

Business Success **Solution**

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BSS

Hook High Value Clients

Follow these 3 steps to hook high value clients.

- **Visibility**

No longer remain a best kept secret by showing up where your clients go.

Determine where your quality clients hang out.

Association
Conferences
Social media
Industry resources
Ongoing learning
Networking
Publications

- **Credibility**

Build trust by sharing your qualifications (without bragging).

- Origin Story
 - Why did you choose this path?
 - What one specific challenge did you experience along the way?
 - How did you overcome that challenge?
- Educate

- Identify a specific challenge that your client experiences
- What symptoms / frustrations occur because of that challenge?
- Share the solution to their challenge. List 3 steps here.
- Celebrate your clients
 - Testimonials
 - Client stories
 - Case studies
- **Profitability**

The payoff of your client-attraction marketing is to win new clients.

 - Future focused
 - What changes once clients engage your services?
 - Short term benefits
 - Long term opportunities

