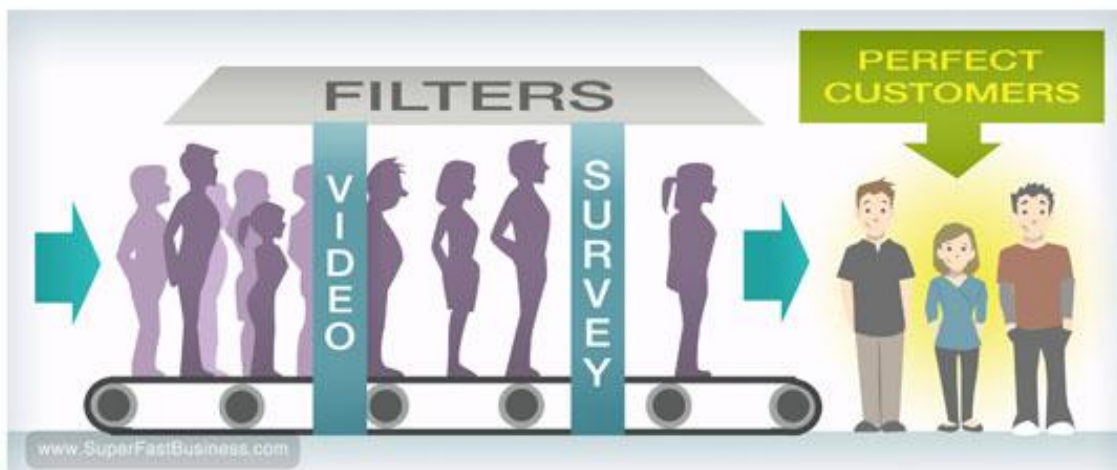


James Schramko here and it's time for another business tip. This time I'm going to be covering "How to get better customers for your business using filtering"

Filtering Your Customers Will Require These Simple Steps

You shouldn't be dealing with every customer and one great way to get only the right customers is to know exactly who your perfect customer is and then to set up filters for them. One of the best ways to filter for customers is a survey with questions, especially narrowing in "Who is the decision maker?", "When do you need this service?", "What is your budget range?", "What would the perfect result look like for you?" and "What other things have you already tried?" And what you might want to do is have a video that introduces your service and who you are best suited for that people watch before they fill out the survey.



Filtering Your Customers

With Proper Implementation, You're Now Only Dealing With The Perfect Customers

So just recapping, 1) Now people have looked at a video before they come and fill out your survey, 2) They've filled out a survey and 3) They actually have to qualify to do business with you. And by the time they're putting in their application, they know who you are, what you do, who you're best suited for and now they're telling you information that will help you identify if these are the perfect customers for you and you can then have them contacting you asking if they can do business with you.

You now follow up the perfect customers, you've filtered them and you're only dealing with the perfect customer and business is great.

I hope you've enjoyed this tip. I'm James Schramko, I'll catch up with you soon. **Be sure to leave your comments** or to [subscribe to my YouTube channel](#).

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