



10 Ways to Get More Clients

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Place Business Cards in Unexpected Places

Thanks for placing your trust in me and embarking on this ecourse. I hope you find the information fabulously useful in landing new clients and growing your business further.

Finding new clients is the bane of any service based business... and some folks downright stink at it. Nothing against them of course, they just haven't learned enough about marketing, prospecting, and client attraction to do them justice.

But that's only a temporary hang-up if you're motivated. If you're willing to put the work in and take action, then this ecourse can help you begin to create a stream of new clients that will keep your blessed heart busy till the cows come home. Ready to take some action?

Good. One great way to market your services and begin attracting new clients is using a standard old business card, with a twist.

Most of the time when you order a box of business cards, you stash a few in your car or wallet, hand them out when asked or when you think of it, and the rest collect dust on a shelf somewhere. But what if instead of using them as dust collectors you actually used them to *grow your business*?

That means you put that whole darn box of cards out there into the world where eyes can see them. Here are a few creative ways you can get those cards circulating and working for you.

Slip them into the pockets of diaper bags, purses, back packs and even wallets at your local apparel store. You can do this at stores like Walmart or go more upscale and hit some of the higher end stores like Saks or shops in your local shopping mall. Obviously this method may not pay off quickly but what else have you got to do the next time you're strolling around shopping? And really isn't that a better use of your business cards than collecting dust?

Similarly you can stuff those bad boys in books at your local library or book store. Choose books you think your target clientele might gravitate toward and slip one right between the pages. Simple and easy and you never know who might run across it.

If you really want to get creative you could even do this with packs of beer! Slip a card in between the bottles of a 6 pack, or visit your nearest Whole Foods and slip them inside the boxes of soda. It's easy, doesn't take much effort and could pay off with a new client or two.

And of course there's the old school way of slipping them under the wipers of cars in a business parking lot. You can hit businesses that already cater to the type of clientele you are hoping to gain. Is this method slightly grey hat? Maybe but it's up to you to draw your line. I'm providing inspiration!

The bottom line is there are a million and one ways you can use those business cards much more effectively and it's up to you to peel of the blinders and find them. Now go get creative because next time we'll be discussing ::gasp:: public speaking!

Teach Free Classes and Position Yourself as an Expert

You know, most people get scared when you mention the idea of talking in front of others. They consider themselves incapable and unqualified to address other business owners. Time to kick that sort of thinking out the window and stop letting your insecurities hold you back from creating a thriving business!

First, keep in mind that in order to teach someone else something - you just need to know something that he or she does *not* know. And when it comes to your business, you probably know a great deal more than anyone who might attend your class or seminar anyway.

Remember that the average business owner is, well *busy*... managing their own lives and businesses. That means he or she has little time or inclination to acquire new skills, the very skills you yourself may possess already.

Things to Remember:

The classes or seminars don't have to be some spectacular "show". Obviously you want the experience to be enjoyable and informative but it doesn't have to be complicated or hard. It's as simple as sharing your knowledge with those who need it. As an expert in your field (*when compared to the rest of the crowd*) you will be able to speak with authority and credibility, knowing full well what works and what does not.

The classes or seminars don't have to be incredibly long or last a whole day. It could even be as short as an hour or two. Just long enough to convey the possibilities of what your services could do for them, and how it could help their own business exponentially, as well as provide a few nuggets of value they can use right away.

The real power in any event lies in how you market it. Your choice of words when writing your ads and how well you distribute them will determine how many people turn up on your big day.

Be sure to include not only the date, but the time as well, and *exactly* where it will be held in all of your adverts. If it is in an easily accessible, well known location, and at a sensible time, you will definitely seduce more folks into showing up than if you hold it in some obscure location no one can find. When you market an event with a lack of specifics it simply causes many potential visitors to dismiss the ad, and move on.

Always, always present yourself professionally. While most of the audience might accept that you are a "geek", they are also professional people themselves, who expect to be treated as such. Remember that they have to buy into you as a person before they will buy into anything else you offer them, so you need to look like you know what the heck you're doing!

No event can be found without spreading the word about it. You can advertise on community boards, at your local business forum, in the local newspaper, and in Facebook groups created around your area. Depending on the area, you might even find groups for local business owners already created on

Facebook that you can tap into. Additionally, you can take the time to send personal invitations to specific business owners – either via Facebook or via email.

