

FIONA CLARK

10 FAST WAYS TO GET NEW CLIENTS NOW!

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Thanks for taking the time to download this great guide on 'How To Get New Clients Now' and for taking action for your business success! This download is designed specifically to give **you practical strategies to generate new clients quickly. These clever low cost strategies have worked time and time again and resulted in tens to thousands of dollars for business owners.**

This guide will provide 10 proven tactics to help you attract top quality clients who want what you have and value what you do. We've used these strategies with hundreds of companies so we KNOW they work – and they can for you too!

So have a good read through, try these strategies, and find what works best for you.

Hope you enjoy them and we wish you the best success!

Fiona



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An Expert in Her Field

Fiona's clients are a true testament to the exponential impact her systems and approach have had not only on their business, but with staff and their own professional development. An expert in her field proven time and time again, Fiona is the accountability partner and support structure every business owner needs.

-Samara Brown, Employment Specialist

1. Business Networking

It can be a temptation to spend a lot of time and money on the latest online marketing or software, but the fundamentals of business remain the same over the decades – and that is we do business with PEOPLE. So the more people who know about what you do, the more people can refer others to you. You can have the best product or service in the world, but if nobody knows about it, your business has little chance of being successful. **Remember, you are your best salesperson**, nobody knows more about your company than you do. Also, people like to work with people they know and trust, let people get to know you and your products or services, and this can lead to more business opportunities for you. So, one of the fastest ways to get new clients is to get out there and talk about YOU and what you do.

The idea of business networking may be frightening or challenging to some, but in reality the more people who know about your product or service the more they can talk about it to others! Networking is a great, low cost way to meet a lot of people quickly, and decide who you want to get to know better. It is more than exchanging business cards at a business expo – it's about being strategic with your time, and setting up some important business relationships. Research local business networking groups relevant to your industry or small business and visit them. Make sure to have a clear one minute introduction ready which is a fast way to market what you do, and the type of client you are looking for. However, remember networking can take time, so don't expect to get a flood of referrals the first meeting you go to. Also try to give to others, and the more you 'give' the more you usually receive. Relationships are everything in business, so spend time to develop these and it will pay dividends for you.

2. Referrals

A long standing statistic is that the easiest way to get clients or customers is via Word Of Mouth and Referrals. If people love the product or service they have received from your company then they will tell people about it. Therefore, a great way to get new clients is to

create a referral program to incentivise people to talk about your business. Before you ask for the referral – make sure you’ve earned it first.

To earn the referral you MUST:

- Establish strong levels of trust and credibility
- Give clients ‘World Class’ service
- Exceed their expectations
- Make them feel like they’re one of your most valued clients
- Check that they are thrilled with your product or service

Once you have established the highest level of customer service then ask for the referral. And if you have been providing clients with amazing service then they will be more than happy to refer their friends and family to you. Each business should have a structured referral program that can be marketed and develop a marketing piece that can be used with current clients to pass on to others. Also you need to say ‘thank you’ for the new referral, and reward the new client for doing business with you.

Tip: when you reward both the referrer and new client, your referral program is more likely to succeed.

- Have a reward of the same value and make sure both the referrer and referee know that they are both getting something, and it benefits both of them.
- Send a thank you note with the reward to the referrer for the new client.
- Make sure the reward is something of value or better yet, let the referrer and referee choose their reward e.g. small gifts, movie passes, gift certificates for dinner or a department store, tickets to sought after shows or events etc that way people feel like they’ve received something they really want, and it can encourage them to look for more new clients for you as well. (make sure to check what is appropriate for your industry and any regulations around the giving of gifts).

3. Website

We live in a digital world. Most people who have access to the internet will use it as their first method when searching for information on a business or a product. Which means, if your business is not yet online then you are missing a huge opportunity to reach your target market. Therefore one of your most important marketing strategies should be to have a strong website that clearly conveys what your business does and who you are. Having your own website doesn't have to cost an arm and a leg either. There are many website companies, and it's a good idea to ask around and research which is the right fit for you. This is a big investment and one you want to get right! Make the investment – this is one of your most powerful sales and marketing tools, and it's a direct reflection of your business.

