

How to Successfully Market to and Land your Ideal Client Online and Off

7 Steps to Create the Business that Attracts Your BEST Clients

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How to Attract My Ideal Clients The “M” Word; MARKETING

- **What feelings and thoughts arise when you hear that word?**
 - Do you see Marketing as a problem?
 - Don't want to be “that” salesperson?



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How to Attract My Ideal Clients The “M” Word; MARKETING

- **Creating a Marketing Plan**
- **Set & wisely spend an annual marketing budget**

(3%-5% of your revenue goal)



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1st step: FOCUS

- **Define my core services**
- **Define clients I want to attract**
 - Am I reaching higher?
 - Or settling for what comes to me?

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1st step: FOCUS

- **Where do I find clients?**
- **What is their profile?**



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2nd step: Define Myself and My Value

- **Start with my marketing message**
- **Create my unique profile or brand**
- **Why is it so hard to describe how I am unique or different?**

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2nd step: Define Myself and My Value

▪ **Negative mindset:**

- What's really so special about me?
- Someone already (or so many others) doing this?
- Fear of over-valuing and under-delivering

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2nd step: Define Myself and My Value

▪ **Positive mindset:**

- How can you transform it into a solution?
- I have my own values and special gifts
- I provide my own unique experience for my clients

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My Unique Profile – My Brand

- **Creating a message of confidence, of value in a style that is “all mine.”**

THOUGHT STARTERS

- My customer's experience
- Outstanding/proudest moments in my business
- What if others knew about them?

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My Unique Profile – My Brand

- **Compliments most often received?
What new ones have you heard?**

“atta girl” or “atta boy” journal

What do people appreciate about working with you?

- **Don’t just guess, ask!**



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Creating a message of confidence, of value in a style that is “all mine.”

- **Find themes:**

- List key favorite clients or customers you’ve enjoyed working with? Why?
- List favorite projects
- What was memorable about what you accomplished?
- What is different about these four clients & projects? Similar?
- Describe the systems or process you used, problem you solved and/or distinct approach or experience you created?

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From here, draft a 15 second “elevator” speech

- **This is my networking intro and state:**

- My name
- What problem(s) I solve, pain I eliminate, change I help clients create
- Best referrals
- Other helpful connections/intro’s



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**From here, draft a 15 second
“elevator” speech**

- **Ask the same of person you are introduced to**
- **Keep practicing it with energy and a smile**
- **Keep evaluating its response from others**
- **RINSE & REPEAT**

PULL vs. PUSH marketing

- **What is it?**
- **What are touch points?**
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____

The Magic Number is Seven – 7 touch points

**Which of these actions / activities /
touch-points will be part of my plan?**

- **Set priorities:**
 - Immediate impact on your business?
 - Longer term impact?

Which of these actions / activities / touch-points will be part of my plan?

- **Overwhelmed by larger projects?**
 - Break down tasks
 - Milestones & dates
 - Completion / implementation date
- **Accountability or support partner**
- **Other resources**



Which actions/activities/touch points will be part of my plan?

- **Prioritize TOP SEVEN activities/ touch points/actions**
 - Which will have most impact immediate on your business?
 - Which will have longer term impact – how long?
 - Breaking down longer term or bigger projects

Which actions/activities/touch points will be part of my plan?

- **Select TOP THREE activities**
- **Tools and Resources**



It's all about

- **Consistency**
- **Perseverance**
- **Quality**

Consistency:

- **Schedule 15-20 min. per day**
 - *3 activities, same time of day for each activity*
 - writing blog, writing newsletter or update
 - making calls
 - email follow-up or contact
 - checking in with VA's

Consistency:

- **Stick to it - it becomes a habit**
(takes 21 days of consistent activity to become a habit)
- **In 90 Days add two different activities:**
 - *One may be an easy outgrowth of the other*
 - *Add an activity you haven't tried before*

Networking For The Shy, The Introverted, The Tongue Tied

- **Select the right networking events & activities**
- **How to prepare for the event**
- **What to bring**

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Networking For The Shy, The Introverted, The Tongue Tied

- **How to approach, start a conversation**
 - You'll never have the perfect intro, but practice helps
 - Always leave real time to ask about the others and what are good referrals or connections for them

- **Icebreaking questions and tips go to:**

www.thenierenberggroup.com
www.thebusinessfox.com



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Networking For The Shy, The Introverted, The Tongue Tied

- **Quality, not just quantity**
- **Organizing your contacts:**
 - How will you use these contacts (how to organize)
 - Resources and tools to stay in touch
- **Why you need to build a list**

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The Other “F” Word

▪ It’s in the follow-up

- Just 10 minutes a day can keep the pipeline filled
- Avoid feast and famine business cycles
- Whom to call: – it’s not just the clients and the same referral sources
 - networking connections
 - clients
 - prospects
 - reaching out to current and new referral sources
- Making connections for them

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The Other “F” Word

▪ Follow-up is a structure and a process

- Tracking Sheet
- Tasks List
- Put in Calendar

▪ Consistent, Scheduled, Daily Activity

▪ A habit, like daily exercise, meditation, checking in with staff

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The Pay-Off

▪ Free up 10 minutes per day for marketing

- Equals 2 more calls a day
- 10 calls more per week
- 40 more per month
- 400+ NEW calls per year!!

▪ Think of the results from that!

▪ From just 2 calls per day!



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The Pay-Off

- **30 min a week in Marketing Activity**
 - Get Client Feedback
 - Get More Testimonials
 - Improve or expand my services
 - Increase client satisfaction
 - Increase referrals
 - Strengthen website and marketing materials

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Let's Get Started!

- **How will I invest 10 minutes per day in my Marketing?**
- **Which actions/activities/touch points will be part of my plan?**

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Let's Get Started!

- **Next 3 networking activities I will schedule?**
 - *What new group or meeting I haven't attended before?*
 - *Who can I invite?*
 - *What meetings or events do my best clients attend?*

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Let's Get Started!

- **What time of day is best to commit to this?**
 - Early morning – think, plan
 - End of day – set up next day's activities
 - Time to make the two calls

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Keep My Vision Close

- **Spend 10 minutes a day in a quiet place**
 - Take a walk
 - Clear my head



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Keep My Vision Close

- **Visualize my bigger picture, my purpose.**
 - This is what pulls me forward
- **Meditate in gratitude, affirmations**
 - Thank myself for my perseverance, my results
- **MY COURAGE!**



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Get started!

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