

My TOP Tips for Boosting Your Business Today!

**9 Simple Ways To
Attract Ideal Clients
To Your Business...
NOW**

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9 Simple Ways To Attract Ideal Clients To Your Business ... NOW!

Every solo service professional I know has at least ONE thing in common. They are always looking for simple, effective strategies for attracting high-quality clients. The kind of clients you can't believe you get paid to work with. The kind of clients who appreciate your value and tell others about you: the kind of clients you feel giddy over talking to!

I've been fortunate to have a full practice of clients, almost from day one of my business and to have enjoyed supporting and helping amazing entrepreneurs in over 50 different industries. So, I've compiled for you my top tips that you can implement NOW to fill your practice with amazing clients of your own:

1. **Don't wait until everything in your business is "perfect" to start marketing your services.** Start marketing NOW! There are people who need what you offer. You can always make improvements/changes as you move forward. But, don't hide behind your desk and wait for the phone to ring. Get out there and start 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. **Create packaged solutions to solve your ideal client's 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. (Your clients will get better results this way!)
4. **Look for local and regional networking events, conferences and workshops that will attract your ideal clients en-masse.** Get registered to attend the events, practice your networking skills before you go and follow-up with ALL leads promptly. Remember, networking is about building relationships NOT selling. So be genuinely interested in the people you meet and LISTEN to what they have to say. Also, be sure to talk about the specific problems you help your clients solve. Don't label yourself. Rather, talk about your services from a sincere place of wanting to help people solve their problems.
5. **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. Consider what type of DFY service you can create and start offering it to existing clients.

6. **Develop a signature talk on a topic that is a pressing need for your target market.** Make a list of relevant local organizations that need speakers. (Local networking groups and chapters of national organizations are ALWAYS looking for 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 so that attendees can receive guidance and support to implement what you've shared during your talk.
7. **Package your services with someone else's.** For example, if you are a professional organizer, offer your services as a component of an interior designer's services. . They get to offer valuable service to their clients (at no cost to themselves) and you get a new client! This is a great way for your partner to distinguish themselves from their colleagues and will provide you with ongoing visibility.
8. **Create a "Power Partner" 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, a Painter, a Landscaper, an Architect and a Real Estate Agent to share referrals. Each of these individuals could be considered one of your Power Partners. All of you are committed to making sure your clients have a comfortable, functional home space and lifestyle. And likely your clients will at one point or another need the services of these other professionals and vice versa. Wouldn't it be great if each time one of your Power Partners enrolled a new client they introduced you as a way to complement the service they provide? Do you see the potential if each of your Power Partners enrolls an average of 1 new client per month? That could mean 3 HOT leads for you EACH month!

Here are some other examples to consider:

- Nutritionist → Acupuncturist → Yoga Instructor → Pilates Instructor
- Financial Advisor → CPA → Bookkeeper → Insurance Agent
- Virtual Assistant → Bookkeeper → Web Designer → Business Coach

9. **Educate friends, family and other referral sources** (i.e. complementary service providers) about EXACTLY who is an ideal client for you and what problems you solve for these 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 or new clients and send a gift of appreciation. They will appreciate the gesture and this will keep you top of mind for other opportunities where they can refer business your way.

**** BONUS TIP ****

10. **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 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.



Perhaps you're wondering... "What's next?"

I know you're excited about what you just read and are thinking about how to implement these strategies into your own business.

To start seeing results you simply need to do the following:

1. Select ONE strategy that you're going to implement...NOW. Don't over think this. Which option resonates most with you and can you easily implement? That is where you start.
2. Take 30 minutes RIGHT NOW to map out your plan of action. Start with setting a date of completion for the strategy and then outline the steps you need to take to make it happen. Sign and date your plan, thus making the commitment to yourself that you're going to see this through.
3. Get started...NOW. Not tomorrow...not when you figure out all the details. Take the first step NOW and start working towards you goal.
4. Get help. If you need a resource, a recommendation or some other assistance, reach out for help. You're welcome to contact me at Info@SmartSimpleMarketing.com.
5. Stay focused and take consistent action. Schedule time on your calendar each day or each week to work on fully implementing your chosen strategy until you've completed all the required steps. Don't get distracted by other "bright shiny objects" and don't get discouraged if things take a little longer than you thought. Stay the course until you've done everything you can to reach your goal.
6. Share your success! I want to hear all about how these strategies are working for you. So stay in touch with me by sending an email to Info@SmartSimpleMarketing.com.

Also, I invite you to schedule a **FR*EE Profit Breakthrough Session** where you can share with me your current struggles, we can discuss a few solutions and you can get clear on what steps you need to take to create YOUR version of a successful business.

Just email us at Info@SmartSimpleMarketing.com and my Assistant will get you scheduled to improve your business NOW.

I can't wait to talk with you!

Warm regards,

A handwritten signature in black ink, appearing to read "Spini".