopped dwelling on 'what if'. I stopped going back to check if a response was received. I stopped cyber stalking them to see what they're 'really about'. I just sent the impulse driven message that felt good to me at that time and moved on with my day. It's in those moments that amazing results happened far beyond just an acknowledgement or positive feedback. It sparked relationships with individuals from different walks of life and interestingly enough was in line with something from my 'fun list'. I also found that it didn't happen when I expected it to happen. Oftentimes I had completely forgot about the message in its entirety and out of nowhere they popped back into my life with just what I was seeking.

Doing this simple yet highly effective process can take your current company from a statewide market to an international one far faster than spending time and money on advanced marketing techniques. Let's discuss another process that can help you attract global clients and success no matter where you physically stand... marketing.

ALIGNMENT MARKETING ~~ANALYSIS~~

It's estimated that companies spend upwards to 20% of their revenue on marketing endeavors. From social media, ads, digital marketing, PR or any other form of sharing with their audience what they are offering and its benefits. Although this can be highly successful for many companies, you can obtain an advantage for yourself by NOT following the results. Let me explain.



When you are deep in a marketing campaign, it's all about the numbers. How many impressions or engagements are you receiving from the messages you put out and how are those leads being converted to customers. Delving into Google analytics to see the traffic and bounce rate. Checking your AHREF score for SEO visibility. Optimizing your content to be more relevant based on the engagements from your social media campaigns. All of these tasks and more is a part of marketing execution and management. Although this information can be helpful, what can be more productive towards your energetic efforts is not paying attention to the numbers.

Sometimes when we 'analyze' the data we can be molded into something that is not our truest self. We're trying to please the masses believing that more followers and engagements will give us more clients and money. That can be true for some but what is perhaps more true is the quality of the client that you obtain. You can have 100 companies reach out to you for your service and close 5% of those deals. To a marketing expert that is doing 'good' and if that percentage increases to 10% from conversion to sale then you are doing 'great'. But what if you focus more attention on your good feeling, fun impulsive and inner desire frequency when creating the content and then allowing the energy you put out to bring you the client you're desiring. Now you're not focusing on just the sale, you're focusing on the next step in your journey towards manifesting something on your 'fun list'. This method of thinking can and has from personal experience taken the conversion rate to upwards of 60% and sometimes higher. Because what is behind the marketing is more impactful than the technicality of hitting your numbers. Similarly to the example of sending your fun impulse email response, creating content that you resonate with and having the focus that the recipient of that post too will resonate with it, can result in more quality enriched sales and client engagements.



What is behind the marketing is more impactful than the technicality of hitting your numbers





Once that lead reaches out to you, now all the hard work is done. Why? Because you already know that there is something that this person or company holds that is in line with your fun list of desires. And so the excitement begins on unveiling what that is. What do they have that your inner self desires and what do you have that they desire? The answer is not always your 'core service' or product. It can be a connection that will drive your business to a whole new level of innovation simply because that customer is seeking something that you have thought about but not yet executed. Or it can be that the person you speak with is silently working on another project for themselves that you can be a valuable asset to.

The sky is not the limit...
it's the beginning

LET'S CREATE

So as you begin to adopt and master these few skills, you will soon see just how vast your market really is and how easy it is to go from a small business to an internationally recognized company.

For more tips or techniques that are specific to your sector, please reach out to Ciara at eliteprecisionconsulting.com to request your customized ebook. In addition, look out for more resources on:

How to attract your ideal team

How to attract your perfect compensation

How to be seen in a global market for companies based in

- Asia
- Africa
- United States
- Australia
- Europe

How to attract global recognition

How to attract healthcare clients

How to attract IT clients

How attract work-life-personal balance



Manifesting Business Serenity



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