

20 Proven Ways Of Generating New Clients For Your Business eBook



Welcome

As you may already know, getting clients & customers is the lifeblood for any business. As many business owners will know, getting these clients is the hard part. Here's 20 proven ways of getting new clients for your business. I hope they help!

Ask for referrals

Referrals are a great way to land new clients. Why? Because you've done a great job already for the person who does the recommending. So how do we convince your existing client to spread the word about your business? You need to email your client and directly ask them to refer you of course! Here's a great way to do this:

Hi [client],

Just wondered how [business] is going? Also I'm looking for new clients to work with. Can you recommend me to anyone who needs a [your business service] right now?

Speak soon,

[Your name]

Follow up with lost clients

Did you send a proposal or quote to someone in the past and lost the job? Reach out to lost clients from 3+ months ago and ask them if everything is going okay and if they need any help. This will go a long way and put yourself back on their radar. You may win a smaller project or a referral!

Side note: Make sure you record all lost contacts down just in case you forget about them!

Give out advice

Follow up people in your network and give out valuable advice. Simply just offering advice will earn you trust and authority. Offering small tips can go favourably and they'll remember you for it – which can mean more work for you. Also ask your current clients if they need any help can go a long way too.

Run an ad campaign through Facebook or Google Adwords

A great way of generating new clients is by running a paid ads campaign. Facebook and Google offer both of these services. You simply set a daily budget (set a small budget if you want to start small and see how it goes) and wait for the clicks to happen.

Blogging

Blogging is a very powerful way to get new clients long term. Blog about topics related to the services you're offering and you'll become an authority in no time. Every time you write a blog post you're also giving something more for Google to possibly index. This in turn will bump up your overall website ranking. Post at least once a week (if not more) for maximum potential. Once you've posted your blog, make sure you share it EVERYWHERE. That means on all your social media and anywhere else it will be seen.

Write an ebook

Are you a knowledgeable person? Why not share your knowledge with others and write an ebook? You can sell the ebook for profit or give it away for free (Make sure to take an email address to use later on for your marketing efforts!)

Guest blog

Guest blogging is another powerful way of generating new clients for your business. Go to where your prospective clients hang out and ask the owner of the website/blog if you can write a blog post on their website. What this does is show that you're an authority and in return a link back to your website.

Twitter Search

Find people on Twitter asking for your services. Simply use phrases which customers might use to ask for your services such as:

Looking for a [your service]

Looking for [your services]

Try different phrases! It doesn't stop there, do the same thing on other social media platforms as well!

Answer questions on Quora

Find a topic on Quora which is related to your niche and start answering questions others have put. You'll develop relationships and trust. Remember to post a link back to your website for added SEO benefit.

Create a presentation

Using slideshare you can create presentations. This is a great tool to show you know your stuff. At the end of the slideshow, make sure you post your link to your website.

Have an SEO strategy

Make sure your website's on page seo is up to scratch. If it's not optimised you will have no chance of being found on the search engines. Make sure all your tags are locally optimised to help you rank in your local town or city. Also make sure all of your images are optimised as page speed is a ranking factor on Google.

Directories

Make sure you list yourself in all the popular directories such as Yell, Yelp, Thompson Local etc. Listing yourself in all these directories will give valuable backlinks to your website which will help your rankings in Google, Bing etc. Make sure they are consistent throughout all of your listings.

Email Signature

Ensure your business info is attached to your email signature on every email you send out. Doesn't matter if you're sending an email to your friends or family – it all helps.

Regularly post on Social Media

Post at least 2/3 times per week on Twitter, Facebook, YouTube. All of these things will generate buzz for your business. Make sure to include hash tags to advertise your posts outside your own social media network. Also ensure you use great imagery to avoid people from leaving too quickly.

Actively take part in Facebook Groups

Facebook groups are a fantastic way to get new clients. In fact, I've got many through Facebook myself. Simply join the groups where your clientele hangs out. If you're a web designer, graphic designer, seo specialist then joining the business directories is a great idea as these businesses may require your services for their online marketing efforts.

Follow up with past prospect clients

Did you ever pitch to a prospect client and they declined your offer? Why not pitch back at them and ask if they need any help? You've already shown interest before and this will go down a long way as they know you want to help them succeed.

Start with this:

Hey [client],

I got in contact with you before about [service]. If you still need help with this or any other of my services then feel free to get in touch.

Many thanks,

[your name]

Upsell services to your current clientele

You've already done the hard work getting your client and now they trust you because you've done something helpful for them. Why not pitch further services to your clients or send them a price list. This is a great way of generating more revenue for your business. The bigger client base you have the better!

Build your email list

Another powerful way of generating more work and clients is by offering a monthly newsletter. There are a few ways of doing this: You can either ask someone for their email address and log it down for future use, or simply have an email subscriber form on your website which is linked to MailChimp and get people to sign up. Build up your list and you can send out targeted newsletters to your potential clients.

Offer a free giveaway

Why not offer a free giveaway of some kind? Using Social Media is an effective way of doing this. Just make sure you're getting something in return such as an email address or a Facebook share for example. The free giveaway should generate buzz but you've got to make sure the giveaway is something big or people won't bother entering.

Ask!

This is the probably the biggest way to get clients. Just ask business owners directly. Find people on Social Media or Google businesses and see if they're interested in your services and wait for their response. At the end of the day it's a numbers game. Every no is closer to a yes!

Thank you for reading! I hope you find these methods of finding new clients useful. There are countless other methods of reaching out to new prospect clients which we'll go through another time.

Please let me know if you've found this eBook useful!

If you need help with online marketing please get in touch with me at Digital Burst Media

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