

# Business and Golf

Linda Culbreth

Retaining IDEAL Clients is paramount to your success in business. Snagging new IDEAL Clients is a huge factor in increasing your “planned opportunities” for success.

Notice the emphasis on “IDEAL” when I refer to clients. Remember what you learned in Business 101 regarding Patreto’s 80/20 rule? Let’s take a short refresher - 20% of your customers will be responsible for 80% of your revenues. The other 80% will be responsible for at least 80% of your headaches (probably more) yet only provide 20% of your revenues.

Unfortunately, most business people focus their precious resources of time, money, and energy on the 80%.

The following, 2 question quiz will help you decide if it’s possible to snag your IDEAL Clients on the golf course. Maybe your business is one of those that can’t. You be the judge.

1.) What is your IDEAL Client like and do they hang out on the golf courses?

2.) Do you hang out on the golf courses? (Believe me, a “yes” or a “no” here are both great things!)

Let’s evaluate your answers:

1.) If your IDEAL Clients hang out on the golf courses, then that’s a **supercalifragilisticexpialidocious** planned opportunity you can’t afford to miss! If the answer is no as in “My IDEAL Clients” are never found on the greens...” then stop reading right now give this to someone else, okay?

2.) On question number 2, either answer provides great planned opportunities. If you hang out on the golf courses, then you certainly have the planned opportunity to engage folks and move them from “suspects” to “prospects” to IDEAL Clients - and we will show you how to do just that in a few, very easy strategies a little later on in this special report

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If your answer is a variation on the theme of “no” as in “I don’t have much time to be on the greens because I’m too busy messing with my 80% who are not IDEAL Clients” **or** “no” as in “I’m not a golfer. It’s just not my thing, I stink at it or physically cannot do it,” there is hope and help!

For the first possibility, does it make more business sense to mess with the 80% who pay only 20% of your income or to engage the 20% who pay you 80% of your income? What is your best choice for **planned** opportunities?

For the second possibility and if golf truly is NOT your thing - for whatever reason - then let me ask you another question: What if you were there, engaging IDEAL clients **by proxy** over 96 rounds of **planned** opportunities by courting them and those they play with? Just let that sink in for a few seconds.

Let’s go back to the golf course - this is where you get the “how-to.”

\* Instead of “buddying-up” with your usuals, go by yourself. The new three that you play with might prove to be folks you didn’t know but who are most like your IDEAL clients. That makes them good, as in really good, prospects.

\* Before you tee off, and I really hate to say this, but give them that box or sleeve of logo balls. Of course, they will end up in the trees, the roughs, water, maybe in a golf ball bag with everybody else’s logo balls. *NOTE - there really is a big difference between cheap balls and expensive balls.* (This is not THE time to give them your business card, unless they give you their’s first.)

\* You knew it was coming, so here it is - my ulterior motive to give you his report. Everybody gives out logo balls, business cards and other s.w.a.g. (Stuff we all get.) What if you gave out your own - as in your picture on the front cover and your information on the back cover - personalized Golf Journal? I will pretty much guarantee your Golf Journal won’t end up in the bucket of practice balls, painted yellow or pink or orange or red striped! As a **planned** opportunity, it will end up with IDEAL soon-to-be clients as they play with others thru 96 rounds of golf.

\* Don’t even think of cheating!!!

\* Don’t get angry! (In reality you are trying out for the job of serving your IDEAL Clients!)

\* Don’t lie.

\* Do replace the divots. Always.

\* Do rake the sand pits. Always.

\* Do be courteous to all staff members. Treat everyone like royalty. Remember, everybody is somebody’s somebody and you really don’t know who’s watching from someplace else.

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\*\*\*\* (Thus deserves the multiple stars...) Watch how the others behave! Ask yourself this question (but not out loud): *“Is this person likely to be in the 80% causing most of my headaches or in the 20% that make up my IDEAL Clients?”* Those that make the 20% grade should be asked out for a business lunch.

Back to my ulterior motive for his report, I’m including the following picture for you to ponder. Really, ponder on the impact.



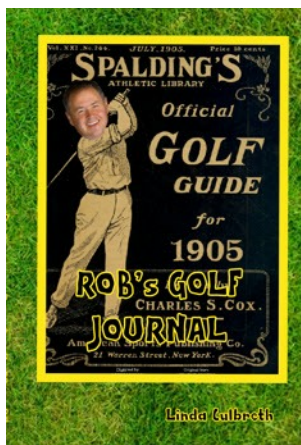
If you agree that giving a book as your business card is more impressive and memorable than giving an actual business card, then let us set up your own, personalized Golf Journal over at <http://www.GolfPowerPlay.com> Your Golf Journal will show up on the golf course even when you don't. And, it will do so time after time after time. What a **planned** opportunity to prospect for your IDEAL Clients!

To your greater success,

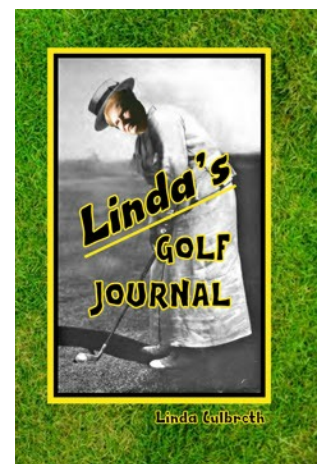
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PS -Want a quick way to snag attention at your booth for the next tradeshow or convention? Have the announcer make mention that you are giving away a free book for the next fifteen minutes. Be sure to exchange your personalized Golf Journal only for a business card with contact information. Enjoy the swarm...

Sample for guys



Sample for gals



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