Some key information to include is: to structure the site from the 'customer's point of view' - so make clear the benefits of the positive results gained from doing business with you. Less features and more benefits – as the saying goes "Features Tell – but Benefits Sell". Ensure it is easy to navigate and is encouraging for people to stay engaged on the site, make use of video and ensure there is new content to make the site interactive. The use of blogs, sign up for e-newsletters, video introduction of yourself explaining your business, and a clear message on the home page are all ways to maximise your website and presence. So while it may be daunting for the less-technically savvy of us, there are many professionals out there who specialise in website development and online marketing and are here to help you succeed.

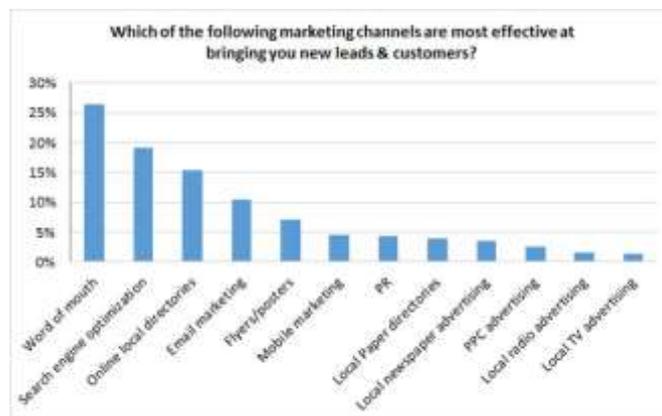
4. Marketing Material

Marketing pieces are a great way to provide customers with more information about what your business does, and the benefits you can provide them. You are able to communicate more information about your company, products or services. Using brochures as a marketing tool is widely accepted and builds credibility and your 'reach' in the marketplace – as long as it is done professionally. Take the time to be clear on what your marketing message is and why people should engage with your business. A good marketing piece is

more than looking nice and having good images. The overall ‘look and feel’ should incorporate your logo colours, tag line, and be consistent with your website, business card, letter head, etc to add to your marketing suite of material. Once you have developed a professionally designed and printed brochure – maximise the use of it to generate leads and interest in your business. This becomes your sales tool and can be used widely to get your business ‘out there’.

5. Search Engine Optimisation (SEO)

Seen second only to Word of Mouth recommendations in Auckland’s Chamber of Commerce research, SEO is the next best way to generate new clients quickly. SEO in short is a computers way of increasing traffic to a website through obtaining a high ranking placement on search



engines (like Google, Bing or Yahoo) through their search results page. The internet is nearly always the first place customers look when trying to find more information on a business, product or service. So you want to make absolutely sure you are optimizing your business rankings on search engines. There are two ways you can go about using SEO to generate new leads and clients and they are either Organic Searches or Paid Advertising. To increase your business profile for organic search, make sure you use words that your customers would use when searching for your product throughout your website and social media pages. This will result in the search engine listing your business when it closely matches the user’s search query and essentially is a form of free advertising. Posting regularly to your website, via blogs or articles, is important for this form of optimisation as websites that are constantly refreshing will rank higher and the search engine will promote more than those which the search engine thinks are stagnant. Paid advertising is another way to generate clients using SEO and to do this you need to pay so your business appears at the top of the

page when your business closely matches the user's search query. Both have their pros and cons but to not acknowledge that SEO is a key way of gaining new clients quickly is a huge oversight, one that could allow your competitors to take your place.

(think first – who is your target market, and how do they find you, before investing in SEO or any other form of marketing. It's important to figure this out first, and then decide where to spend time and money)

6. Email Marketing

Email marketing can be a great way to get new clients, as it is a cost effective online marketing tool that gets your message directly into your prospective client's inbox!

