



## Ray Edwards Show, Episode 282

### How do I Attract Better Customers?

**Ray:** *Ray Edwards show* episode 282. How do I attract better customers? A 10 step plan that works.

**Autoplay:** The *Ray Edwards show* live your destiny by design, start, run, and grow your own Internet based business and create the life of your dreams. You can do it. This is the *Ray Edwards show*. Let's change the world and watch your business grow. Welcome to the *Ray Edwards show*.

**Ray:** Ray, I have terrible customers, they are cheap, they complain all the time, they're a pain to work with. I just can't seem to get anything done. I can't get them to pay me. So your customers are a lot like you. Maybe.

**Sean:** I have a little tangential little question.

**Ray:** Yes?

**Sean:** Is it going to break what we just said a moment ago?

**Ray:** Okay.

**Sean:** Are you recording this?

**Ray:** Yes.

**Sean:** You're sure?

**Ray:** Yes, right there.

**Sean:** Okay.

**Ray:** Cliff is like, "All ready." So now we have to explain. We're recording our podcast at the time we would normally record it, a few days before it actually goes out on iTunes. But this time, we're recording it in front of a live studio audience on Facebook live, which this is going to be the last time we refer to that live audience while we're doing the podcast. Because everybody in our kingdom is a first class citizen.

**Sean:** That's right.

**Ray:** Let's just say that you are in a business where you need to have customers. If you're not in a nonprofit business, you need to have customers.

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**Sean:** We'll have a separate podcast later on nonprofits. We love you. Nonprofit people, you have a great heart.

**Ray:** Yes and we have some good news for you.

**Sean:** We do.

**Ray:** It's called the gospel of capitalism. So you need customers, but the customers you have are cheap. They're few and far between, they complain all the time, they're a pain to deal with, they abuse you, and if you don't solve this problem, these kinds of customers can ruin your business. They can ruin your life. Problem customers are usually consistent in their bad behavior. And if you don't control them, if you don't corral them, if you don't completely eject them, they can eat your time, they can eat up your cash flow, they can eat your business alive.

I know that sounds dramatic, but it's true. I have multiple customer horror stories, but I'll just share one, and I will obfuscate the details so that you can't know who it is. But I had many years ago a very well-known client in my copywriting business who was a nightmare to deal with. He called me at like 2:00 o'clock in the morning. He called me on the weekends.

**Sean:** These are standard working hours.

**Ray:** For him they were. And the thing is he was a brilliant guy. But he had no sense of personal boundaries and he felt like the fee he had paid me, apparently, had placed me into indentured servitude. So this was a problem that ended with me finally as I turned in draft after draft after draft of copying. He kept monkeying with it and making it worse and worse and complaining more and more. I finally just said, "You know what, keep the copy and don't pay me the rest of the money you owe me. Let's just part ways." And it was the best decision I had made up until that point in my business.

Sometimes you just need to eject those problem customers, and if those are the only kind of customers you get, it's even more important that you eject them. And the aspiration that we're shooting for here is, so you can have a profitable business dealing only with cool people you like, people you enjoy. So that's where we're headed in this week's episode.

**Autoplay:** Does anyone want to live a life that is long prosperous, spiritual foundations.

**Ray:** Let's see what our spiritual foundation is for only working with good clients, good customers, people who appreciate your work, people who don't prevent you from doing your best. People who believe in paying you what you're worth. The scripture says in 1st Timothy chapter 5 verse 18. When I say the scripture, I mean the bible. It's a good book.



**Sean:** The Bible.

**Ray:** That most Christians have not read. The B-I-B-L-E, that's the book for you and me. The new King James version. Recommended highly.

**Sean:** Now if they had a newer translation based off the Byzantine text tradition, we might recommend that one but they don't yet.

**Ray:** Somebody is going to be working on one. So first Timothy 5:18 says, "For the scripture says, you shall not muzzle an ox while it treads out the grain." Meaning, I believe the application for our topic today is it's wrong to hire someone and then do things that frustrate their ability to do the job that you hired them to do.

