

# 101 Ways to Attract Your Dream Clients

*Are you ready to take your business to the next level but don't know how to attract more clients quickly and consistently?*



This checklist will absolutely help! Some of the things listed here you will already be doing, many you won't. They all work, so the key is to systematically incorporate them all into your marketing as quickly as you feel comfortable. The more of them you implement the easier you will find it to attract clients, so get started today with at least one!

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- Come from a full practice mentality
- Be authentic in everything you do
- Always act with integrity
- Have faith that there are enough clients to go around
- Believe in yourself - write down 10 reasons why you're good at this
- Celebrate every win
- Have 3 short term goals each month
- Create a vision for your business that really pulls you into the future
- Define what is holding you back and remove the blocks
- Deal with procrastination
- Believe that you will have the business of your dreams
- Follow up with prospects within 48 hours
- Master the 'money conversation'
- Have a rate sheet
- Offer a money-back guarantee
- Keep a Warm Prospects List for follow up
- Communicate what a good lead is for you
- Communicate what a bad lead is for you
- Don't sell: share how you can solve problems and add value
- Create scripts that work and memorise them
- Bookend your follow up calls
- Don't make a prospect feel bad if they don't sign up
- Give 5-10% discount for full payment in advance of program
- Identify and eliminate obstacles in the initial conversation

- 'Dollarise' what it will cost them to not work with you
- Write out your Unique Selling Propositions
- Write out what separates you from competition
- Talk about benefits and results, not features!
- Get testimonials from your raving fans
- Raise your rates
- Write a book
- Have a launch party for your business
- Use client case studies in sales conversations
- Do research on new targets and their critical needs
- Become an expert in your field
- Position yourself as a problem solver
- Brand yourself both on and offline
- Write a newspaper column
- Use your email signature as a client attraction tool
- Keep your materials simple – less is more
- Have a structured marketing plan in place
- Communicate what you do so a 6-year-old could understand
- Create a list of your credibility factors
- Have options for prospective clients to sample your product or services free of charge
- Create systems for client attraction – so you don't have to think about it
- Be known for one thing
- Create an ezine (e-newsletter)
- Create a call-to-action to make prospects eager to contact you
- Package what you know
- Package what you offer
- Package what you charge
- Explain your services in a way that prospects will say, "That's exactly what I need!"
- Make your services seem like an exclusive club; cherry-pick clients
- Make your voicemail message a client attractive one
- Write 5 articles on your expertise
- Develop a webinar and offer it regularly
- Write a blog post at least twice a week
- Be visible on social media and increase your network
- Referrals – educate, nurture, ask, reward
- Find your niche and own it
- Build connections with prospects on LinkedIn
- Never discount
- Get a professional logo
- Don't be needy for clients (keep your day job initially if you need to)
- Educate people with an introduction letter
- Create a tagline – make it easy for people to repeat
- Stand out in a crowded market place with a unique offering
- Specifically define your ideal client
- Practice closing the sale if it makes you nervous
- Host a mastermind group
- Get to know good networkers
- Host a special interest group
- Be a 'bridger' – introduce people who can help each other
- Host a society, club or association in your industry
- Craft and memorise an elevator speech
- Get to know good networkers
- Attend five breakfasts, lunches or coffee catch-ups a week to spread the word
- Look online for groups that meeting regularly meet in person
- Ask members of current networking events what other events they attend
- Practice regular networking to increase your confidence
- Focus on building relationships instead of hunting for clients
- Become a referral partner for someone who shares your client base

- Have a client attractive business card
- Join a breakfast networking group
- Understand where your best clients come from
- Focus on your top 5 or 10 clients for referrals
- Ask personal advocates for referrals
- Set up incentives for referrals
- Make a list of centres of influence
- Tell everyone what you do using your claim to describe your work
- Create strategic alliances
- Strive for 100% referral based practice
- Start offering your own workshops
- Get hired for speaking engagements
- Create a signature talk you're known for
- Present so passionately people can't help but be drawn to you
- Make a list of organisation, clubs and associations that need speakers
- Present your very best material
- Create a speaker one-sheet
- Be visible in the community - join a board or committee
- Have a client attractive website
- Create a one page flyer or brochure outlining your expertise

## **Do you know all of this but struggle with the actual implementation?**

Guidance and support can change everything in business! In our Build a Business from your Passion Program™ we cover how to effectively implement this checklist in its entirety. You also receive expert support and feedback to help move you out of procrastination and into massive action.

Visit [www.lotusconsulting.com.au/coaching](http://www.lotusconsulting.com.au/coaching) today to find out more and to arrange a call with us.