Therefore it is an invaluable marketing strategy that can get you new clients as long as you use it correctly. One of the key things is to appreciate there is real etiquette around online marketing and to be aware of doing it the 'right' way. It's important to get peoples' permission first before adding them to your mailing list. And it's better to have a smaller list of people who are engaged and interested in what you do, rather than a large list who unsubscribe and delete your e-mails. So the goal with email marketing is to provide something of value, and to educate and build relationships with your mailing list. This is not about a 'hard sell' but rather to build trust and confidence in your business. We should always 'give' great content before we promote our business, and you'll want it to look as professional as possible – this is representing your company. When setting this up – get someone who can help you design the template, make it look great, and send out to your mailing list. There are many businesses who you can outsource this to, and are reasonably priced, so make this part of your marketing activity.

7. Follow Up

Something that is seen all the time in business is potential clients who have not been followed up. Busy people expect you to follow up. So don't sit back and wait for your potential client to get back in contact with you. You need to be proactive and follow them

up. If you have spent time on building relationships, putting together a quote or proposal, and are talking price – you’ve done 90% of the work. Don’t let it down with the last step. Another tip is to go back through your diary and database and follow up all the people you’ve been ‘meaning to get in contact with’ - this is a good place to start. These can be prospective clients who situation may have changed since your last conversation, and it’s easier for you to pick up the phone to set up a meeting or coffee and to warm up the lead and opportunity again. If a client says NO to you, remember, no does not mean no not ever, it just means no not now.

8. Past Clients

Another opportunity for new business, is to go back to those clients you’ve already done business with! It costs you 5 x more to generate new clients, than to do business with your existing clients. So make yourself a ‘Low Hanging Fruit’ spreadsheet. Write down those people you need to get back in contact with again (see number 5 above) and what they were interested in previously, or what could be a good product / service for their business. Set yourself a goal of 3 - 4 meetings per month with past clients and offer them something ‘extra’ for being one of your valued clients. They already like, know you and trust you, so are easier to do business with. Find ways to add value to their business and to keep the relationship strong. (these are also your potential referrers...)

9. Social Media

Before the rise of social media it was enough to just have a website and have an online presence, now, if you are not on some form of social media, you are missing out on potential clients and future business. Social media can reach out to more people, and is a fast form of on-line marketing. It is also important to consider what message you are sending out because once something has been posted, it is very hard to retract entirely from the internet. Social media platforms that are important for your business to have are Facebook and Linked In but other ones such as Twitter, Instagram, Pinterest and Tumblr can

all help to build your presence in the social-sphere. Look at which platforms your target market are likely to use, and which pages or people they are likely to follow and be sure to like, comment, post and share across the platforms. If this sounds difficult or too much hard work, remember you can leverage everything. If you post a blog to your website, you can also share it to your Facebook, LinkedIn and link it to a Twitter account. Not everyone who follows you on facebook will follow you on LinkedIn, so be sure to communicate with all of your audiences. Begin to post pictures of your products or testimonials and remember to brand everything with your logo and website so that people know where to find you.

10. Teaming Up

Teaming Up is a great way to leverage your business through a 'host-beneficiary' arrangement. It is where you target another business that has the SAME target market as you but is in a DIFFERENT industry – so you are not in competition – and find ways to cross promote for each other. This could be that you offer to promote them through your online newsletter, in return for them doing the same for you. This can be a good way to get in front of hundreds or thousands of new people, and offer their recipients a sign up opportunity so you can gain their contact details – e.g. A free report, or free download, etc. You do need to build relationships first, and make sure you have researched the business, and trust that they are the type of business you want to be associated with as well. So ensure you are confident with their values and professionalism.