**Sean:** But what's the rest of that verse?

**Ray:** "And the labor is worthy of his wages."

**Sean:** I was thinking of the proverb, where there are no oxen to clean stall, but with oxen, there is much profit or what is it?

**Ray:** Yes, it's very close. The imagery there is if you have oxen, you're going to have a mess.

**Sean:** You're going to have a mess.

**Ray:** But you'd have a bunch of crap to deal with.

**Sean:** If you don't want to have messes, don't have oxen. But I mean in that context it means don't do business, don't produce value. So if you're going to do business and produce value, it's going to be good, but it's also going to produce a mess then you're going to have to clean up from time to time. This is what I do, off-color commentary.

**Ray:** Also known as off topic commentary.

**Sean:** He keeps a spry.

**Ray:** Excellent use of the word spry.

**Sean:** Keeps those synapses elastic. Elastic synapses.

**Ray:** So that I can not just survive but thrive.

**Autoplay:** Now simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.



**Ray:** Okay, the tip of the week. My tip of the week is the wonderful, the magnificent, the gift from God service known as Amazon's Subscribe and Save. My ambition in life is to never run another errand again. Except for the ones I want to, like the ones to Best Buy or Guitar Center. Or even better a local luthier.

**Sean:** That's right.

**Ray:** Here in Spokane, that would be who?

**Sean:** There are several, but the one I know of is Eben Cole.

**Ray:** Eben Cole. Spokaneites, seek him out.

**Sean:** Cole music company up in the Garland district.

**Ray:** That guy is amazing.

**Sean:** He's cool.

**Ray:** So Amazon's Subscribe and Save, though, is a way that you can take things that you order over and over again. There's no reason you should ever go to a grocery store or a big box store and buy toilet paper again. Because Amazon will deliver it to your door on schedule unless you're more productive than normal. Then you might need to bump up your shipment. Things get tough Subscribe and Save. I get my Vega One nutritional shakes, my Quest nutrition bars, we get TP, I get certain supplements. I'm always looking for it when we get coffee, we get greenies for the dogs. I'm always looking for something else to add to that Subscribe and Save shipment so that's just one more thing we don't have to go pick up.

**Sean:** Let's clarify.

**Ray:** Yes.

**Sean:** You get commodity grade coffee for--?

**Ray:** Really? Are you going to do that?

**Sean:** I'm just trying to come up with a nice way of saying it. [laughs]

**Ray:** Yes. You painted yourself into that corner bud. So there are some things that you're not-- because of your own personal standards, you're not going to want to put on Subscribe and Save but there's so much-- If you just start looking at what you buy repeatedly, there's a really good chance that you can eliminate those errands. I mean what if you are in the habit of running three or four errands a week to buy stuff like this and you became really efficient you got an Amazon Subscribe and Save and you only had to run one errand a month. Well, you just saved yourself like 12 trips



during the course of the month. So at least 12 hours. Subscribe and Save, eliminate errands. Not people named Aaron but trips to go buy stuff.

**Sean:** That's right.

**Autoplay:** And now our feature presentation.

**Ray:** Okay, now we get down to the meat and potatoes of this segment. Unless you're a vegetarian and you're offended by that. In which case, you can pretend that we get down to the broccoli and potatoes. How do I attract better customers? That's the topic.

**Sean:** When I first read the notes for this section I didn't see the word 'how', and I just thought it said, "Do I attract better customers?"

**Ray:** Well, do I? Am I hot or not?

**Sean:** You got to use that face app.

**Ray:** That is creepy.

**Sean:** Have you heard about that?

**Ray:** Yes.

**Sean:** Have you heard about the controversy on the sparkle or hot button that they took off?

**Ray:** No. They have a button to make you hot?

**Sean:** Yes. I learned about this because of a Rhett and Link. Good mythical morning. And to the face app, it will do all these things and it's really crazy good. It'll make you look old, it'll make you look like a baby, it'll do all these sorts of stuff for you, it'll even change your gender. Yes, right? To do all this crazy stuff but then it had a hot button which then they changed to sparkle. Which just kind of made you glamourous and fixed out your imperfections.