And finally- speak human! Do not try to baffle them with words and expressions they are unfamiliar with. Business owners respond to fact and figures, not fancy lingo. If you lose them because they don't understand what you're talking about, you've now become someone they are unable to relate to. Therefore why should they bother doing business with you?

This method is great for landing new clients and can be relatively easily implemented with a bit of elbow grease on your part. All you need is a bit of motivation.

Offer Discounts and FREEee Stuff to Prospects

Land new clients by offering freereee stuff and discounted services.

Everyone enjoys getting something for freereee, or even just cheaper - even if he or she does not really need the money, most people still appreciate the concept, and like the idea. As such, you should never underestimate the power of "freereee". ☺

How to Do It

1. Offer something useful - like freereee software. There are loads of places on the web where you can search among open source software and freeware stuff. In many cases, you will find small, simple but useful utilities lying around - stuff like software for reminders, desktop search utilities, file conversion utilities, graphics software and even bookkeeping software. You can compile a load of these utilities on a CD - without having to worry about any copyright infringement - and use it to add value to your offer.

You can offer your freereeebie disc to be added to welcome packs for business meetings and seminars among your local business owners, and reach the right prospects in an instant.

2. Offer an additional service without charging for it which holds value to the client - like following up with prospects. If your business is online marketing, you already know that it is as simple as setting up a short auto-responder series, which will make you more money anyway. To the prospect, however, it will probably (*depending on the person of course*) come across as something great. You can even add your own ad onto the footer of the outgoing emails - as long as it does not pose any conflict with the interests of the client. Whether that ad is for your own products and services or for an affiliate's product or service is at your discretion.

3. Discounts - discounts always go down well, since any business owner makes a habit of cutting down on unnecessary expenses. It could be a discount for a short period of time, or for all existing clients who add another project, or for all existing clients who refer new ones to you. If it is a general discount promotion, you could submit the discount coupon to local consumer information centers, as well as to coupon sites on the Internet. In fact, advertise it by any means available that will not be visible or cause confusion *after* the offer has expired. That could get a little hairy. In other words, don't go giving out pens offering a discount for June if those pens will still be around by June the following year!

At the end of the day, there are numerous opportunities available to offer extra value to prospects with little to no cost for you. Just see what is available for freereee on the web by searching for "open source software", and then make a list of all your skills, searching for value add-on's you can offer with your service.

And to keep it really simple just remember it is all about sweetening the deal. For a crash course education in how to do it, just watch those late night infomercials! All of which, at some point or another during the show will use these words: "But wait, there's more...!"

It is all about the perception of value in your prospects eyes. Stay tuned, next lesson we discuss using promo items to land new business.

Market Yourself Using Promotional Items

The use of promotional items to market your business and land new clients is a proven concept, and dare I say practically ancient! In most cases, however, it is used more as a branding tool than as a marketing tool. If done correctly, however, it can do both - and thus help you to acquire new clients while you build a name for yourself at the same time.

There are literally loads of options you can explore when it comes to freebies. How much you want to spend will depend on your target market, the destination of the freebies (*shop, restaurant, office, etc*) and the community you distribute them into. Here are just a few - you will likely begin to see virtually unlimited possibilities once you start doing it!

1. Bookmarks - Create a number of bookmarks with your details on them, and slip them into books of interest to business owners - including books on business information, taxes, marketing, management, fundraising, specific skills etc. These cost very little to make and the person who wants one will take one.
2. Paper napkins - These can easily be distributed within a very targeted environment if need be. For instance - drop them off at a local coffee shop, or even a take away spot. You can also offer them to people doing hot dogs, etc at sporting events and charity, at churches or even at school fundraising events. Think of wherever food or drinks are served as a potential hot spot to distribute your napkins and advertise your services.
3. Paper cups - once again, something to use at public events, and even in the water cooler in a busy office that deals with the public on a regular basis.
4. Coasters - many business people regularly go to hotspots for business lunches. Offer free coasters to the venue owner - with your details printed on it. These are used over and over again - so although the exposure is not huge immediately, the numbers add up over time.
5. Pens - this is a solid fave of all companies issuing promotional material, because it works. Even if the pen you offer is of a low quality, chances are that at some point in time, someone will suddenly need a pen, and it will come out and be used from then on - with your details in plain sight.
6. Key rings - another fave. Depending on who is using the key ring, and with how many people that specific person comes into contact with, the exposure - over time - could be quite substantial, and well worth the expense.

