

Where to Find Clients!

Do you struggle to find clients or customers?

Are your marketing efforts producing less than desirable results?

Do you wonder why nobody is calling?



The key is to be focused and know where to look, instead of sitting around waiting for the phone to ring.

There are plenty of people to help, business (money) to be earned. Actually, there is more than enough to go around, and you deserve your share for your efforts.

**TO GET the BEST RESULTS
YOU MUST BE FOCUSED & CLEAR ON WHO YOU SERVE.**

GET CLEAR

Ask yourself (and answer) these questions:

- Who, exactly, is my ideal customer/client?

- Do I have a niche – a specialty relating to my product/service? If you don't, you should definitely consider it for more rapid growth.
- Who is the person/business I help?
 - What is their occupation?
 - How do they think? (analytically, free-thinker, open to new ideas or more set in their ways)
 - What's do they value most (service, quality, price, experiences, etc.)?
 - What are their hobbies/habits?
 - The MOST IMPORTANT QUESTION: What is their problem/challenge/desire...that I solve? Be specific!

This gives you an idea on the questions you need to answer, and can continue to create your own list of questions that relate to your unique business.

BE STRATEGIC

Most people have no clear strategy, but instead just “play the numbers game”. While getting in front of as many people as possible does work, it can be exhausting! It's also not the best use of your time.

Once you know “who” your customers/clients are, the next thing is to know where to find them. This is where strategy begins!

Where are those customers?

Where do they go? What would be a “target-rich” environment? Where do they hang out?

THINK! THINK OUTSIDE THE BOX!!

- **Social Organizations or Social Activities** – Does your ideal client go to art galleries? Do they go to fancy events? Do they hang out at biker bars? Do they participate or attend specific types of sporting events? Are they the moms/dads at the soccer games? Do they attend seminars on specific topics?

- **Professional Associations** – Do they belong to any specific ones? Maybe you should join too.
- **Ask your Sphere** – Do they know anyone like your ideal client/customer? Tell them you are building your business and are looking for people who might need help with _____. Who do they know that you might be able to contact?
- **Draw Them to YOU** – Create an event, workshop, demonstration, something that will attract your ideal client. Then market specifically to their problem/challenge!
- **Ask your Current/Past Clients** – Tell them you love working with them and would like to have more clients just like them! Then ask *“Who do you know who _____?”*

TIP – If you are marketing in a group or organization – do NOT jump right into business. Build relationships first!

Be smart – Be strategic – Be professional – Be respectful – BE TRUSTWORTHY!

Hopefully, this gives you a great starting point and maybe inspires some new ideas. In another training, we'll discuss how to market directly to your niche!

*Karen
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