**Ray:** Sparkly.

**Sean:** However, this is interesting. The algorithm was immediately identified as possibly being racist because to everyone it made their skin lighter and gave their facial structure a European facial structure.

**Ray:** Oh, get out of here.



**Sean:** No, it did. And so they did it on the show, and it absolutely did. And the CEO of the company, I can't remember the name, owner of the company came out and said, "Look, we're really sorry. That was not our intention. It was an automated AI. We did not actually program it," and he said, "It was based on all of these images and things that people find attractive," and so Rhett and Link were saying, "He basically said we weren't racist. The algorithm isn't racist. What people like is racist."

**Ray:** So it's another way of saying we blame you.

**Sean:** But anyway. If you download the app, you can't get it anymore. They took it off. You can't get this until they adjust the algorithm, so it doesn't turn you into a white European.

**Ray:** You know it's good to give us something to talk about so-

**Sean:** Better customers.

**Ray:** -the story I was telling you at the beginning of the show about the guy I worked for who has apparently had a fetish for abusing freelancers. I got relief from my dire situation when I fired that client, and I fired some other troublemakers and got really clear about who I wanted to work with. And I started setting criteria for that, and you can do this too by following this simple 10 step plan, and I know this is counter-intuitive.

This is going to feel like-- you're going to say to me, "Well Ray, if I do this, I'm going to run off my customers. I'm not going to have any customers." Au contraire, au contraire. If you are strong and setting your boundaries and clear in setting your criteria for good clients. Guess what kind of clients are going to be attracted to you? The very kind of clients you want. So here are the 10 steps, the 10 criteria. Number one set the criteria for being a good client. Define the qualities of your ideal customer and be on the lookout for these unicorns. Which by the way make a great ice cream.

**Sean:** And frappuccinos. I haven't had one.

**Ray:** No, I haven't either, but I've heard of them. Just Google squatty potty.

**Sean:** Oh no, I was talking about the new Starbucks drink.

**Ray:** Oh. I saw the nutritional value.

**Sean:** Come on, we could have guessed.

**Ray:** 80 grams of carbohydrates.

**Sean:** In what, like the smallest one?



**Ray:** Yes, 80 grams.

**Sean:** Are you really surprised by that. I mean look at it, it looks like--

**Ray:** That's like four days worth of carbohydrates.

**Sean:** It looks like a cosmopolitan ice cream cone.

**Ray:** They should just call it 'Death in a cup'. Okay, step two. Set the criteria for being a bad client. Define the qualities that make you miserable or stressed with clients and really get clear on these things. Just in the beginning as you write these out, you're just going to write these down for yourself, so be as descriptive and as colorful in your language as you want to be. Then take an oath, I know the bible says don't take an oath. But this is a metaphorical oath, swear that you will never take another client, nor keep a client who has any of these qualities. Your life will be so much better if you make this a fact of your existence.

Number three, purge the scourge. Examine your existing client base and get rid of any stinkers. Here's a little trade secret. We occasionally identify bad clients, and we purge them, as in we banned their IP so they actually can't buy our products. There was a client at one time when I was not-- Okay, I was about to say when I was not closely looking at the books for the business, but that has been the truth throughout all time.

But it was it was my wife, your mom who said one day, "Do you realize that you have a client who buys every product that you sell and she has refunded every single one of them." Like I'm talking 10 times, so we banned that client. Because this was clearly a freeloader, who was buying things, downloading everything and then getting a refund. So when you identify bad behavior like that you just need to decide "I'm not going to do business with those people anymore." Nobody says you have to, yet.

Number four, preach the good client gospel. Publish your do's and don'ts clearly, frequently, and boldly. Feel free to say in a podcast or in a blog post, "These are the kinds of clients I do not work with." As a copywriter, you might write a blog post it says, "How to know when a relationship is over," and you might talk about clients who don't seem to understand that once you've written the copy and revised it a few times, how many times you agree to revise it, the relationship is over unless you agree to renew the relationship.

