



35 Ways To Attract Ideal Clients To Your Business... NOW!

By Sydni Craig-Hart

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Smart Simple Marketing

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The first step I take in working with a new client is to do an assessment of their business and look for ways to help them INSTANTLY add more clients and revenue to their business. Following are 35 of my favorite strategies that you can implement TODAY to create positive results in your own business:

1. Don't wait until everything in your business is "PERFECT" to start marketing your services. Start marketing NOW! You can always make improvements/changes as you moved forward. But, don't hide behind your desk and wait for the phone to ring. Get out there and starts sharing your talents with the world TODAY! *"Winners take imperfect action."* ~ Kevin Nations
2. Get VERY specific about who your ideal client is. Make the time to do your market research and find out what urgent needs and compelling desires they have. Identify the solutions that you have to fill those needs and bring those desires to life. Make those solutions the basis of what you offer prospective clients.
3. Start viewing yourself as a solutions provider and talk about what you do from that perspective. Don't label yourself, but talk about how you help others and solve their problems.
4. Create packaged solutions to solve your ideal clients most pressing problems and start offering them at every opportunity. Having a basic, mid-range and high-end structure works well. Your packages should include multiple sessions or components, not just one-off opportunities to work with you.
5. Look for local and regional networking events that will attract your ideal clients en-masse. Get registered to attend the events, practice your networking skills before you go (remember you are a problem solver) and follow-up with all leads promptly.
6. Analyze your current offerings and see how you can create a "done for you service". Most folks are somewhat overwhelmed with all they have going on in their lives and would appreciate (and pay handsomely for) someone just getting the work done for them.

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7. Follow up on ALL prospects and interest within 48 hours. If there are leads you haven't followed up in a few days, weeks or even months, reach out to them TODAY. You have nothing to lose and may just pick-up a new client or two.
8. Show your professionalism and interest in your client's success by listening to their needs and being prompt about serving them. They will remember your personal interest and will often share their experience with others.
9. Be authentic – make sure you are using your own system/methodology/services. This is highly client attractive and makes it MUCH easier to talk about the benefits and results of what you offer.
10. Educate friends, family and other referral services about EXACTLY who is an ideal client for you and how you can help those individuals. Encourage them to listen for key phrases that your ideal prospects may mention and offer you as a resource. Be sure to thank the referrer for any hot leads and send a gift of appreciation.
11. Join a networking group that meets REGULARLY. [BNI](#) is a great option that meets weekly. There are others such as a [Meetup](#) or [LeTip](#). Find an active group that fits your personality. Get involved, get to know your group members intimately and teach them how to be your sales force. Be sure to give a thank you gift for ALL referrals.
12. Develop a signature talk on a topic that is a pressing need for your target market. Make a list of relevant organizations that need speakers. Contact these organizations to get on their schedule with your signature talk. Sell consulting sessions, packages and/or your products at the conclusion of your talk.
13. Create an inexpensive, quick workshop or teleseminar (1-4 hours) that solves a pressing problem your ideal clients are facing. Offer all students an opportunity to continue their work with you by enrolling in one of your packaged solutions.
14. Create a free sample product (special report, eBook, audio class, etc.) that highlights your expertise and provides the solution to a specific problem. Offer this compelling freebie on your website in exchange for the visitor's name and email address. Then set-up a series of automated messages that are delivered to the visitor and invite them to schedule an appointment with you to learn more about your services.
15. Ask your best clients for referrals to their friends, family members and colleagues. Send a thank you note and gift for any referrals you receive.
16. Create a referral circle by identifying other service providers that are targeting your ideal clients. For example, if you are an Interior Designer, partner with a Professional Organizer and a Painter to share referrals.

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17. Schedule AT LEAST 5-10 hours per week to work on marketing your business and implementing your marketing plan. Use specific blocks of time to accomplish specific tasks so you stay on track and make progress.
18. Make plans at least three times per week to have coffee, breakfast or lunch with a prospective client or referral partner. Follow-up on your conversations with promised materials or to schedule an initial consultation.
19. Create a seasonal package or program that offers a specific solution to a specific problem. Contact past clients and customers and present the special offer at a preferred price.
20. Hire a Virtual Assistant to partner with you in your business. S/he can handle all of the administrative aspects of your business that are eating up valuable revenue generating time.
21. Commit to spending your time on ONLY two things in your business: 1) working with clients and 2) marketing to get clients. Delegate everything else to your Assistant and focus your attention of the revenue-generating activities of your business.
22. Develop your networking skills so that when you talk about what you do, you focus on the benefits and results, NOT your title. No one is losing sleep at night thinking, "If I just had a bookkeeper my life would be perfect! However, they could be losing sleep over their accounts being a mess and not receiving their payments on time. If you can solve that problem for a client, tell them so!
23. Create an information product that solves a specific challenge that your ideal client is facing. You can sell the product on your website for much less than it would cost a client to work with you and you can up-sell them to a session or package after they've purchased the product.
24. Put together case studies that show how "regular people" have benefited from working with you. The case studies should highlight different types of people with different backgrounds so your prospective clients can "see themselves" in the results you've created. Also, include testimonials and comments from the clients themselves. Put these case studies on your website and include them in your marketing materials. They will sell your products and services for you.
25. Get involved in local organizations that support or attract your ideal clients. Consider joining the Board or taking on other responsibilities that will provide you with more visibility in your community.
26. Systematize your marketing efforts so that they're more productive and more efficient. Use technology to automate your marketing. Delegate recurring tasks to

