

# Business Success **Solution**

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**BSS**

## Attract High Value Clients: Client Attraction Marketing

**It's simple, it's powerful... and it works.**

The steps to attract clients to you rather than chase after clients.

Client attraction marketing focuses on giving before you receive.

Insights which communicate your value:

- Clients value experience. This starts with the first touch – which may be virtual.
- You before me. Speak to the things which are top of mind for your clients.
- Educate rather than sell. Share information to gain credibility.
- Position yourself as a thought leader. Be consistent with your message regarding financials. And, share new ideas.

### 5 Steps to attract high value clients

**1. Client centered.** Consider your clients perspective. Focus on what's important to them. Then, design a client-centered business which puts the relationship first.

**2. Clarity.** Emphasize solutions and outcomes rather than tasks. What transformation do you help your client unlock? When you solve your clients' challenges, they rave about you to others.

**3. Credibility.** Be the source for financials, profit and new ideas. Teach your connections what they need to succeed.

**4. Consistency.** Consistently let others know you exist. People need to know who you are, what you do and how you help.

**5. Challenge.** Some things considered common knowledge are not always an ideal practice. Maybe you have a rant. Consider how to speak out. Share what you know works rather than what's popular.

If this appeals to you, and wonder how to apply this to your accounting practice, then let's talk.

Take advantage of the complimentary **Path to Profits Strategy Session**. We'll discuss how to increase your income without working additional hours.

**Go to <https://www.businesssuccesssolution.com/letstalk/>**