At the end of the day, the only limitation to the possibilities is your budget and the market you want to reach. Think logically. Where do your prospects hang out, and what do they use (*key rings, pens, napkins, etc*)? All you need to do is know where they are and offer something they would normally use anyway – and away you go.

Participate at Events in Your Area

Participation in local events can open up a number of possibilities - both for connecting with the public, as well as opportunities for networking with other business owners. Even if your town is relatively small, you will still be able to get to know more people than you would normally be able to do otherwise.

Where to Participate

Charity events are a great way to gain exposure. Sure, it would mean that you sacrifice some time - or even offer something at a discount - but it can place your business in the limelight, as well have the added benefit impacting others perception of you and your brand in a positive way. Of course your goals aren't completely altruistic, but no one says you can't be a kind and giving citizen and still grow your business.

For instance - offer to create a small website for a local cause, but place a link on it to your own site and services, saying: "Website created and donated by XXX XXX Solutions". The organizers will include the website link in all their promotions - giving you free, vast exposure.

Additionally, you can offer to donate a percentage of every client's revenue to the cause during the course of a specific campaign. Dollars add up!

Flea markets offer another great opportunity. Sure, you will be seeing the odd business owner who was able to take time off from his or her business, but here you will also be able to attract the home business owner. This may include the guy who builds kitchen cupboards after hours, the lady that creates wedding dresses, and the woman offering art classes from home, etc.

These small businesses are exactly the type of client who needs your services, since they do not have a main street address with passing trade. While not all of them might be able to afford your services, some of them do work with reasonable amounts of money, and will invest in your expertise.

Church fundraising events are another great option for participation. These events are usually in the public eye, and naturally draw a reasonable crowd at the very least. Additionally, many business people (*or wives of business people*) attend the event, since in many cases they are considered to be respected people in the community. By grabbing their attention, you will be able to do both marketing and branding at the same time. Simply offer a discounted package to be raffled - even if it's as a part of something else.

Additional Tips

Watch your local newspaper for ideas. Anything that gets as far as the local publication is worth pursuing, considering the amount of exposure, advertising, branding, and of course the number of new clients it can bring you for free.

At some events you might need to fork out some money, but at others – depending on your creativity,

you will be able to come up with ways to get involved without blowing your budget to bits. Opportunities to network and attract new clients abound for those who keep their eyes peeled and look for them.

Be a Sponsor for a Big Event with Media Exposure

Hey there <name>.

This method can net some big rewards if you sponsor the right sort of exhibition and you have a bit of cash to invest. What happens is that when you sponsor an event, you are in essence donating money to help that event come to fruition.

In return you are rewarded with liberal mentions, liberal branding opportunities, and liberal moments to raise awareness about your business and the services you provide.

Some Benefits to Sponsoring

Besides giving you the ability to expose your brand and services to a large body of people that very well could be movers and shakers of the business industry, sponsoring also allows you to interact directly with your market and establish a face to face relationship quickly and easily.

This is because sponsors will often be given their own space and table at an event, with the ability to hand out samples of products or discounts for services, etc.

As a sponsor you might:

- Be included in any adverts that are run in local newspapers.
- Be included in any online advertising, including social media marketing.
- Be included on the event website.
- Be included in any print media that is distributed either locally or nationally.
- Be included in email promotions and more.

Finding Events to Sponsor

In order to reap the most benefit from a sponsorship you want to be sure that you are sponsoring the right sort of event that the folks you want to work with frequent. So you need to craft a picture in your mind of your perfect client, what sort of events they might gravitate towards, the areas they live in, etc. From there you can assess whether an event might be a good opportunity for you to sponsor or not.

Possible types of events to sponsor might include big sports events, music festivals, concerts, street fairs, local fairs, business conferences, seminars, theatre events, church events, and more. The key is to look for events that have the potential for the most impact on your business and don't go around sponsoring things you don't really believe in. Insincerity is very easy to spot and lending your name to something that you don't believe in can discredit you in the eyes of someone who could very well be your next big client.