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your Assistant. Setup systems that are marketing to your ideal clients 24/7, WITHOUT your actual involvement.

27. Get involved in social media. You can start with [Twitter](#), [LinkedIn](#) and [Facebook](#) as they are all easy and FREE ways to connect with your ideal clients online. Setup your profiles, optimize them and get involved. People are always looking for resources on [Twitter](#) and [LinkedIn](#) has a great Q&A section where you can answer questions and position yourself as an expert on your profession/industry. Be sure to look for other networks that cater to your industry and ideal clients.
28. Survey your best clients (past and present) and ask them for feedback and suggestions on how to improve your services. Also, ask them about the current challenges they are facing. You may find that you can quickly and easily create a (related) new program or service to solve their current problems.
29. Research local and regional publications that cater to your target market. Contact them and offer to submit an article or column once per month. (Publications are always looking for content). Include a resource box at the conclusion of your article with a call to action that invites the reader to contact you for an initial consultation.
30. Host your own networking event. When inviting individuals to attend, set the intention that you want to provide local business owners with an opportunity to buy locally and do business with one another. This will position you a resource in the community and give you an opportunity to articulate the benefits and results you provide in your own business.
31. Ask your best clients (past and present) which organizations they belong to (both personal and professional) locally and regionally. Research these organizations via the Internet and make arrangements to attend their next event.
32. Dissect the conversations you've had with prospective clients that have turned into paying clients. Create a script of what you said. This script will become your cheat sheet for "closing the sale" when talking with new prospects.
33. Package your services with someone else's. For example, if you are a professional organizer, offer your services as a component of a moving company's fees. They get to offer valuable service to their clients (at no cost to themselves) and you get a new client.
34. Be open to new niches in your target market. For example, if you are a financial planner that has only worked with singles, create a new package for newlyweds and let your singles clients know. (Or vice versa). Create opportunities to help as many people as possible.
35. Stick to your marketing plan! Finish one project before you start another. Make adjustments as you move forward and see which strategies really resonate with

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your ideal clients. Be consistent with your marketing, authentic with your messaging and continue to provide top-notch service to your clients. You'll be rewarded with more clients, more profit and more joy in your business than you ever thought possible.

NOTES

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A Note From Sydni

Congratulations on obtaining this list! I started my company in 2005 offering marketing support services and filled my practice with clients in just six months. These are all strategies that I have personally used to maintain a full client base every since.

You'll get the greatest benefit from this information if you start taking action on it...NOW! Don't wait until you've figured out all the details or everything is "perfect". Pick one strategy, fully implement it and then move on to the next one.

Since I started my company, I've been privileged to worked with hundreds of clients in over 50 different industries to help them create profitable, lifestyle-focused businesses that allow them to serve others. I've designed my coaching and my programs *especially for solo service professionals* just like you who are ready to do the same. My coaching is very implementation focused. It is NOT just a lot of concepts, theories and ideas. It'd definitely NOT a lot of hype and fluff. It's you and me, working together, and my teaching you, holding you accountable and guiding you to the results you desire and deserve.

Most coaches have a particular "style" to their work. Let me be perfectly upfront with you. ***Mine is based on honesty, authenticity and getting you the results you desire as quickly as possible.*** I happily share with you everything that has worked for me (and everything that hasn't!) plus all of my expert marketing advice applied to your personal business situation.

You can review the results of some of my clients at:
<http://smartsimplemarketing.com/success-stories/>

If you aren't seeing the results in your business that you'd like, perhaps I can help. I invite you to apply for a "Profit Breakthrough" strategy session where we can discuss your personal struggles, current goals and create an action plan to achieve them. Contact me at Info@SmartSimpleMarketing.com to schedule your session today!

I look forward to talking with you!



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