

YOUR CLIENT ATTRACTION ACTION PLAN



Every successful endeavor starts with a plan. Attracting clients to your business is no different. Your plan starts here...

EXPAND YOUR EFFORTS AND IMPACT

By this we mean marketing. Get yourself out there! Create your buyer personas and advertise where they are. Write blog posts, run promotions, partner with other organizations, utilize social media, etc. Don't be afraid to try, fail and tweak your expansion tactics.



PARTNERSHIP

Develop your community and find out who can help you. Find referral partners, affiliates, existing clients. Leverage these relationships and provide support to them in return.

INTEREST VS. COMMITMENT

You may be interested in a whole bunch of techniques when it comes to attracting clients, but you can only commit to so many. Now is the time to choose a few tactics and execute them well.



STAY THE COURSE

Client attraction is a marathon, not a sprint. You'll need to apply consistent efforts over a period of time and constantly tweak your tactics. Success won't happen overnight, but it will happen with consistency.

GET STARTED

It's time to identify what you need to do to get started! Identify two activities you can do right now to increase your client attraction efforts and set a date.