You want business owners to see you playing an active role in the community and sponsoring good causes. This goes a long way towards establishing trust and from there it's just a hop, skip and a jump

from doing business together as well as to getting them to refer you to their friends.

Use Word of Mouth Marketing

Word of mouth marketing (*sometimes called referral marketing*) is still the best possible form of getting new clients. Any prospect who has been referred to you by someone else, is already halfway sold on your offer, and it makes doing business just so much easier.

That said here are a few easy strategies you can implement to get people to tell others all about how much you rock.

Make use of viral emails. From time to time you probably get great jokes and inspirational emails in your mailbox. You know - the kind of stuff that gets spread around very quickly, and sent to many friends at a time. Business owners get them, too, and even read some of them as well. (*Breaks up the boredom of a slow day!*)

So, what you do is this:

When you get such a popular email, delete everything not belonging to the original email. In other words, just keep the core message, and remove all the previous email addresses, headers and footers, etc.

Then, add your own ad to the footer of the email - this way, even if other people add footers to them along the way, yours will still be right up against the bottom end of the message. Send it off to all your local contacts, and ask them to pass it on.

While some of these emails might already be "saturated", many will be passed on, and eventually they will pass by some business owners in your area (*the fact that they get circulated elsewhere is irrelevant, as long as they reach their intended destination as well*).

Exchange Facebook "likes". You probably already have a Facebook page for your services by now. Try and find other business owners and non-profit organizations in your area, and ask them to exchange "likes" with you.

For them, it is free advertising, and it is no skin off their backs (*unless of course it is a competing company, where you would observe a conflict of interests*). You can even offer to exchange "featured business" spots on your pages. Depending on the pages you are able to exchange with, you *could* get huge exposure.

Offer a discount in return for a referral. How you structure the pricing is entirely up to you, but make it worthwhile for your clients to refer you to their friends and associates. It is good to try and get their referrals *before* you bill the client for the first time. Ideally you'll get the referral as soon as you start working on their project. AKA when enthusiasm is high and they aren't likely to forget.

Once again, just keep your eyes open. Soon, you will be able to see more and more opportunities to use word of mouth marketing to your advantage – all without having to lift a pinky finger.

Consider Affordable TV and Radio Advertising

For the most part, getting a new client is a fairly simple formula. Present your valuable offer in front of the right person and bam... you've got a new client eager to work with you. But all the micro-variables that go into that formula to create the valuable offer and put it in front of the right person... whew. It's not always as easy as it sounds!

That's why radio and television has for a long time been a preferred medium for marketing. It's far-reaching and usually has a fairly specific audience demographic. And when you aim for cable TV you can not only carve out commercial space at an affordable rate, but you can target your audience even more than with typical broadcast because of the wide variety of niche specific channels.

So if your ideal client is small businesses in your local area, then nabbing a commercial spot on your local news network or community news network could give you a very targeted audience of potential prospects. Likewise if your target market is doctors or restaurant owners, then you'd likely find a commercial slot on the Food Network or Discovery Health to be the best route to take.

In addition to television, radio time can also be relatively inexpensive to obtain with potentially great results; especially if you buy commercial airtime in bulk. The benefit to radio is that each station often will serve a pretty specific demographic and doing some simple research can help you unearth whether or not that station would be a benefit to your business or not.

This allows you to again really zero in on the people you want to target and attract your ideal client, without wasting time or ad dollars to run commercials through a station with an unsuitable audience for your offer.

The added benefit to radio is that it's much simpler to produce a commercial for radio than it is to film something for television. Compelling radio scripts extolling the virtues of your service can be outsourced inexpensively, and voice-overs hired to read them if you're too shy to do the honors. Or if you're on a very tight budget, creation and production can be done entirely by you without too much trouble or pain involved.

Now.

While I realize this method does take a bit of investment capitol on your part the bottom line is that sometimes the rewards are worth the risk. The potential for you to land new clients after running a commercial on the radio or TV in front of such a large audience is big and well worth the money you may have to spend initially.

And once you've found the station and time slot that pulls the best results for you, it then becomes easy to land new clients on a regular basis because you have found a proven method of marketing that your particular offer converts well with.

YOUR NAME

<http://www.yoursite.com>

P.S.