So you might write a blog post about that and say, if you're one of those people who thinks I'm going to endlessly write free copy for you for the rest of your life, we don't need to be doing business together. It's okay for you to tell those stories to publish those do's and don'ts.

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Number five, develop a bad client mythology. Tell client horror stories and make them part of your company mythology. And by mythology I don't mean stories that are not true, that's what most people think mythology is. But that's really not the meaning of mythology. Mythology are stories that are representative of bigger ideas and illustrative of those ideas. Or principles or concepts.

So your bad client mythology should be stories that are true that are part of your company mythology so that your prospective clients know how you identify bad apples and you're letting the new clients and the prospective clients know what

happens to bad apples so they don't have that experience. And it's good for you, and it's good for your clients too because it helps them become better people.

Number six, develop a keen sense of discernment about people. Every time I have taken on a bad client, I always had a nagging feeling deep inside that I ignored. And usually I ignored it because of, can you guess Sean?

**Sean:** You wanted the money?

**Ray:** Yes. That can seem like the wisest thing to do but it's not. Even if you desperately need-- Okay. If they're about to foreclose your house, sometimes you just got to swallow the bitter pill.

**Sean:** And deal with the bad client.

**Ray:** And deal with the bad client. I've done that, and I didn't like it, but I didn't regret it because in the early days of my business I just had to be done. But if you're getting in that situation like once a month there's a deeper problem with your business, and the problem is not your client's primarily, it's something else. So you need to develop a keen sense of discernment, and when you feel those little flags come up inside that little feeling in the pit of your stomach-- You know what I'm talking about.

When you have that feeling you should run, not walk away from that prospect. And you could just tell them, "I'm not sure I'm the person to help you. Let me send you to a couple of people that I'm not big fans of and let them help you." Okay, I'm joking, not people I'm not big fans of, people I think would be a better fit.

Number seven. The number seven step in getting better clients. Make them work for it. If they really want to work with you make them prove it. Put some hurdles in their path. This will weed out the clients that ignore, break, or try to circumvent the rules of being accepted as your client. It could be as simple as you have a form on your website that you say, "You have to fill this form out completely to be considered to become a client of my company," and if they don't fill out the form completely, what do you know? They're not going to do what you ask, from the very beginning they're not doing what you ask. They're trying to cheat the system. So that's a client you need to skip.

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Step number eight in getting better clients, be expensive. While this alone can be a good filter, it is not 100% effective.

**Sean:** Do you mean charge lots of money or a wear Louis Vuitton?

**Ray:** Both.

**Sean:** Okay.

**Ray:** No, I mean charge lots of money. Wearing Louis Vuitton is optional. Some people are just not into that. Charge a lot of money for your service, charge what you're worth, which is probably like 10 times what you charge now. Now, this can be a good filter, but it's not 100% effective. There are some nasty, needy, broken, and/or crazy people who have lots of money. And it doesn't mean that you don't empathize with those people. It doesn't mean that you maybe don't minister to those people try to get them help but you've got to decide this a case where I feel led that this person is not going to be my project. The answer is probably no. You're not in business to take on projects unless you're guided that in some cases that's what you need to do. But for the most part in most cases, you need to avoid the nasty, needy, broken, crazy people, who are going to suck the life out of you and your team. And often they know how to do this, they know how to kiss up to you and abuse your team. And you make sure that's not happening either.

Which leads to step number nine, listen to your team. They know. I mean how many times-- I don't know how many times. There's been a lot of times where you and I have talked about a prospective client or project, and you've said, "I just don't think that's a good idea." And sometimes I listened to you and sometimes I didn't. And when I didn't, almost always, it was a mistake.

