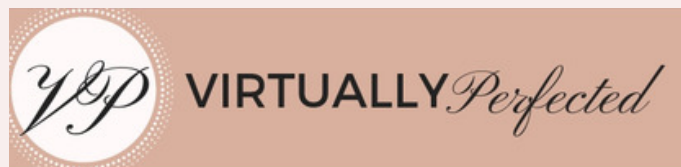


5 TIPS TO GAIN YOUR 1ST CLIENT!



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For every VA/OBM, finding your first client always seems like the toughest obstacle to overcome. The number one question I am asked at every conference, meeting, class, etc. is how I obtained my very first client. After being asked this same question repeatedly, I decided to put together this guide to help YOU gain your first client in 10 days or less.

Do I have your attention YET???

Now, these tips will only work, if you dedicate yourself to working them through – consistency, perseverance, and determination. Without these three elements, in any and everything that you do, you are setting yourself up for disappointment. However, if you go at this with an all-in, no holds barred attitude, you should get the results you are looking for in the end.

Ready to get this started...Let's GO!!!



TIP #1: ATTEND NETWORKING EVENTS

For some odd reason, people that start or have a VA/OBM business create this insane notion that meeting people in person is not a necessary step for gaining clients. This is not only false, but it is also a very sure way NOT to gain your first client. For most VA/OBM's just starting out, your business is practically unknown to people; both online and offline. What better way to tell people about your business, and what it is that you do then by attending networking events.

Here is a list of Networking Events that work best for people in the VA/OBM business:

Conferences - Check your local paper and/or online directories to find out when and where, mark the date on your calendars, and attend them. No, they don't have to be VA/OBM conferences. And no, you don't have to get a booth of your own, although you can if you so desire. Keep in mind you are new to the business! So if the budget doesn't allow you to get a booth at the conference, still attend with a ton of business cards, brochures, and an immaculate elevator pitch so immaculate to be ready on the SPOT!



Meetups – What is a Meetup, right? Meetups are real-life gatherings where members and organizers get together to connect, discuss, and practice activities related to their shared interests. Meetup is a great place to look for events going on in your area, that you can sign up to attend, talk with people, and possibly land your first client.

Local Networking Events – Business owners around the world like to get together to share information, tips/tricks over cocktails and laughter... this is called a local networking event usually held at your local restaurant or social club. Here you are in a comfortable setting amongst your peers being social and conducting business at the same time. I have seen many deals closed in this type of setting over the years so definitely an option.

Chamber of Commerce – Join your local chamber and attend the meetings. This is also a great way to give your business additional exposure as well as meet and network with an endless number of like-minded business owners and organizations.

This 1st tip will be the most important one because it challenges you to step outside in the world to showcase your business from behind the desk.



TIP #2: JOIN SOCIAL MEDIA GROUPS

Over the years, social media sites like Facebook and LinkedIn have turned a lot of their focus to Group engagement/interactions as a way of bringing like minded people together. This is very beneficial for beginners in the VA/OBM business.

Some tricks to know when it comes to joining an online group:

- Join groups that are in the VA/OBM sector.
- Join groups that are **NOT** in the VA/OBM sector but **ARE** in your niche market.
- After being accepted into the groups, be sure to introduce yourself, your business and what you hope to gain from being in the group.
- **Stay Engaged!!!** At least three times a week, go into each of the groups to answer questions that other people are seeking information about. This allows your peers and potential customers to recognize not only you, but your knowledge about the business and/or services you offer. You'd be surprised how many people gain their first client by assisting someone else with an issue.
- Make virtual friends/connections with peers in different stages of their VA business to learn from, share knowledge and ideas with and vent to as you continue to grow your VA business



TIP #3: CREATE A LANDING PAGE

So what is a Landing Page, you ask?

A Landing Page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign. If used correctly for a launch campaign, it can draw in your client base before you even open your doors for business. It can also advertise your business to the masses and allow you to sign potential customers up for initial discovery calls all in one full swoop.

Here are some popular Landing Page sites:

- **MailChimp** (Totally Free)
- **GetResponse Landing Pages** (Paid - Starting at \$15 Per Month for Basic and \$49 for Advanced Plan)
- **InstaPage Page Builder** (Paid - Starting at \$69 Per Month)
- **OptimizePress** (Paid - Starting at \$97-One Time Payment for License, Valid for 3 Domains)
- **LeadPages** (Paid - Starting at \$25 Per Month with Annual Billing)

This is a GREAT initial investment for your VA business until you get into building an official website when you get to that point into in your business.



TIP #4: SPEAKING ENGAGEMENTS

I know I know...who really likes to stand in front of a bunch of strangers to talk about themselves briefly but what can seem like an eternity! Nobody, right?

However, if you're ever presented with the opportunity to do just that, you could very well meet your client goal in the course of one evening. Why? Because you are being gifted the opportunity to sell your business to an audience, that came with the intent of hearing you speak. So, go for the gusto! Share your story and offerings...even give some free advice that shows you are not doing this simply for client acquisitions, but showing you are open and available to acquire additional business as well.

Here are some popular Virtual Assistant/Business Conferences:

- **AdminBash**
- **AdminProForum**
- **Be The Ultimate Assistant Workshops**
- **Executive Leadership Support Forum**
- **IAAP**

Get OUT there and share your Knowledge!



TIP #5: UPWORK

UpWork is a freelancing platform where businesses and independent professionals connect and collaborate remotely. This is where I, personally found my very first client in the VA world but back then it was known as Elance. This website has created 10s of 1000s of opportunities for freelancers to make a bonified legitimate business based solely off of a person's ability to master a particular skill base.

UpWork will allow you to start your business while still working your full-time career if needed. You are in control of your hours, assignments that fit your skill set, price point and how you will work. This company offers a free and paid option for its members, as well as, tons of support to gain clients the entire time you are a member.

There you have it...5 ways to gain your first client within 10 days or less. If you practice 2-3 of these tips simultaneously, with consistency, perseverance, and determination; one client should no longer be the toughest obstacle to overcome.

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Blog:

<https://virtuallyperfectedblog.wordpress.com/blog/>

Email:

info@VirtuallyPerfected.net