



“Did he say what I
thought he said?
Fire your what?””

Before we begin identifying more of the “good guys” (Ideal Clients), let me suggest that you do something that will pay huge dividends in the long run. (In all probability, you won't do what I am about to suggest. But if you do, you will thank me for it. I suppose this sounds like a mild “dis” but I have been around too long to expect too much from already busy people.)

Okay. Here you go: **Fire 20% of your customers.** (I told you most of you won't do it.)

I know this sounds ludicrous and at the very least, bizarre. And no, Marchev has not lost his marbles. I just implied that it is in your best long-term interest to lose a bunch of your so-called customers by pruning your customer list. (In this case, I am using the word customers out of context. What I really mean to say, and probably should have said in the first place, is to

lose the bottom-feeding dead beats that are wasting your time and sapping your energy.

But if you are interested in building your business, (really interested) this is exactly what you need to do. Lose the duds. Maybe your correct number is only 19% ... or perhaps as low as 12%. On the other hand, it could be more than 20%. You have to be the judge and jury on this one. The point is that you are currently spending an inordinate amount of time and energy on customers who don't deserve or appreciate your efforts. They (1) do not appreciate what you are doing for them (2) are taking entirely too much time doing whatever it is they do to you or for you, and (3) are probably spreading your name around in a less than flattering commentary.

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