



# GET MORE CLIENTS

**19** No Cost (and Low Cost)  
Strategies To Quickly  
Get More Clients Now

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# **Get More Clients**

## **19 Tactics to Grow Your Service Business**

### **Course Book**



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# Introduction

Running your own small service business is a complicated balancing act. You need to market your business, attract and nurture new clients, and create a name for yourself, all while doing the actual work your clients give you.

Finding new clients is a constant struggle but an important one. It's something you should do on an ongoing basis, even when you're busy. In this report, you'll learn 19 ways to find more clients for your business both online and off.

This report is aimed at you if you are a:

- Small service business owner or freelance professional
- Business coach, consultant, or advisor
- Business service provider, such as a virtual assistant or financial advisor
- Freelance creative such as a web designer, illustrator, writer, or other artist
- Professional service provider, such as medical or health professional
- Or anyone else who relies on getting individual clients for your business

## But I'm up to My Ears in Work Already...

There's a common mistake that's often made by service businesses, and especially by freelancers. When you get busy, you'll often stop looking for new business. After all, how can you start building a relationship with a new client when you're already swamped with work?

But searching for new leads and clients is something you should do continually, even when you have enough work, and there are several reasons why:

- Your dream client, who will supply you with high-quality and high-paying work for years to come, can come at any time, even when you're busy. You'd hate to miss them because you are swamped with less exciting work.
- When you're constantly getting new clients, you have the option of dropping old clients you're not truly satisfied with or raising your rates. New clients can also help you grow the scale of your business.
- Tactics you use to gain clients, such as social media or referral marketing, are ongoing. It's not a situation where when you need clients now, you can go somewhere and immediately find them. These tactics don't (usually) produce immediate results.

In this report, you will learn:

- A wealth of online tactics you can use to get new clients through the internet
- Offline tactics you can use to gain more clients
- How to decide which tactics are best for you
- How to start implementing these tactics and reaping the rewards

You'll complete learning activities along the way so that by the time you finish the course, you will have already gotten started.

### **Learning Activity:**

1. Before we get started, sit down and clarify your goals in reading this report. Be as specific as possible, stating things like how many clients you'd like to gain, how you'd like to go about getting clients primarily, and what you'd like to see happen in the future.

# Online Tactics to Get More Clients

The internet offers many ways to gain new clients. You are not restricted by location and you can work completely at home. Although the online methods you'll learn here are valuable and you can create an entire client list out of them, please go through the offline tactics in the next chapter as well. It's important to employ as many tactics as possible, and there are excellent opportunities offline as well as online.





## Your Website

The first place to start is to create a website for your business. Even if you primarily use social media and other places for attracting clients, it's good to have a "home on the web."

Create a well-designed website that tells potential clients what's unique about your business. Make it clear what your business does. Emphasize your strengths and tell visitors why they should hire you. The primary purpose of your website should be to interest and engage clients, and lead them to place their first order.

If creating a website is a daunting task that you're likely to procrastinate on, create a site using a platform like WordPress.com or SquareSpace. Make it simple and easy for yourself. You can add more or change the URL later, but for now, get it up and running so that you can start using it to gain clients.

For best results, use the main page of your website to get clients to sign up. Showcase the benefits of hiring you for the potential client and stress what makes your service unique. Give visitors a strong call to action telling them exactly what to do in order to get started with their first job. Make the process of placing that first order from you as easy as possible.

A great way to make your website more effective is to ask your current or former clients for testimonials. Put these testimonials on your website in a prominent place so that visitors can see that your service is worth trying. For your past and currently clients, this is also a good chance for a backlink. Ask them if they'd like to leave a link or other information on your site.

Once you have your website up and running, include its URL everywhere else you appear online, including social media profiles.

## Blogging

Blogging is a great way to build your credibility while attracting clients. When you write blog posts, you put content on the web which can attract search engine traffic. If your blog posts are interesting, helpful and entertaining, your readers will click on the link to see what else you have to offer.

There are several ways you can blog:

- Create a standalone blog using a blogging platform like Blogger or WordPress.
- Add a blog to your website in a subdomain or separate folder.
- Guest blogging on other people's blogs.

It's very easy to start a blog using a platform like Blogger or WordPress. As WordPress's advertising says, you can start a blog and be writing your first post in a few minutes.

