

12 Key Ways to Get and Keep More Clients



- 1 Make Selling Your Services Your Number-One Job: Do It Consistently and Continually.**
The world has changed from “Aggressive Outbound Selling” to one of “Allowing Clients to Buy.” So, be aware of creating the atmosphere that lets them buy from you.
- 2 Be the Expert and Influencer in Your Field – and Always Be Selling (Promoting) Yourself.**
- 3 Be Easily (and Immediately) Available to Clients, Colleagues and the Media.** Has your office created and thought through a policy on access?
- 4 Promote Your Services, Sometimes Disguised as Commentary, Through E-mails, Tweets, Webinars and Other Social Media.** Have someone in your office assigned to this. If you prefer to do it yourself, set up daily and weekly times, even if 15 minutes per day or an hour once a week, to create and respond to inquiries.
- 5 Describe Your Sellable Items in Terms of “News-You-Can-Use”.** How do you benefit others? People buy your benefits; they really don’t care about your features.
- 6 Be Able to Give a Presentation to an Audience of Two or Thousands.** You can do this in person or via a service like www.GoToWebinar.com. David Nour does this magnificently with Webinars. He gives away a taste of what he sells to create demand and knowledge that he is a great resource.
- 7 Make Sure Your Clients Find Your Information Packets Valuable.**
Put a survey in the back that asks: “Did this packet cover everything you needed? Let me know any other information you’d like.” You can make your packets interactive by asking for a response and, if you dare, include an pre-addressed envelope with a 44-cent stamp on it. They can send your survey back. Maybe, if there are products they can buy in your information packet, a check will come, too.

8 Set Your Fees Based on the Value You Give – Not the Time You Work. Alan Weiss’s book, “Value-Based Fees: How to Charge And Get What You’re Worth,” is a great resource.

9 Love What You Do: Never Stop Learning About Your Field – Or About Those to Whom You Sell. Have you made up a list of the top 20 news media outlets that influence your top 20 clients? Then, you can read and know the topics that your clients are thinking about – and learn their problems. Your common ground with consulting clients are their problems – they don’t know your solutions . . . yet!


10 Generate News About Your Services and Expertise by Writing Stories for Trade Publications or Web Sites. You learned what you clients connect with above in line item 9; that’s where you should publish your writings.

11 Learn the Mequoda Media Pyramid System. It brings clients up in their involvement of starting to grow in these levels: message distribution, Internet hub, advertising, products, subscriptions, memberships, events and services. Visit www.Mequoda.com to see how they do it. Think of the steps that your potential clients grow in their relationships with you, and then think how you can nudge them up in the relationship.

12 Get more productive. Take charge of your e-mail. My friend Marsha Egan has great advice on this at www.EganEmailSolutions.com. Ask yourself how many times during the day should you look at your e-mail?

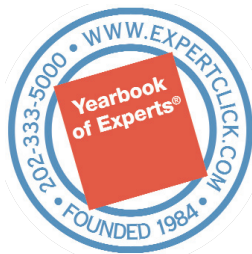
This advisory was inspired by reading “138 Quick Ideas To Get More Clients” by Howard L. Shenson and Jerry R. Wilson. The book was published by John Wiley & Sons in 1993. Mr. Shenson passed away in 1992, and Mr. Wilson was engaged to complete the book. Mr. Shenson was one of the leading consultants of his time.

Sincerely,



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