

Get More Clients

Finding Clients When You're Just Getting Started

Let's get real for a second here - the ability to move someone from casual window shopper to paying client is essential for every entrepreneur. That's the essence of marketing and sales.

But here's where most people go wrong.

They jump immediately to a sales pitch without taking the time to showcase their expertise and build the relationship.

That's why so many who offer 'free sessions/consults' really struggle to convert clients - it's making an ASK before people even have a chance to understand who you are and what you can really do for them.

If you want the absolute best results from your efforts, I highly recommend embracing the idea of GIVE GIVE GIVE, then ASK.

It's all about providing incredible value in a very strategic way that positions working with you as the logical next step in their journey.

Most entrepreneurs are doing this by blogging, via social media, and writing newsletters... however it's important to note that these are more passive activities that take much, much longer to build a relationship. There is a faster option.

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Leverage Your Cold List

When you are emailing your cold list, it is essential that you tailor the email to the person for the best results. Remember - not everyone will become your client, but they can introduce you to them!

Business Announcement to Your Network

This email should go out to anyone who is in your network who could potentially be a client, referral source, or promotional partner. Basically - everyone you know should hear about your new business! Use this copy and paste email to spread the big news::

Subject: A big announcement! Hey there [NAME],

You're among the first to hear my big news and I hope you'll be as excited as I am!

No, I'm not pregnant! But I am bringing something into the world - my new business [INSERT NAME OF BUSINESS].

I'll be [HELPING/TEACHING/COACHING/INSERT WHAT YOU DO] [THIS TYPE OF PERSON] to [GET THIS RESULT] so that they can [DO/ BE/HAVE/ EXPERIENCE/FEEL THIS].

I couldn't be more excited to do this meaningful work in the world!

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And that's why I'm reaching out to ask for your help in spreading the word about this new adventure (don't worry - you don't have to host a party or stock up on Tupperware). Only if it feels good, of course!

Here's three easy-peasy ways to share my latest venture:

Pass my new website along to anyone in your circle who might be looking for [PARAPHRASE WHAT YOU DO, IN 5 WORDS OR LESS]. You can send 'em right over to [INSERT URL]

Introduce me to [INSERT BRIEF DESCRIPTION OF DREAM CLIENT] who is ready to [FILL IN THE BLANK] more and [FILL IN THE BLANK] less. I'd love to offer then a complimentary consult to see if I can help!

Connect me with any movers and shakers who may know others in the [INSERT YOUR NICHE] space.

I'm excited. I'm nervous. And I couldn't do this without your support.

Thank you!

[YOUR SIGNATURE]

Ask for Client Referrals

The best way to get new amazing clients? A referral from your existing and former clients! Here's a few options to start bringing in the referrals::

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Recently Wrapped Up with Client

Hey there [NAME],

I'm so glad you're happy with [WHATEVER IT IS YOU WORKED ON TOGETHER]. I'm extremely passionate about what I do, so knowing you're happy made my day!

As our work is coming to a close, I wanted to make sure we wrap up our time together with a bow so you have everything you need to move forward [TOWARDS THESE RESULTS/OUTCOMES].

[INSERT ANY FINAL DETAILS OF PROJECT/PROGRAM TO OFFICIALLY WRAP IT UP].

And don't forget, the door is open if you ever need additional support.
[DETAILS FOR HOW YOU COULD WORK TOGETHER IN THE FUTURE]

It's been an absolute pleasure and I hope we can work together again in the future.

[INSERT SIGNATURE]

PS - I'm always on the look out for new clients as amazing as you, so if you have any friends or colleagues who could benefit from [INSERT TYPE OF CLIENT/WORK], please send them my way. A quick email intro is all we'd need to connect, and of course, your friends would get the royal treatment.

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Re-Connect with Best Client

Hey there [NAME],

Today, I was reviewing some of my favorite projects from the last [FEW MONTHS, YEAR, RELEVANT TIME FRAME HERE], and naturally you came to mind!

I just wanted to touch base again and say thanks. You have been one of the [INSERT ADJECTIVE] clients I've enjoyed working with.

How has [INSERT PROJECT OR TOPIC NAME YOU WORKED ON TOGETHER] been going? I'd love an update!

[INSERT YOUR SIGNATURE]

PS - I'm opening a few spots in my calendar for more [INSERT TYPE OF CLIENT/WORK]. You're a tough act to follow, but if you happen to know any other [INSERT TYPE OF CLIENT], would you pass on an introduction? I'd be so grateful, and of course, as your friend, they'd get the royal treatment.

Copy and Paste Referral Template

[Referral],

I don't know if I've mentioned it before, but I've been working with [BIZ OWNER NAME] for a few months. The other day, I was talking with him/her

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about some of the things that s/he and I have done, and I realized that I should put you two together. So...

[REFERRAL NAME], meet [Biz Owner, with a URL]. [BIZ OWNER NAME], meet [Referral, with a URL].

I hope you are able to connect! [YOUR SIGNATURE]