

GET AND KEEP MORE CLIENTS CHECKLIST

If you are busy with the business of taking care of your business, chances are the thought of getting more clients may seem like a daunting task. Nevertheless, just like any other task, breaking it down into bite-size chunks makes it more manageable and more doable.

So, here is a checklist to follow in order to attract and engage more clients.

Learn How to be Attractive to Your Clients

While getting clients is a more aggressive tactic that may push some new prospects away, learning the art of being attractive to clients is more productive for your business.

- Begin by examining the emotionality of your product or service.
- Ask yourself what emotions you wish to bring up when providing those services or offering that product.
- Pick one or two main emotions, such as fear and pride.
- Begin to dig deeper – go into deeper emotions such as worry and the need to feel important, for example.
- Take a look at how your product can solve the problem of fear and worry and how it can boost someone's pride and need to feel important.
- Now you have valuable marketing skills to become more attractive.

Begin to Solve a Problem for Your Client

Once you have tapped into the emotional component of what your future client will need, it's time to move on to solve his/her problem.

- Begin the process of creating a persona for your potential future client. Get inside the head of your customer and figure out what keeps him or her up at night.
- What gender are they? What types of careers do they have? How much do they earn?
- Begin your research. What type of vehicles do they drive (if you are selling something relatable to the auto industry)? How much disposable income do they have? How much money do they invest in their family's future?

- Hone in on your niche and begin to explore the potential of a sub-niche. If you're a gardener, then why not become an organic gardener – one who sells vegetables from their rooftop organic garden. Begin to specialize.

Crafting Your Marketing Emails

It's time to craft your marketing emails in order to engage and attract new clients.

- Go on competitor's websites and subscribe to their newsletters. Check to see which ones intrigue and engage you by causing you to open up their emails.
- Practice writing your email headlines. Send them off to friends and neighbors and ask for feedback – ask which ones did they open, and which did they leave untouched.
- Write down various ways to include a call-to-action in your headline.

Crafting Your Promotional Giveaways

Now is the time to begin crafting your giveaways.

- If you have not already, begin crafting the outline for an eBook; if you need to, get professional help.
- Offer your free eBook full of tips and resources in order to capture email addresses for more relationship building practices.
- Make a list of your top 100 clients; create a special promotion geared to them and only them.

Getting Social

- If you are not engaged on social media, create a social media calendar and beginning planning out your posts and tweets.
- If you need to, hire someone to take over this task for you; sometimes you need pay money for specialized services in order to make more money in your core business.
- Explore your website and see if it is mobile ready; if not, contact a professional to see how to make it so.

Check in with Your Content

- Take a look at your content; are you vulnerable and transparent? Is your business model all about what you are selling or about the solutions you are offering to potential prospects?
- Is your content engaging, informative and entertaining?
- Check your content to see if you have connected with your audience by being relatable.
- Add a variety of content such as infographics, videos, and case studies, as well as entertaining memes.

Check out your own Website

- Begin to do a site audit of your website; look at your home page and about us page – do they need updating?
- Do a complete site audit of each of your pages.
- Update your posts if you have a blog.
- Hire out if necessary.

Evaluate your Current Marketing Efforts and Begin Exploring New Options

- Do an audit of your previous marketing efforts and how successful or unsuccessful they were.
- Create a marketing budget.
- Do a cost analysis between direct-mail marketing, email marketing, cold-calling and social media marketing efforts such as inbound and outbound linking as well as Google AdWords and Facebook ads.

Once you know who you are targeting as a prospect for future business, work to become attractive to them, engage emotionally with them and solve their problems with your product or service.

Next, hone in on your email and content headlines for your marketing endeavors, come up with creative promotions and giveaways to grab new prospects email addresses, so you can begin the wooing stage of your relationship.

Finally, update your website and do a site audit, and then evaluate your profits from your current marketing efforts. Begin to be open to more up-to-date marketing efforts.

With any large task, the best way to get it done is one step at a time.