



30 Tips to get more Clients

1 October 2012

This is something that lots of people want to know how to do. And if you don't have your own business, then I am sure your employer would like you to get more of the right kind of clients for them. Now before you even think about what methods you are going to use to attract clients there are some basics that you need to have right. And the most basic of all, is, what products and services are you going to offer? You can have the most technically brilliant offering, but if no one wants it, then you will have no clients. So the first thing to think about is what are the problems people face?

What causes them hassle and frustration and pain? Because if you have a solution to whatever it is they want different in their life, you can get a business going. There are problems out there that people have and that they are willing to pay other people to solve. Find one of these and you are in business.

Attracting clients is about listening to and meeting their needs. Take the attention off yourself and your business, your products and services, and focus on how you can help people solve their problems. Talk to your prospects in terms of clear, specific solutions in their language in a way that shows that you can remove their frustrations.



So now let us look at some ways to increase your client base.

1. Launch a new product or service line.
2. Launch a PR campaign.
3. Offer specials. You can link specials to calendar occasions such as mothers' day, spring season, etc.
4. Try new marketing techniques. People become accustomed to the same old thing and lose interest. New angles get people to sit up and notice. And when you try something new you may attract people who have never looked at your products and services before.
5. Get someone to do a story on your business.
6. Ask for referrals from satisfied clients. Reward people who refer prospects to you.
7. Revamp your website, your supporting documentation, and your marketing documentation.
8. Relook the way you use social media.
9. Obtain testimonials and recommendations from satisfied clients. Offer your product or service for free to a celebrity and get them to endorse you publicly.
10. Enlist family, friends, and happy clients to spread the word about your services.
11. Get in touch with past clients when you have something new to offer them.
12. Use your email signature as a marketing tool.
13. Start a blog.
14. Form a referral group with other business owners.
15. Send promotions with your invoices.

16. Extend your networking endeavours - go to new places - conferences, events, seminars, dinners. Join local business organisations. Always be ready to talk about what you do. Have that 1 minute elevator speech ready. Have cards or handouts ready.
17. Sponsor an event.
18. Do some pro-bono work for charity with industry links.
19. Get listed on business and industry sites. Many of them allow you to post a business profile for free or a small fee.
20. Offer to give a seminar for free to a local business group.
21. Get on TV and/or the radio, get into newspapers and magazines.
22. Issue a press release about a story related to your services and get it into the media as much as possible.
23. Run a contest / competition that ties into your services.
24. Keep in touch with other providers that offer a complementary service to yours and pass each other work.
25. Ask if you can put brochures/business cards in stores/retail outlets/other businesses.
26. Talk to businesses around you and see how you can help one another.
27. Develop champions of your product - other people who love what you offer and are happy to tell anyone and everyone how great you are. Provide them with brochures, cards, etc. so that it is easy for them to tell other people about your business.
28. Bundle products and services.
29. Implement customer reward or loyalty programmes.
30. Give free samples.



There are so many ways to get clients. If you think you have exhausted all avenues, you need to remember that you probably haven't. People come up with all sorts of innovative and clever ways to attract new clients for their businesses. Take a piece of paper and write the heading, "How to attract new clients", on the top of the page. Now carry on with your normal daily activities for several days. As you do so your brain will be working on finding solutions to the question. And when you don't try so hard, when you put less pressure on yourself, the answers come. Throughout the week ideas, that will be answers to that question, will pop into your head. Write them all down.

When prospecting for clients it is important that you be yourself. After all, the client buys you first, before they buy your product or service. So pick methods that work for you, that you feel most comfortable with.

Have a wonderful and successful October.

With Best Wishes

Penny