The advantage to adding a blog to your website is that it can help to boost your website's search engine ranking. Whenever you publish a new blog post, your site has fresh content and this is something search engines like. You'll also add more search terms to your site, which will attract more potential clients who are searching for those terms.

Guest blogging means writing pieces for someone else's blog. This is a great tactic because it gets you exposure to the other blogger's audience. You can easily find blogs in any niche that allow guest posts.

Write blog posts about topics that are of interest to your client. This shows your expertise in your area. If you put yourself in the shoes of a potential client who is looking for, for example, an SEO expert, they're going to find your article on SEO tips interesting and realize that you know what you're talking about.



## Social Media

There are several ways you can use social media to attract clients. One is to search on social media for terms that your potential clients might include in their profiles or posts. Add these individuals as friends or contacts, and send them a quick introductory message telling them who you are and how you found them (for example, they're a friend of yours, or you read an interesting bit of content they posted).

Another method is to do a search for terms a person would use when looking for your service. If you're a web designer, search for "web designer" or "need a web designer." You may come across a post made by someone where they're asking, "Does anyone know a good web designer." Try to be as specific as possible with your search terms.

Get into the habit of posting content regularly to engage your followers. Make your content public so that people that aren't in your contests will find you. Participate in groups and take advantage of any other opportunity to meet new people. Make sure your profile says clearly what service you offer and how to contact you or place an order.

You should be real and honest on social media. Show your personality and be positive and helpful. Don't try to sell on social media. If people are interested in what you have to offer, they'll inquire about your services.

## Email Marketing

Email marketing means sending a newsletter or other content to subscribers' emails on a regular basis. There are many things you can do with email marketing, including using it to get new clients.

As with blogging, you can send your subscribers informational newsletters offering content that is helpful and that shares your expertise. Naturally, when a subscriber needs a service such as yours, they'll choose you because you've built this relationship with them.

Although your content should be mostly non-commercial, you can sometimes make special offers to your subscribers. For example, offer a special limited-time deal on your services when you need a quick burst of income. However, promotional content should be a small percentage of what you share.

The first step in email marketing is to build a list. You can do this by adding a sign-up form to your website or building a separate site just for gathering prospects for your list. Ask visitors to give their name and address if they want to receive free valuable tips or a gift by email.

## Webinars

Webinars take a bit of work but are very lucrative for gaining new clients. A webinar is a seminar that is held over the internet.

For the topic of your webinar, choose something your clients really need. Take something you can teach them how to do that will increase their business a great deal. For example, if you offer legal services, hold webinars around tax season on how businesses can save on taxes. If you're a designer, discuss the latest design trends and how your participants can use them on their websites. If you're a business coach, take one of your most valuable ideas and turn it into a 'how to' webinar.

During the last part of the webinar and in follow-up emails, make an offer to participants, telling them what your business does and how it can specifically help them.

There are some technical hurdles to overcome in holding webinars. Take some time to fully prepare your webinar and test it before the first one. Once you've done a few, it will be much easier. Best of all, it's a low cost alternative to doing the same thing offline in terms of both money and time.

## Podcasts

A podcast is an online radio show. The show can be either streamed through the website or downloaded and listened to later. Podcasts have become very popular in recent years because listeners can take them wherever they want and listen to them on the go.

Podcasts come in all different topics, from comedy shows to politics, and news to how-to topics. You can create a podcast about something related to your business that your potential clients would love to hear.

There are many different formats to podcasts. It can be free form or it can have features. Episodes can be hours long or ten minutes. You can choose to have guests or do all of the talking yourself. Try to figure out what your audience would like and try different things until you find a format that works.

Somewhere during your podcast, as well as in its description or on its website, include a call to action with your unique offer, its benefits, and how the potential client can use your service.

You can put your podcast in iTunes, which already has a massive audience searching for and downloading podcasts.

## Advertising

You can use online advertising to get clients. The other methods we're discussing here are either free or nearly free. With online advertising, however, there are always costs involved.

Paid online advertising uses ad networks like Google AdWords. There are also ad networks on all of the major social media sites, such as Facebook, Twitter and LinkedIn. You can also take out ads on high-traffic websites that your clients are likely to visit.

