

Like Attracts Like and the Rule of 52

Like Attracts Like

Think about the people you regularly spend time with. Like most of us, much of your time is probably spent with colleagues at work, with family clients at home, and in free time with friends and acquaintances. If you were to review the general traits of these people, you would notice that they have one thing in common: they are, for the most part, like you. Obviously, these groups of people are not identical to you. However, many common threads keep you interested in one another. You may share values, interests, professions, incomes, even the areas where you live. As the saying goes, "like attracts like."

This observation is important to your business. If you spend your free time with people similar, then your clients probably do the same. And this fact will help you to attract ideal potential clients. Your favourite clients have friends and families who behave and think in a similar manner to them.

If you offer an exceptional client service to your ideal clients, they will become advocates for you. Then, when their friends are not satisfied with their current financial professionals and are seeking someone new, your advocate clients will recommend you.

The Rule of 52

It is commonly believed that each person has an inner circle of 52 people with whom they have influence, spend time and know well. In other words, your clients have 52 people who they could easily persuade to call upon you.



Most business services that people use have been selected based on the recommendation of a friend, family client or colleague. Everyone from financial planners, accountants, mechanics, dentists, doctors, hairstylists and chiropractors may have been introduced because of the "circle of 52". These business people never had to call to persuade people to use their services. All that was needed to convince them was a trusted friend. If the service was good enough for their good friend, it has certainly lived up to the "circle of 52's" standards as well.

It's also crucial that you demystify the services you provide by describing them in layman's terms, enabling your clients to relay this information back to their "inner circle". If you have already worked hard to make a big impression on your ideal clients, there is no doubt that you can attract a steady stream of qualified introductions.