



Getting a client is cause for celebration. Keeping a client and have them refer your business is your greatest compliment and key indicator that you are doing it right.

- ✓ If you are a start-up businesses you need clients — any clients.
- ✓ If you are a mid-level businesses you need **more** clients and more money.
- ✓ If you are an established successful businesses you may need fewer, but better, higher-paying clients.

So how do you go about getting clients?

Client attraction is a phrase that refers to the strategies you need to use to get more clients. So to help you with your client needs, here are 22 strategies to help you attract the clients you want.

Client Attraction Tip 1: Talk to at least three people every day about your business and what you do.

You can't just sit behind your computer every day and expect that clients will magically find you and invest their money in your products, programs, and services.

Hiding at home in your PJ's and posting fiendishly on social media may get you a few clients, but it's not going to sustain a six figure business. You must get dressed and get out of the house! If you can commit to talking to at least three different people about your business every day, you'll be amazed at the change you'll see.

Client Attraction Tip 2: Get out from behind your computer. Know where your target market is hanging out and go where they are.

Talking to three people a day about your business is great, but only one of those can be electronic communication! You need to **do your research, find out where your ideal clients go to network, learn, and grow their businesses. You need to go there too!** Find out where they 'hang' out and go there.



Client Attraction Tip 3: Be ever present on social networks, join in the conversation, and provide value and help

Social media is a long-term marketing strategy with a long lead generation cycle. Typically people will follow you on Twitter, or be friends with you on Facebook for months or even years before they finally decide to hire you or buy from you. That's why you need to be ever-present on the social networks you can commit to. Be there with great, valuable, helpful content, answer questions, assist others, join in conversations, be engaged. Sporadic, infrequent posting dilutes the trust your network has in you.

Client Attraction Tip 4: Always follow up.

It's where the magic that turns connections into clients happens.

Failure to follow up is one of the most common ways that coaches sabotage their own success by simply not collecting the money on the table. Millions of dollars are lost by businesses around the world every year simply because they get busy and they fail to follow up with leads from networking events, conferences, social media, email, voicemail, referrals, and more. **If you want or need to make more money, fix your follow up** and you'll see an increase in your bottom line.

Client Attraction Tip 5: Get a website

Even if it's just one page. For \$200 a year (in 2014) you can get an easy to use self-hosted website from Vistaprint with emails, blogs, shopping cart and lots more.

It creates more of a professional feel to your business. You can offer your download, complimentary coaching session and free resources there.

The career clarity website is a Vistaprint one and works really well. They also do business cards and brochures. I use them all the time.

Client Attraction Tip 5: Offer them something free to pull them to you

There are a lot of people trying to reach the same clients you are.

There are free offers and there are opt-in offers. Neither offer requires you to spend money, but one requires you to give your email in exchange for the item, so it really isn't free. I believe you need to have BOTH types of offers available on your website. Provide instant access, **no opt-in required resources** to build trust and credibility to strangers, and provide **opt-in offers for those who feel like they know you and are ready to give you their email address**.



But no matter what, make sure you're giving something away of value, something people really want, something that's so good you thought that maybe you should charge for it ... otherwise your offer is just taking up space.

Client Attraction Tip 6: Provide solutions

Clients want to see you have the solution to their problem and that you offer multiple choices for them to engage with you.

When new clients are visiting your website, they want to see that you understand what they are struggling with or need help with, and that you have the solution to their problem that they have been looking for. **Prospective clients want to be reassured that they are in the right place** by reviewing your offers and seeing that you have multiple options for them to engage with you at different price points. If you can provide testimonials with or near your offers, you will help communicate the results and benefits they can receive when working with you.

Client Attraction Tip 7: Have an elevator pitch

Be able to communicate all the important details about your business in 30 seconds or less.

We've all been there. You ask someone about their business at a networking event and they respond with an explanation that goes on forever. They never seem to stop talking and all you want to do is get away! It is imperative that you are able to **communicate the core aspects of your business to a stranger in 30 seconds or less** in a way that makes sense.

Where most people go wrong is scripting one that sounds horribly fake.

Here are some examples of elevator pitches that work.

Hi my name is xxxxx and I work with people to help them identify their future career direction. Most people I speak to want to enhance their career in some aspect. What about yourself?

Hi my name is xxxxx. I help organisations and their people to develop their professional competencies. I do this through training and coaching. Have you ever used a coach?

Hi my name is xxxxx. I work one-on-one with people to help them reach their goals quicker. Have you done much around goal setting?

Here's a quick formula to help: I help _____ achieve _____ so they can _____. Question to raise interest.....

Remember to ask if they know of anyone who would be interested in receiving a coaching session.



Client Attraction Tip 8: Ask for referrals

To do this you need to be very clear about who would be a perfect fit for your services, products, and programs

Your happy customers and satisfied clients want to give you referrals! They want to help their friends and contacts who are struggling find the same solutions they have ... but sometimes they may think you don't need their referrals or they aren't sure how to refer people to you, or they aren't sure who would be best to refer to you. Reach out to your clients, share with them your ideal client profile, and ask them if they know anyone who fits that description and who would benefit from working with you.

Client Attraction Tip 9: Develop marketing packages

There is a sense of comfort and familiarity when people are presented with something that is 'like' something they already know. Coaching can't fit into anything already out there, but you can package it into something your potential clients feel 'safe' purchasing.