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ADD DISCLAIMERS HERE

Continually Look for Opportunities to Network

It may sound simple but staying on your toes and continually looking for opportunities to network and make new connections is an invaluable skill when it comes to landing new clients.

People do business with people and the more people you know the more opportunities there will be that will arise for you to work together and do business together.

Strive to Always Be Kind

It can be tough sometimes to always be “on” especially when you’re having a bad day and you just want to get your groceries already and get home. But the lady you decided to be rude to behind you could have paid your bills for the next six months with the potential work she had to offer, had you only took a moment to smile, say hello and strike up a conversation.

We all have bad days, but try and leave them at home when you’re out and about. Take a look around you at the rest of the world and look for ways you can help others or make a difference in their life somehow. Obviously you don’t want to go around helping people just for an opportunity to pitch them on your product or service, but offering genuine help to someone in need does not go unnoticed or unappreciated.

Think of it like this. That lady whose tire you stopped to change yesterday could be the CEO of a mid-sized company looking for just the type of product or service you offer. Because you stopped to help her, you made an impact on her life, established a rapport with her, and opened up the possibilities of working together on her next project. Now she’d like your phone number, so she can touch base with you in two weeks when she decides to move forward on that project!

Constantly being open to new opportunities, actively seeking out new relationships with new people, looking at every excursion as chance to network and possibly grow your client base is a sign of an entrepreneur actively seeking success. Now does this mean you have to make yourself crazy and try to talk to every single person you come into contact with? Not quite, unless of course you want to!

But it does mean you need to begin stretching yourself a little and pushing yourself outside of your comfort zone a bit. Talk to the people you come into contact with and interact with the world around you. Help someone in need or simply smile kindly at the gentleman behind you in the grocery aisle. You never know where, how or when you’ll meet your next big client and what sort of work they might decide to throw your way!

Follow Up on All Potential Leads

Well this just about concludes this ecourse series covering 10 ways to land new clients. Hopefully you've found the information thus far valuable and useful when it comes to your own marketing and client-getting efforts. These methods are all strategies that can work very well with marketing your business, provided you take action and begin to implement some of them.

Now before we part ways I want to leave you with one more invaluable lesson when it comes to getting new clients and growing your business. And that is please, no matter what else you do or don't do... FOLLOW UP ON ALL POTENTIAL LEADS!

I can't tell you how many times business owners ask me what they could be doing to find more clients and drum up more sales. But when I ask them how often they follow-up with their potential prospects, 9 times out of 10 they tell me rarely, if ever. What?!?!?

This is basic marketing 101 people. If you have a lead, follow up on it! Warm prospects are always better than icy cold ones and if you're following up it's because you've already touched this prospect once before. Therefore they are "warm". Got it?

This means that if you are out networking and you meet someone interested in learning more about your services that is a "lead". Follow up with them later! If you promised them something during your initial conversation, write it down so you don't forget it, and then contact them immediately as soon as you are ready and able to deliver on that promise.

If you have a potential client email you requesting a quote, go ahead and email them back with the relevant info. When you don't hear from them over the next week or so, then take the initiative and follow up with them yourself, don't wait around hoping they'll email you first.

Just because you sent the ball lobbying over into their court, doesn't mean they have to play ball the first round. Email them (or call) with a polite inquiry as to whether or not they received the quote you sent them, and if they didn't to please let you know and you'll resend it asap. It's as simple as that.

Often you'll find that your quote has just slipped between the cracks of their busy lives and the gentle nudge serves as a reminder that they'd like to touch base and discuss hiring you further. These gentle reminders might realistically need to happen once or twice more, and then if you still haven't received the positive response you'd hoped for, it may be time to move on.

BUT that is something you would never had known if you'd chosen not to follow up on the original lead. And so the moral of the story is? Always, always follow up!

The Next Step

If you want to take this to the next step contact me about my [GET CLIENTS NOW!™](#) Coaching program where I work with you to establish the specific steps you need to get your business to where you want. I act as your accountability coach to make it easy for you to get the clients you want.

About The Presenter

Mike Martel is a business success coach based in Washington State. He specializes in working with creative, multi-talented entrepreneurs and independent professionals to capitalize on their strengths, which are the key to growth, success and fulfillment. Mike is a licensed [GET CLIENTS NOW!™](#) facilitator. He supports his clients in realizing sustainable business results while eliminating time wasters and having more fun!