

Here's Where Your Clients Will Come From



1. YOUR IDENTITY

- Niche and Pitch (elevator pitch)
- Business Card
- Website (including Video)
- Name Badge / Uniform
- Client Questionnaire (top-5 need-to-knows)
- Social Media Page: LinkedIn, Facebook, etc

2. NETWORKS & NETWORKING



Who has dozens, hundreds or thousands of your clients?

- **Chambers of Commerce**
- **Organizations** – Professional, Specialty, Regional, Membership, Marketing (including Piggybacking)
- **Social Media** – LinkedIn Groups, Facebook Groups, Social Media Sites
- **Professionals**
- **Key Influencers** – who have access to many of your clients

- **Ask Them to Buy**, or ask for referrals; hand them your card or flyer
- **Offer a Free Giveaway** (to get their email address or a meeting with them)
- **Invite to an Event / Talk**
- **What will it take so they open their Rolodex?**



3. EVENTS & TALKS

- Trade Shows / Events
- TALKS Promoted to Network(s)
- Promoted in Advertising and PR
- Promoted through Partnering
- **CREATE YOUR SIGNATURE TALK**
1. Topic Valuable to Your Niche, 2. Positions You as an Expert, Then... 3. Give a Reason to Contact You, 4. Collect their Contact Info



4. CLIENT REFERRALS

- Ask
- Email Bottoms
- Offer a Bonus or Gift
- Have a Contest

5. INTERNET



- SEO (Your Website Optimized)
- Social Media
- Paid Ads and Pay-Per-Click Ads (including Sponsorships)
- Email Ads
- Your Website's email capture Opt-In Box



6. ADVERTISING

- Directories (Online and Off)
- Organization Ads / Sponsorships
- Targeted Magazines
- Outdoor (Signs, etc)



7. DIRECT MARKETING

- Mail (lists)
- Call Them Yourself
- Telemarketing
- Email
- Hand-outs
- Door Hangers



8. VIRAL MARKETING

- Promote a Cause or Event
- Use Video/PR/Promotion

TWO WAYS TO USE YOUR WEBSITE
CALL-TO-ACTION or EMAIL CAPTURE
 1. Get them to buy or contact you
 -OR-
 2. Get their email by offering something valuable
 Then... use email to get them to buy



9. PARTNERING for

- Cost Sharing
- Shared Resources
- Promotional Piggybacking
- Their Lists
- Accountability Buddy
- Ideas / Content / Expertise
- Shared Workload (Overcoming Loneliness and Overwhelm)