Since ad content is short, focus on getting the potential client's attention and delivering your message quickly. Emphasize your benefits and call them to action. Most advertising platforms allow you to test your ads, so run different versions of each ad and see which are most effective.

Since online advertising costs money and a failed ad campaign will waste money, you should decide carefully how to place ads, and monitor and test to make sure you're getting the results you want. If not, you should reconsider and try something new.

## Online Groups and Forums

Online groups and forums where people discuss common interests can be a great place to find clients. You just need to find one where your ideal clients are likely to hang out, make a personal profile, and then become a participant in the conversation. Again, there is no need to sell and in fact you shouldn't. Instead, try to be a helpful presence and put a description of what you do in your signature or profile.

For example, if you're a web content writer looking for new clients who are webmasters or internet marketers, join an internet marketing forum. If you're a medical professional, find a group or forum centered on a certain illness or area of medicine. If you're a financial analyst, you can find a finance forum where people are looking for information in your area of expertise.

Some forums have special threads or sections where you can promote your business. A certain well-known internet marketing forum had an area specifically for services offered. Other forums have areas where you can write blog posts or other content.

Make sure you know the rules of the forum before you become too active so that you know what is allowed and what isn't. Also, observe the interactions on the forum so that you know what its users like or don't like. Some forums are more welcoming of promotion than others.

## **Business Listings and Review Sites**

Business listings and review sites are websites where mostly local businesses maintain a profile and customers can leave reviews. Popular sites include Yelp, Angie's List, Amazon Customer Reviews, Google My Business and Yahoo Local Listings. Ratings and reviews increasingly inform decision-making when people are looking for a service business to meet their needs.

Start by checking to see if your business already has a listing. Listings can be made by customers and one of yours might have done so already. If not, you can easily create a listing by filling out basic information about your company and verifying it. Make sure that your profile clearly explains everything a potential client needs to know about your offer.

These sites work best if there are reviews on them from former customers and clients. Positive reviews show potential clients that your service is high quality. They can see that you are trustworthy and reliable.

There's a good chance that you will get good reviews naturally, but you increase this chance if you encourage your happy clients to leave you reviews. After a job or when a client is singing your praises, ask them if they'd be kind enough to leave you a review.





## Become a Published Author

Writing and publishing your own books is a great way to get your name out there. Doing this gains you exposure as an expert in your field. If you distribute your books far and wide, you increase the chances that someone who needs your services will contact you.

There are two ways to self-publish. One is to self-publish actual print books offline and the other is to publish online eBooks. You can also write a book and publish it in both places.

Offline publishing is now very easy with the many self-publishing services available like Lulu and Xlibris. These services are cost-effective and allow you to publish books in limited runs or to order, and many of them allow you to sell directly on Amazon or other online services.

The key here is to get as much distribution as possible rather than make a profit, so a better alternative is to publish an eBook and give it away for free. It's extremely easy to create your own eBooks and you can offer your book on your website and anywhere else you have a presence online.

Like the other content we've discussed in this report, your book should address something your potential clients are interested in. If possible, help them solve a problem or teach them how to do something related to your service. In different parts of the book, you can place a small advertisement with a link to your website. Encourage them to share the book for free with anyone they think may like it, and you'll get even better distribution.

## Make Videos

Videos are guaranteed attention-grabbers online. Many people prefer to take their content in video form because it's easier to digest than text. Also, with

video you can show your potential clients how to do something rather than just telling them about it.

Video production and editing is very easy with all of the online tools available now. You can even use your smartphone. You can then post your videos on video sharing sites like YouTube and Vimeo, as well as directly on your website, blog, or social media sites.

Your videos don't have to be long and complicated. You can make instructional videos that show people how to do things or accomplish small tasks. If you offer an online service, you can make videos incredibly easily using a screenshot software program. You simply record whatever you're doing on your computer, narrate it, and then edit and add anything extra you'd like. The key is to make your videos short and easy-to-digest, and then distribute them all over the internet.

Again, your videos don't need to be promotional. Provide help and value to the viewer and either in the video or in the video's description, tell them about the service you offer.

## Joint Partnerships

Forming a joint partnership with a similar business (but not a competitor) is a great way to create a win-win situation. You can each promote each other online and thus double your efforts to gain new clients. You introduce your partner to your online audience, and they return the favor, gaining you both a great deal of exposure.