Strategic Alliances

Strategic Alliances take Teaming Up further and create an alliance where both businesses agree to refer clients to each other when the opportunity arises. Again these businesses that could be allies would be businesses in different industries i.e. an accountant and a lawyer. Once an alliance is formed the concept is, you can refer clients to them and in turn they will refer clients to you, for the different client needs. In time this can become a strong long-standing relationship that can potentially generate many clients. The best part is you can have more than one strategic alliance! There may be different professional services your

clients need, so the potential is to develop multiple alliances with other businesses. But remember, while the prospect of getting many referrals is exciting, you must be decisive with who you choose as a strategic partner. Select those businesses that you would be happy being associated with and in return would be happy referring your clients too. Be mindful of your reputation in the market place and who you are associated with.

About the Author - Fiona Clark

Fiona helps business owners who are stressed, struggling to get new clients, not making enough money and frustrated at the slow growth in their business.

She helps them to set up their business the right way, learn how to sell and market what they do, create the systems so the business runs smoothly to get more done in less time, and grow quickly, so they have more money, more time and more freedom.



A bit more about Fiona:

Fiona also knows what it's like to build a business from the ground up. She has been through every stage that her clients have, so she walks the talk, and has learnt many lessons along the way. And through growing her own successful company, she has developed strategic dynamic business systems, training, coaching and consulting, tools and resources to help fast track others.

She's now worked with more than 150 clients – sole traders, start ups, established small to medium businesses to multi-million dollar organisations – helping them to apply globally renowned strategies, and tailored to leverage their business. And helps to take start up

businesses to 6 figures using the strategies she shares in the Fast Track Start Up Program™.

The Fast Track Start Up Program™ is the first time she has allowed her tools, resources, cheatsheets, strategies and formulas to be accessed online by others.

Fiona is all about getting results with her clients. That is why the program is ONLY for those who are ready to have an open mind, learn new skills, and be prepared to do the work to get their own results.

Fiona is regularly featured in the media, including on the cover of NZBusiness Magazine, where she launched her highly anticipated BreakThrough Women in Business Program™, along with regular interviews on national and international radio, guest lecturing at leading Universities, conference speaking etc.

Here are some comments from clients...

No other business advisors/coaches come close to Fiona...

I have been working with Fiona just over a year and she has helped me build my business to what it is today. I have had a 75% increase in turnover. I would highly recommend taking the steps to bring Fiona on board in your business. I have come across many business advisors/coaches but no one comes close to the service and hands on approach like Fiona.

- **Pauline Stockhausen, Social Soup NZ**

30% increase in Sales in 6 months

I worked with Fiona for around 6 months because I felt stuck and wasn't sure how to grow my business. We quickly put simple systems and processes in place with existing and new clients and sales grew quickly. I created new information and marketing material which clearly explained what I do and the benefits to my patients, and this has led to me being invited to attend events and speak about my products and what I do. All of this means a huge increase in self belief when you see these good things happening. My income has also

increased by around 30% this year. I could not recommend Fiona and what she does enough, it has been so valuable to me and my business.

- **Leanne Koorey, Family Focus Remedial Therapies**

Doubled My Business!

Fiona has been invaluable to my business and has given me fantastic tools and strategies to take my business in the direction I want. Already I've doubled my business and I know Fiona's advice and coaching have helped me get there!

- **Julliette Henderson, Your Property Manager**

An Expert in Her Field

Fiona's clients are a true testament to the exponential impact her systems and approach have had not only on their business, but with staff and their own professional development. An expert in her field proven time and time again, Fiona is the accountability partner and support structure every business owner needs.

- **Samara Brown, Employment Specialist**

I'm excited again about my business

As a small business owner Fiona gave me the confidence to think about my business differently. I have been in the Travel Industry nearly 20 years, and after working with Fiona I have increased the leads I am getting and turning those leads into actual sales. She has helped me identify new opportunities, put good structures and processes in place, and take control of my business which has had a huge impact. She has enabled me to get excited again about my business and working with her is the best thing I could have done."

- **Anita Gatley, Anita Gatley Travel**

The Strategies We Use Get Real Results!