

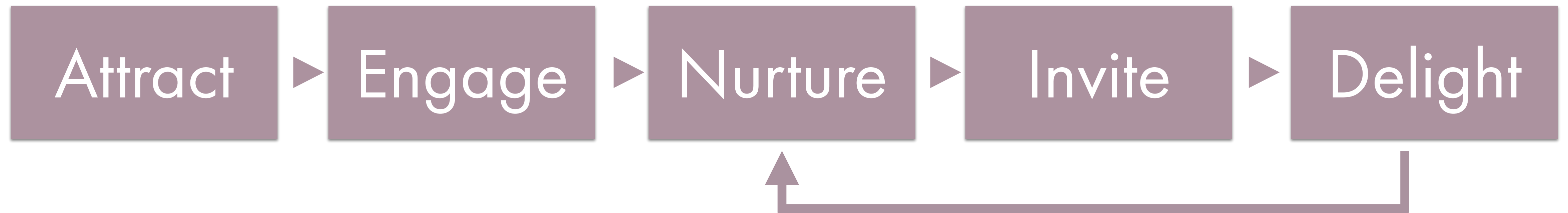
Get More Clients

BONUS WORKSHOP #1

Finding New Clients When You're Just Getting Started

Who Do You Know...
That I Should Know?

The Customer Journey



THE COLD LIST

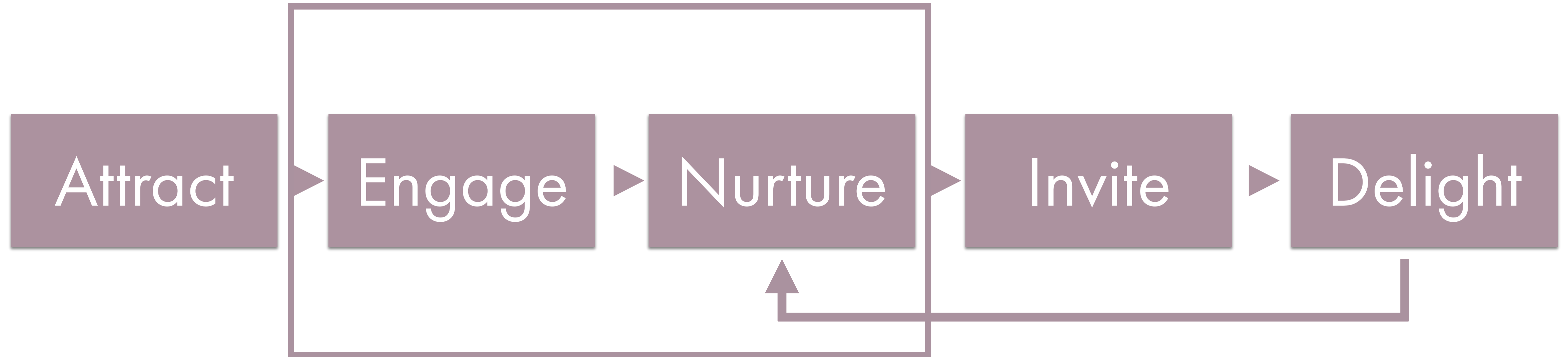
THE WARM LIST

THE HOT LIST

WARM Introductions To...

- ➡ Influencers
- ➡ Connectors
- ➡ Referral Sources
- ➡ Personal Network
- ➡ **ANYONE** You Haven't Told About Your Biz!

The Customer Journey



THE COLD LIST

THE WARM LIST

THE HOT LIST

Step 1::

Email to Ask for Connections

Take Action!

BUSINESS ANNOUNCEMENT TEMPLATES

Step 2::

Replies Come In

Step 3::

Ask for More Info {OPTIONAL}

Step 4::

Email Introduction to Connection

2 Types of People

- ➔ Type 1:: Potential New Client Referral
- ➔ Type 2:: Potential Business Connection

Potential Client
Step #1::

Reply with Invite to Free Consult

Potential Client
Step #2::

Have Free Consult Call

Potential Client
Step #3::

Followup!

Take Action!

GET MORE CLIENTS
STEPS 5 - 7

New Connection
Step #1::

Reply with Get To Know You
Date

New Connection
Step #2::

Followup with Collaboration
Opportunity

Take Action!

GET MORE CLIENTS
STEPS 5 - 7

Take Inspired Action!