101 Key Strategies to Attract New Clients

1. Always follow up will all prospects 48 hours or less
2. Come from a full practice mentality
3. Have your ideal clients clearly defined
4. Memorize your elevator speech
5. Recognize what separates you from the rest and market that quality
6. Write out your distinctive selling proposal
7. Join a networking group
8. Start your own workshops
9. Begin doing local speaking engagements
10. Always have clear and eye-catching business cards on you
11. Have a website that attracts prospects
12. Generate a one sheet flyer or brochure
13. Referrals- Always ask
14. Give people rewards for sending referrals
15. Send client birthday gifts
16. Add value to everything you provide
17. Know your rates
18. Be able to use time management to plan your day
19. Focus on your top 10 clients for referrals
20. Create a mailing list and update daily
21. Capture everyone's information
22. Send regular mailings
23. Send 3 handwritten thank you notes per day
24. Become an expert in your field
25. Have a clear marketing plan in place
26. Define to others what a good lead is for you
27. Define to others what a bad lead is for you
28. Educate your environment with a introductory letter
29. Always maintain a warm prospect list for follow up
30. Set up multiple incentives for referrals
31. Be sure to acquire testimonials
32. Ask clients for quantifiable results in their goals
33. Inform everyone what you do
34. Create your center of influences
35. Strive for 100% referral based business
36. Your office should be set up for efficiency & effectiveness
37. Get a personal board of directors
38. Have selections for prospective clients to sample your service/product for free
39. Have your expertise & qualifications on paper and sell it!
40. Use buzz words
41. Set up scripts that work and memorize them
42. Be able to delegate
43. Have open office hours once a week
44. Collect names everywhere you go
45. Surround yourself with supporters
46. Prioritize
47. Talk about benefits and results about your services
48. Celebrate your successes
49. Always ask for feedback
50. Position yourself as a problem solver
51. Be able to connect the right people together
52. Brand yourself as leader in your industry
53. Use your email signature as a client attraction tool
54. Spend extra time with your best clients
55. Have a professional logo
56. Seek out and get to know marketers
57. Make a list of organizations/people that could use your services
58. Create programs
59. Set goals for yourself- 3 a month
60. Make your services seem exclusive
61. Practice closing the sale
62. Use taglines that are easy to remember
63. Distinguish yourself from the crowd
64. Continue following up with past clients and prospects
65. Create a vision for your business and follow a plan
66. Have a diverse marketing plan
67. Don't procrastinate
68. In networking, focus on building the relationships first
69. When speaking, be fervent
70. Schedule significant marketing tasks throughout your days
71. Define what is holding you back from moving forward
72. Make you voicemail message clear and easy to understand
73. Check your local newspaper for groups that meet regularly
74. Give simple to the point information
75. Know when to say no to a client or prospect
76. Write newsletters
77. Create turn key operations for your day to day business
78. Define the hours you want to work and strive to keep them
79. Comprise a sheet of your rates
80. Position your services as unique
81. Try not to discount
82. Use technology to capture clients while you sleep
83. Don't appear needy to your clients
84. Prioritize your follow up calls
85. Form strategic alliances
86. Put your expertise on paper and sell it
87. Show how you add value, then sell
88. Stay focused and don't loose sight of your goal
89. Create and idea book so you can focus on 2 to 3 items at once
90. Walk your walk
91. Have brain storming sessions
92. Do research on new target markets and go after them
93. Develop a referral partner
94. Always say your name slowly and distinctively
95. Have a firm hand shake
96. Have a party for your business
97. Be recognized for a signature talk
98. Write 5 articles on your expertise
99. Write tip books that you can distribute to clients
100. Host a club or association in your industry

101. *Have a vision for your business that presses you on every day!*

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