The key is to find someone whose audience is also your potential audience. It could be someone who offers a similar service, or maybe uses products that could help with your service. For example, if you're selling SEO services, you could team up with an online content writer.

**Learning Activity:**

1. Go through each of the tactics listed in this chapter. Ask yourself:
  - a. Would this be effective for finding potential clients for my business?
  - b. Is this something I could work into my regular marketing for my business?

# Offline Tactics to Get More Clients

As we said before, you shouldn't restrict yourself to only online tactics. When you meet people offline, you have the opportunity to create an even stronger relationship with them. You can also find potential clients you wouldn't have found online.



## Events and Meetups

Find networking events and meetups that are related to the services you offer. Look for conferences, exhibitions, trade shows, talks, and other events where you're likely to encounter your potential clients, and get ready to network. Prepare materials to pass out and an elevator pitch to deliver, and follow up with everyone you meet afterward by phone or email.

You can also gain clients from ordinary community events. Any event could be an opportunity. When you attend community events, make yourself visible and come prepared with materials explaining what you do.

If there aren't many events in your area, you can try creating your own. Create an event that will deliver a fun and exciting experience to those who attend. Put yourself in the shoes of your potential client and try to determine what sort of event they'd be excited to attend. Your event doesn't have to be huge; it just needs to attract the right people and give them something valuable.

## **Your Local Chamber of Commerce**

If you're not already a member of your local chamber of commerce or other business group, join. The chamber of commerce is a group of local business people whose aim is to promote economic growth in the community. This is an excellent opportunity for networking and meeting potential clients. However, these organizations charge for membership, so it's an expense for your business.

If you offer online services, your local chamber of commerce can be a true goldmine. The idea is that here local businesses help each other. Through this organization, you can find local businesses that need help with online marketing, web design, content creation, and other online tasks. You may be able to find traditional businesses that are having trouble making the shift to the online world. The same goes for other types of services that are unusual in the traditional business world, such as coaching.

Membership in your chamber of commerce brings you visibility and credibility in the community, which can lead to more clients in the future. You'll also get referrals, as many individuals and organizations contact the chamber of commerce when looking for services in a local area.

For the price you pay to join your local chamber of commerce, there are other business benefits as well beyond just finding new clients. You'll have access to members-only discounts and services and other benefits, including discounts and exclusive access to networking events.

## Public Speaking

We usually think of public speaking as informing or teaching people, but it's actually a form of selling. It increases your visibility and shows your expertise. If there are audience members searching for your services, they'll become your new clients.

You can try to find events where you can speak or host your own events. Try to focus on some task you can teach or problem you can solve for your potential clients. The great thing about public speaking is that it has a snowball effect. You can publish your speaking engagements on your website and this will lead to more offers.

## Demonstrations and Educational Events

You can get new clients by hosting demonstrations or educational events. You can do something as simple as an open house or outdoor demo at a park. For example, if you're a fitness service provider, offer a weekly challenge at a local park. If you're an efficiency expert, offer visits to offices where you do a quick makeover and organize. Host a morning retreat or a Saturday club where you teach people what you do.

## Workshops

A workshop is a more formal version of a demo or educational event. It's a bit more like school or college class, with educational materials, handouts,



exercises and so forth. For this reason, a workshop takes more preparation work than a simple outdoor demo.

Workshops can be free, but it's good to charge a small fee for attendance, even if just to cover costs. The reason is that people who sign up for free workshops often don't show up because they have nothing to lose. If people pay a small fee, they'll attend. But remember that the purpose isn't to earn money for you.

Your workshop should have a well-planned curriculum complete with exercises for the attendees to do. The more you get them involved, the better. It's best to avoid a situation where you're just lecturing. For example, if you're teaching online marketing tactics, have each participant create their online marketing strategy. This is very valuable for attendees and it feels like you've already begun a working relationship.

Again, be sure to collect contact information and follow up with your students. As part of the workshop, you can offer to sign up students for your email newsletter, as well as connect on social media.

## Referrals

It's highly likely that your best clients will come from referrals. If a client likes the work you do, they'll sing your praises to their associates who need your services. You can make this happen by doing your best work for all clients, and exceeding their expectations whenever possible. For example, turn work in early, throw in free services as a way to say "thanks," or go the extra mile on a routine job. When you do this, it impresses your clients and they're more likely to realize the value of working with you.

