

More Tips on How to Get More Clients

- 1) Attach yourself to a source of expertise, become the preferred supplier to a particular niche market; identify your niche market
- 2) Identify which organisations have a database that you can use. Give away **FREE** places on workshops you're already running. Create a **WIN/WIN** situation.
- 3) Speak at as many organisations as you can. Aim to get 20 speaking engagements a year ie 2 a month and take 2 months off.
- 4) Work through, and with, members of the networks you belong to
- 5) If you are a published author give a copy of your book as a present at the end of each business meeting. You will be repaid many times over.
- 6) Develop strategic alliances with key people from companies.
- 7) Build referrals into your working agreements and put referrals on your agenda at business meetings. **Always** ask for referrals.
- 8) Gain leverage on everything - turn it into cd sets; articles; tips sheets; booklets; talks.
- 9) Do something for charity - let your customers/clients know about it.
- 10) Have a reunion of 'old clients'. Meet them as a group. Let them offer you new business.
- 11) Ask your customers for their suppliers' list, and ask your suppliers' for their customers' list.
- 12) Use a University to commission a research project into a specific area or topic in which you specialise. Publicise the results.
- 13) Write to old networks and contacts - let them know what you're up to now. Where your business is and where it's going.
- 14) Put a referral sheet in everything -invoices; information packs; proposals; thank you notes.
- 15) Make people offers "too good to refuse".
- 16) Become attractive to new customers so that business comes to you.

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