**Sean:** Yes. I was going to say something that sounded rather self-aggrandizing and that was not my intent. So I decided--

**Ray:** It's ok ill aggrandize you. You're usually right, many more times and not. Like nine times out of 10.

**Sean:** I'm usually freaked out by how often I'm right.

**Ray:** I kind of am too, but I've learned to pay attention when you are-- you have strong feelings about these things.

Alright, step number 10 in getting better clients. Be unreasonable. While it will help you screen out the problem children, it will also cause the good clients to want you even more. This is a theory that I have. People who are of the quality of client that we want for our company, that I believe you should want for your company, when you are unreasonable for logical reasons, when you're justifiably unreasonable, when you are skilled beyond the norm, when you have a rare ability to render a



product or service, and you're not willing to compromise your value to meet their lower expectations, you attract the kind of people you want to do business with. You attract people like you.

**Sean:** And I might posit from an objectivist standpoint that not compromising on your core values for the lesser values of someone else is not being unreasonable but is being entirely reasonable.

**Ray:** That's a good point.

**Sean:** It would be unreasonable to give up your values for someone else's lesser values.

**Ray:** How about, I'm going to change this.

**Sean:** Be uncompromising. There you go. I like that.

**Ray:** Now I want to start a podcast called the uncompromising. The art of non-compromise.

**Sean:** That's when people say hey you know life or marriage or whatever is about compromise. I want to retort these days, "Well, what kind of compromise do you mean?" Because some people are willing to compromise on things that they should not compromise on.

**Ray:** A lot of people?

**Sean:** Yes.

**Ray:** That's a different podcast. That's a whole-- Are you writing these down yet? We've got two whole podcasts to do now. Okay. So let's summarize.

**Sean:** Summarize. I wanted to create a rhyme, but I couldn't think of anything that rhymed with 'summarize'.

**Ray:** Summarize like samurais.

**Sean:** Okay. Number one on how to attract good clients; set criteria for being a good client. Number two; set criteria for being a bad client. Number three, purge the scourge. Not like the movie. Well, maybe like a movie and before. Number four; preach the good the client gospel. Number five; develop a bad client mythology. I'm knowing I'm noticing a lot of-- What is that term when you have two things that are opposing?

**Ray:** Contrast?



**Sean:** Contrast, yes. Well, there is something else. But I'm noticing some dual contrasting themes here.

**Ray:** Dualism?

**Sean:** No.

**Ray:** Diametrically opposing ideas?

**Sean:** No, I'm just saying there are two sides of the coin to help express the same idea. I like it. That's what I'm saying. Set the criteria for a good client, then set the

criteria for a bad client, purge the scourge kind of stands on its own, but preach good client gospel, develop a bad client mythology. Number six; develop a keen sense of discernment about people. Number seven; make them work for it. Number eight; be expensive. Number nine; listen to your team. Number 10; be completely reasonable and uncompromising.

**Ray:** I like that even better. Completely reasonable. Okay.

**Sean:** What if time isn't a thing?

**Ray:** Three podcasts. All right. Well if you find the show helpful please subscribe to the show via iTunes. No. Please subscribe show via the Apple podcast app. And leave a review and rating in iTunes. Apple podcast app helps with rankings and the ratings and reviews just help people know that you found the show helpful. Make sure to put your real name and website, and we'll mention it at some point, theoretically, hopefully. Get the notes and transcript. Please go to [rayedwards.com/282](http://rayedwards.com/282) which I'm wondering what part of the show will be Sean's rant.

**Sean:** I think there are several choices.

**Ray:** I know we gave Marshall a lot of choices. Do you have a quote worth note?

**Sean:** Yes. This is from Bernay Brown who said, "Daring to set boundaries is about having the courage to love ourselves even when we risk disappointing others."

**Ray:** Boom.

**Sean:** That's good. That's a good word right there. All right be well. We will see you literally, next week.

**Autoplay** Thank you for listening. This has been the *Ray Edwards show*. Find the archive of this weekly show at [rayedwards.com/podcast](http://rayedwards.com/podcast) on iTunes. Contact Ray at [ray@rayedwards.com](mailto:ray@rayedwards.com). This podcast copyright by Ray Edwards international incorporated, all rights reserved. Each week we bring you a message of prosperity



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