



## Are You Accidentally Repelling Perfect Clients? (Here's How to Fix It)



You've polished your website, perfected your elevator pitch, and your product or service genuinely solves real problems. Yet somehow, you keep attracting the wrong customers—the ones who haggle over every penny, make unreasonable demands, or disappear after one purchase. Meanwhile, your dream clients seem to float past, elusive, visiting but not buying.

Why?

As in any human relationship, you need to be more magnetic. If your answer is, "I'm trying," then perhaps you're creating the wrong kind of magnetic field around your brand.

### Opposites Don't Always Attract in Business

Did you ever play with magnets? If you did, then you know magnets have two poles that create distinct fields of attraction and repulsion. Your business has something similar. Every decision you make, from your pricing strategy to your communication style, either attracts or repels specific types of customers.

Most beginning businesspeople think success is about appealing to as many people as possible. Their marketing consists of claims like, "This is a great gift for everyone," "This item fits everyone's lifestyle."

But trying to appeal to everyone creates neutral magnetism that attracts no one strongly. Most customers don't want to be everyone. They want to be spoken to in ways that catch their attention, such as "Creative architects love our tool," or "We help people who hate doing yardwork get their weekend back." Those

types of callouts leave a potential customer thinking, "That's me," which inadvertently directs them to think, "That (product/service) is for me."

## Speaking in Your Customer's Natural Wavelength

Additionally, your ideal customers operate on distinct "business frequencies," that's to say, patterns of decision-making, communication preferences, and value systems that are surprisingly predictable within industries and personality types.

Most businesses broadcast on a "Generic FM"—bland, safe messaging that technically reaches everyone but resonates with no one. Your competition is probably doing the same thing, which is why customers can't tell you apart.

### Tuning Into the Right Station

Let's say you run a marketing agency. Instead of saying "We help businesses grow," try identifying your ideal client's specific "frequency":

- **The Overwhelmed Entrepreneur:** "For entrepreneurs who lie awake at 2 AM wondering why their great product isn't selling itself"
- **The Scaling Company:** "When your scrappy startup marketing tactics hit a wall at \$2M revenue"
- **The Corporate Escapee:** "Marketing services for executives who fled corporate life and swore they'd never work with agencies that speak in buzzwords again"

Each message repels two groups while magnetizing one and that's exactly what you want.

## Availability Affects Attraction

Many small businesses are getting it backwards. They think being constantly available and accommodating makes them more attractive. In reality, it often signals low value and desperation, which is the business equivalent of appearing too eager on a first date.

This doesn't mean you should be difficult to buy from. No one's going to purchase from someone playing "hard to get." It means understanding what behavioral economists call "perceived scarcity signals." These are subtle indicators that communicate value through selective availability.

### Examples of Strategic Scarcity

- A landscape architect who only takes on three projects per quarter (instead of cramming in as many as possible). You'll often see this in marketing as "I just had a spot open up. Grab it now because I only have availability like this once a quarter."
- A consultant who requires a discovery call before proposing. "Let's jump on a call and see if we're a good fit for one another."
- A restaurant that closes one day per week "to maintain quality" (instead of staying open every day to maximize revenue). Chick-fil-a, enough said.

These businesses repel price-sensitive, high-maintenance customers while attracting clients who associate selectivity with expertise.

## The Compound Interest of Customer Magnetism

The most overlooked aspect of customer attraction is that it compounds over time if you maintain consistency and think about how every interaction either strengthens or weakens your magnetism.

When you bend your standards, lower your prices, or compromise your values to accommodate a marginal customer (not your ideal customer), you don't just make that one transaction less profitable. You make it harder to attract ideal customers in the future.

Conversely, every time you politely decline a poor-fit customer or maintain your standards despite pressure, you strengthen your brand. Word spreads through your ideal customer network that you're selective, professional, and worth the premium.

The other part no one tells you about catering to someone other than your ideal audience is that it endangers your word-of-mouth marketing. Word-of-mouth or referrals are something every business wants because it's one of the most powerful types of marketing. When you market to everyone, including those who are not a good fit for you, you attract the wrong kind of customers and what they say about you will either be negative or, if it's positive, it will attract more people who are not an ideal fit. After all, most people hang out with people who are similar to them so if they're referring people to you it will be more people who are not your target market.

## The Practical Magnetism Audit

Want to identify if your business has weak magnetism? Ask yourself these questions:

### Attraction Audit:

- Do your last five new customers have similar characteristics, challenges, and values?
- Would your best customers enthusiastically recommend you to their friends?
- Do people often say "I never would have thought of that" when you explain your approach?

### Repulsion Audit:

- Can you clearly articulate who your service is NOT for?
- Do you regularly turn away inquiries that aren't a good fit?
- Would your worst customers give similar complaints about what they didn't like?

If you answered no to most of these questions, you likely have neutral polarity—trying to be everything to everyone and ending up magnetic to no one.

## Rewiring Your Business Magnetic Field

Start by identifying your strongest existing customer relationships. What specific problems do you solve for them that no one else addresses quite the same way? What do they value about working with you that they can't get elsewhere? That's your magnetic north.

Then, gradually align everything—your messaging, pricing, processes, and even your office environment—to strengthen that specific part of your brand. Some customers will drift away. Let them. They're making room for the clients who will become your biggest advocates and most profitable relationships.

Remember, in a world of infinite choice and constant noise, being remarkably good for some people is infinitely more valuable than being adequate for everyone. Your perfect customers are out there, searching for exactly what you offer.

The businesses thriving today aren't necessarily the ones with the best products or the biggest marketing budgets. They're the ones that have figured out how to create a strong, focused magnetic field and their ideal customers can't help but be drawn in.

That's not just good marketing. That's magnetic business design.

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