

62 Ways To Help You With Your Business

AND GET CLIENTS





62 Tips and Techniques for Creating a Waiting List of Clients

Building Your List Of Clients

Please find below 62 ways that you will find helps you to get more clients and bookings and to keep their repeat business. Remember do not do them all at once! Try different ones at different times and you will find that some work better for you than others. These are not all about marketing, they are about yourself, your clients and the way you work.

1. Testimonials
2. Automate
3. Give more than they expect
4. Know who your ideal client is
5. Create a supportive work environment
6. Write as you speak
7. Create a website
8. Offer a guarantee
9. Package what you offer
10. Delegate
11. Get your name out there
12. Hold teleseminars
13. Brand everything you do
14. Join groups/forums
15. Hire a good coach/mentor
16. Build a marketing plan
17. Create joint partnerships/alliances
18. Focus on building relationships not clients
19. Be an expert in your field
20. Set up policies and procedures
21. Join mastermind group
22. Include a call to action in your email signature
23. Create systems for consistency
24. Tell everyone what you do



25. Use client success stories when you can
26. Vary your marketing
27. Focus on benefits
28. Keep an idea file
29. Build an ezine list
30. Practice closing sale
31. Know your unique selling point
32. Figure out when you want to work and stick to it
33. Use simple language
34. Check in with past clients and prospects
35. Know when to let a client go
36. Use a tag line
37. Follow up prospects within 24 hours
38. Speak at events
39. Use and follow social networking sites
40. Have a compelling elevator speech
41. Get rid of negative nellys in your life
42. Schedule important marketing tasks
43. Know where your best clients come from
44. Know why you are doing what you do
45. Use your own product and service
46. Have a call to action on business cards
47. Stay authentic
48. Create incentives for referrals
49. Send out an ezine
50. Offer a free report/gift
51. Market online and offline
52. Create a business vision which pulls you forward
53. Value your clients
54. Market to a specific niche
55. Package what you know
56. Implement something daily
57. Focus on high pay off activities
58. Be original
59. Keep things simple
60. Provide solutions to problems



- 61. Offer more than one programme
- 62. Know what makes you different