151 WAYS TO ATTRACT ALL THE CLIENTS YOU NEED


It’s not always easy for sole practitioners and small business owners to attract and keep lots of clients, quickly and consistently. These will help. Some you’re doing, some you’re not, but they all work. The key is to slowly and systematically add these to the way you market yourself and you’ll get results. Start today, and do one at a time.

- Create a one-sheet flyer or brochure
- Referrals – educate, nurture, ask, reward
- Give clients birthday gifts
- Always add extra value
- Niche your practice
- Master the “money conversation”
- Have a rate sheet
- Offer several programs
- Figure out the hours you want to work
- Cluster your client appointments to make time for your marketing
- Get clear on where your best clients have come from
- Don’t be a secret; get out there
- Focus on your top 5 or 10 clients for referrals
- Don’t ever discount
- Take the edge off by offering a guarantee
- Use technology to get clients while you sleep
- Keep a Warm Prospects List for easy follow up
- Don’t be needy for clients (keep your day job if you need to)
- Educate your environment with an introduction letter
- Ask personal advocates for referrals
- Communicate what a GOOD lead for you is
- Communicate what a BAD lead for you is
- Talk about benefits and results, not features!
- Set up incentives for referrals
- Get testimonials from your raving fans
- Raise your rates
- Have a success partner
- Get a really good marketing and business coach
- Don’t sell: show how you solve problems and add value
- FOCUS: a strong focus now creates different future later
- Ask clients for measurable and tangible results in their goals
- Make a list of centers of influence
- Tell everyone what you do
- Create strategic alliances
- Make clients feel special
- Strive for 100% referral based practice
- Reward people for sending referrals
- Do regular mailings/postcards
- Set up your office for efficiency
- Believe in yourself – write down why you’re really good at this
- Get a personal board of directors
- Have options for prospective clients to sample your product or services free of charge
- Put your expertise on paper and sell it (people love information)
- Strengthen your strengths by delegating
- Use buzz words instead of long sentences
- Set up scripts that work and memorize them
- Bookend your follow up calls
- Don’t make a prospect wrong if they don’t sign up
- Write a book
- Have open office hours one morning a week
- Get on boards, get involved in community, be visible
- Create a signature talk you’re known for
- Collect names religiously
- Use a database management system
- Create an idea book so you can focus on 2 or 3 things max
- Create a Power Partners wheel
- Walk your talk – make sure you’re using your own info or product
- Use client case studies in sales conversations
- Surround yourself with supporters, not nay-sayers

Created by Client Attraction Expert Fabienne Fredrickson; 1-866-RAINMAKER; www.ClientAttraction.com
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<thead>
<tr>
<th>Task</th>
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<tbody>
<tr>
<td>Set up 3 short term goals per month</td>
<td>Figure out how much to charge</td>
<td>Increase your confidence in networking by doing it more often</td>
<td>Give simple information/don’t inundate prospects</td>
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<td>Create a call-to-action to make prospects eager to contact you</td>
<td>Describe your services in a way that prospects will say, “That’s exactly what I need!”</td>
<td>Create regular systems for Client Attraction – so you don’t have to think about it</td>
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<td>Make your services seem like an exclusive club; cherry-pick clients</td>
<td>Estimate with clients how long they would need to work with you</td>
<td>Define what’s holding your back from going forward and act on it</td>
<td>‘Dollarize’ what it’s costing them not to move forward with you</td>
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<td>Have a list of speech topics ready to go</td>
<td>In the initial conversation, identify and eliminate obstacles – do this up front</td>
<td>Package what you know</td>
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<td>'Be known for one thing'</td>
<td>Say your name slowly and distinctly</td>
<td>Package what you charge</td>
<td>Schedule important marketing tasks in your day planner</td>
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<td>Create a vision for your business</td>
<td>Use a tagline – make it easy for them to repeat</td>
<td>When speaking – be so passionate that you forget to be nervous</td>
<td>When speaking – give your very best material</td>
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<td>Get a professional logo</td>
<td>Continually check in with past clients or prospects</td>
<td>Become a referral partner for someone who shares your client</td>
<td>Write conversationally</td>
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<td>Accept credit cards</td>
<td>Break through a crowded market with something unusual</td>
<td>Make your voicemail outgoing message a Client Attractive one</td>
<td>Write an ezine (e-newsletter)</td>
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<td>Host brainstorming sessions with clients</td>
<td>Continuously check in with past clients or prospects</td>
<td>Deal with procrastination (now, not later!’)</td>
<td>Sit down with people one on one, friends, acquaintance, etc. This is where the sale happens</td>
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<td>Write 3 handwritten thank you notes per day</td>
<td>Offer flat fee packages</td>
<td>Ask! Ask! Ask!</td>
<td>In networking, focus on building relationships, not getting clients</td>
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<td>Do 5 lunches, breakfasts, coffees per week to spread the word</td>
<td>Fake it ‘til you make it – don’t let perfection stop you</td>
<td>Write 5 articles on your expertise</td>
<td>Become a referral partner for someone who shares your client</td>
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<td>Have all the necessary business equipment</td>
<td>Break through a crowded market with something unusual</td>
<td>Have a varied marketing plan</td>
<td>Make your voicemail outgoing message a Client Attractive one</td>
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<td>Make a list of organizations that need speakers</td>
<td>Continuously check in with past clients or prospects</td>
<td>Be authentic in everything you do</td>
<td>Deal with procrastination (now, not later!’)</td>
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<td>Launch a party for your business</td>
<td>Check local newspaper for groups that meet on regular basis (city business journal)</td>
<td>Do you know ‘what’ to do but not ‘how’ to do it fast? Go to <a href="http://www.TheClientAttractionSystem.com">www.TheClientAttractionSystem.com</a> or call today to schedule a get-acquainted session with Fabienne: 1-866-RAINMAKER</td>
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<td>Create programs rather than one-time sessions</td>
<td>Ask members of your current group what other groups they belong to</td>
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<td>Keep your materials simple – less is more</td>
<td>Create a vision for your business that really pulls you forward</td>
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