

# How to attract VALUABLE CUSTOMERS

The key to attracting valuable customers is to have a **deliberate strategy** for building a quality customer base.

Ask yourself:

- What is my business providing to the market?
- What's the size and geographic spread of each market?
- What are the customers' needs in each market?
- What's the special thing I'm bringing that no one else can bring i.e. what's my point of difference?

## 1.

Now do a mud map of potential customers who would see value in your proposition.



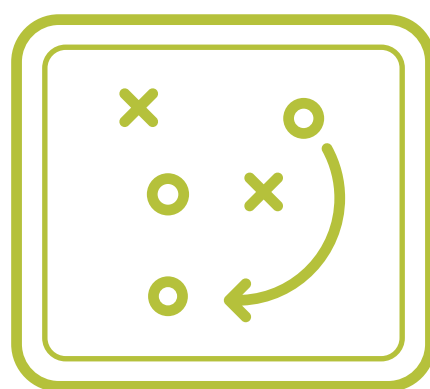
## 2.

Consider how you can penetrate that market, but don't seek market share for the sake of it. It must be profitable market share.



## 3.

Once you've figured out what your customer portfolio needs to look like, determine what business model will deliver to that.



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