Packaging is simply bundling up your coaching services into a set amount of sessions and naming them.

For example:-

Peak Performance Package

12 sessions of one-on-one coaching, just in time coaching as needed and email support
\$1,500

Breakthrough Package

8 Sessions of one-on-one coaching just in time coaching as needed and email support
\$1,200

First Steps Coaching

5 sessions of on-on-one coaching, just in time coaching as needed and email support
\$800

You can keep them all the same or offer different content for each package.

Also have a look at other coach websites and see what they offer.



Client Attraction Tip 10: Get involved in networking groups

Networking is a fantastic way to build your coaching business. It is anything that involves communicating and connecting with others for the purpose of sharing knowledge, skills and practices for the benefits of all concerned.

You need to have a goal for your networking. It might be:-

- Meet a new contact / clients
- Exchange industry information
- Provide assistance
- Seek out a business opportunity.

If you find that in your areas the networking is not good, do what I did and set your own group up. I have a couple going now. Mine is targeted at professional women and is called **Women with Purpose**. We have an 'Oestrogen hour of power' with a speaker and then if people want they can join in for dinner.

If you want more information I have an article on being more effective at networking. Drop me an email at louise@careerclarity.net.au and I will send it to you.

Client Attraction Tip 11: Offer to speak for free anywhere you can.

Speaking at networking events is even better, because you can reach the entire room instead of just the few people. When you speak make sure it's on a topic that is of value to the audience not you.

Talk about achieving results, overcoming obstacles, ten great coaching questions you can use in your business right now etc.

Client Attraction Tip 12: Offer free coaching to your target market in return for testimonials and referrals.

Explain that you are keen to introduce coaching into company X and to do so you would like to demonstrate just how effective coaching can be. Offer them 3 coaching sessions so they can see the value.

At the conclusion ask for referrals – preferably 2-5.

Client Attraction Tip 13: Keep adding to your professional skills base.

Coaching is constantly growing and changing as a profession. It's important that you continue to top up your knowledge of this fascinating career. Read coaching books in your area of specialisation. Set a goal of 1 book a month as a minimum.



Client Attraction Tip 14: Develop a professional information pack

A business card is a good start. Now start thinking about something a little more comprehensive to offer potential clients. Have a look at all the downloads other coaches are offering (like this one).

Brochures are not essential; a simple one page in colour explaining what you do is good start.

Client Attraction Tip 15: Take your business cards everywhere.

You will be asked for your business card so carry them with you all the time. They need to be accessible when someone asks. It can look unprofessional to fumble for them in the bottom of your bag or wallet.

Client Attraction Tip 16: ALWAYS ask for the business.

Don't just have a great conversation with them or your free session and then let them walk away.

Feel free to try out a few of these:-

"Would you like to continue coaching, I have a number of packages I can send you?"

I would love to assist you in changing this for you, would you like to have a session so we can work some more on it?"

"Would you like to experience a coaching session?"

"Would you like me to run through some of the ways we can get started?"

"Which way are you leaning – the 8 or 12 package?"

Client Attraction Tip 17: Stay outside your comfort zone.

Too many coaches information gather but don't act. Do something that is going to stretch you.

- Go networking
- Cold call 5 companies
- Offer your speaking service to the Rotary club in your areas



Client Attraction Tip 18: Write an article.

This gives you instant credibility. Post them on your own blog, on other people's blogs and get them out by using services such as:-

www.searchwarp.com

www.selfgrowth.com

www.directarticles.com

www.executive-coaching-article.com

Valid at August 2014.

Client Attraction Tip 19: Host a tele class or seminar.

Tele classes or seminars for groups of private individuals or for teams in organisations are a great way to leverage your time.

There is lots of great information on the web if you do a search. They are inexpensive to set up and the first one is always the scariest. The good news is they can't see you. I did one in my PJ's once!

Client Attraction Tip 20: Run a workshop.

This is a great way to build your business. Pick an area that will benefit your potential clients. If you don't have the skills to write and deliver you can buy a package workshop from sites such as <http://www.skillsconverged.com/> and then professionally educate yourself to be a public speaker and presenter.

Client Attraction Tip 21: Set up a reward system for your clients.

Loyalty programs are programs that provide extra value and incentive for your clients to stay with you and keep talking about you.

Loyalty programs to consider are:-

- Newsletters with free offers that only go to clients
- Discounts on training events if they bring a friend
- 12 sessions and the 13th is complimentary
- Rewards for referring clients to you
- Gift vouchers for friends and family after a certain number of sessions
- Free books
- Surprise notes to thank clients



Client Attraction Tip 22: Promote your business everywhere.

There are endless ways to get your brand out there. You are only really limited by your imaginations and your determination to have a go. Most coaches love to coach but they don't love the marketing so much. You HAVE to market to get new clients so here are some suggestions to get you started. Some have already been mentioned.

- Advertise in local papers
- Your Website
- Write and publish articles or even a book!
- Word of mouth / referrals
- Professional journals
- Trade publications
- Your local gym
- Display posters
- Radio if you can afford it.
- Mail drops
- Cold calling
- Strategic alliances
- Networking
- Speaking events

These ideas are applicable to any coaching business and I hope they have given you some ideas about growing your business.

