

Business Success Solution

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BSS

Your Client Attraction Plan

Step 1. Set Your Vision

Fast forward to 12 months from now.

Rate the effectiveness of your Client Attraction Plan from 1 to 5, with 5 being best.

- Consciousness / Awareness
- Credibility
- Connections with referral partners
- Clients

What's the outcome of achieving that result? What's now different?

Step 2. Client Attraction Avenues

Which top 3 activities attract new high value clients to your firm?

- 1.
- 2.
- 3.

Step 3. The details

Frequency. What's the frequency for each activity?

- 1.
- 2.
- 3.

How much time do you consistently spend?

- Social media
- Networking

Block out the specific days and time to implement your Client Attraction Plan.

- Which days of the week will this occur?
- What hours will you block out for each of those days?

Step 4. Who's doing your firm's marketing?

Step 5. Focus

Consider the message. What are the primary three topics that your firm focuses on?

- 1.
- 2.
- 3.

Step 6. Your Best Next Move

If this appeals to you, and wonder how to apply this to your 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/>