Referrals will happen naturally but it helps if you give clients a nudge. Put a system in place for referrals. First, ask your clients to refer you to others whenever they have the chance. Second, you can offer an incentive for referrals, like a free job or discount on a job.

## Local Media

Keep your eye on local media and look for opportunities to earn new clients. In addition to looking for events like those mentioned previously where you can network, you should also look at local news, such as an individual's promotion to a new position where they could use your services; or likewise, a new business in the area that needs your services. Also, look at classified sections where you'll often find people seeking services.

Contact the people you find through local media with a phone call or personalized email explaining to them how your service uniquely suits their needs and offering whatever else is necessary to convince them. Also, offer to link with the individual or organization through social media and other online channels. Even if they're not ready to purchase your services now, you'll have a good prospect for potential sales down the road.

### Learning Activity:

1. Which of the above ideas could you potentially use to get more clients? Which are feasible and within your means? Which sound the most interesting to you?

# How to Decide Which Tactics Are Best for You

Now that we've covered 19 tactics that you can use both online and off, it's time for you to decide which you will use. In the previous learning activities, you already brainstormed. Now, let's take the ideas you came up with and investigate them a little more closely.



## Your Skills and Strengths

How well do you understand your skills and strengths? What things are you naturally good at? What things do you regularly receive praise for? You

should choose tactics that play well to your strengths because this means they'll be easier to employ successfully.

For example, if you're good at planning and organizing, you will likely be good at setting up and running your own events. If you're already hyperactive on social media with a strong presence and many followers, this is a good tactic to use. Maybe you've enjoyed making videos before for other projects.

## Where Are Your Clients?

Where are your potential clients most likely to be? You need to find them so that you can put your offer in front of them. For example, there may be a forum or social media group made especially for them. They may be offline businesses likely to participate in community events. Maybe your potential clients tend not to be social media users, in which case email marketing is a better tactic to reach them.

How do you know where your clients are? The best way is to create an ideal client profile. Fill the profile with demographic information and information on their habits and how they receive information. You can start with your current or past clients.

## Study Your Competitors

Look at what your competitors are doing. Where do they get their new clients? Knowing this can help you get ideas. For example, if every similar service professional you see uses an email list to attract new clients, this tells you that it's probably a good tactic.

On the other hand, you can also gain an advantage over your competitors by searching for clients in places your competitors haven't tried. For example, if

you find that there are no similar service providers doing a podcast, you'll be the first. You can corner the market on that tactic.

## Know Your Weaknesses

Just as it's good to know your strengths, it's also good to know your weaknesses. Are there certain things that you're not good at doing? If so, this will present challenges and a learning curve. For example, if simple technological tasks are a headache for you, setting up a webinar may not be a great tactic. If public speaking is a nightmare, you might want to focus on reaching potential clients online instead.

### Learning Activity:

1. Take all of the ideas you came up with in the previous learning activities and consider the ideas presented in this chapter. Which of your ideas now seem best?

## Conclusion

**N**ow, you've learned a wealth of tactics for finding new clients and you've narrowed it down to a few to start with. Before you get started, here are a few tips on getting the most out of your efforts.

It's good to start off with just a handful of tactics you can start implementing right now. For example, if you already have a social media profile, brush it up and start using it to find clients. Add a blog to your website and start blogging. However, if you want to do something completely new, like set up a podcast or YouTube channel, you may want to save these for later. Get a few going first, and then gradually add new tactics. Monitor closely to see which work and which don't.

If you really want great results, mix everything together. During your offline workshops, along with offering your pitch for your services, also get people to sign up for your email newsletter and connect with you on social media. Offer exclusive webinars or offline educational events for social media followers only. Use YouTube videos to advertise your blog posts. Tell your blog readers about your speaking engagements. The more touch points you can have with potential clients, the better.

In this course, you've learned:

1. Tactics for getting new clients online
2. Offline tactics for gaining new clients
3. How to decide which is best for you
4. A few tips on how to maximize your efforts.

Now, it's time to get started on the tactics you've decided to try. You'll soon have more clients than you can handle.



