

Fewer Emails – More Meetings

Who to connect with and how to invite them to meet with you.

The Challenge

- ✓ You need to attract more clients
- ✓ Your pipeline is slowing down or drying up
- ✓ People are not contacting you from your website
- ✓ Social media isn't getting a lot of traction
- ✓ Content marketing isn't getting a lot of response
- ✓ Your E-List isn't very big
- ✓ You don't want to make cold calls
- ✓ You don't want to do mass emailings
- ✓ Giving talks takes a lot of time and effort

The Internet is more crowded than ever before:

Articles - 2 million published online every day!

Email per day - 121 on average

Total Websites - 1.94 billion!

New Websites - 14, 281 per day

YouTube - 24,000 hrs of video loaded each hour

LinkedIn - 260 Million active members

Facebook - 60 Million business pages

As a self-employed B2B professional, how can you get noticed online?

It's very, very hard!

Where do most of our clients come from?

Word-of-Mouth and Referrals

But almost nobody has a strategy to generate new clients this way. It just happens randomly.

**Word-of-Mouth and Referrals
needs to be a proactive marketing
strategy, not a passive
marketing strategy.**

This is the proactive strategy that works:

- 1.** Create a list of everyone you've worked with and everyone you know in business.
- 2.** Connect with them all personally via email and ask to meet with them for 20-30 mins.
- 3.** Ask for help and give help.
- 4.** Share ideas, insights, resources and/or connections.
- 5.** Take action on the ideas, insights, and resources you gain from these conversations.
- 6.** Follow-up with those you are connected to.
- 7.** Commit to a minimum of 2 of these kinds of meetings every single week.
- 8.** Continue until you are attracting all the clients you need.

Past Clients

To Explore more work possibilities

Hi John, I found myself thinking of you today. It's been too long. Took a look at your website and you're communicating powerfully about your work!

I'd love the chance to catch up with you. I'm doing some new stuff that's really producing some powerful results with my clients. I have some ideas that I think you'll find interesting. Do have 20 minutes or so next week to chat?

Cheers, Robert

People who almost became clients

Where are they now?

Hi Melissa, Today, something reminded me of the project proposal from six months ago that you didn't go with.

Since, then, I've been working on some new approaches that have been very successful in aligning the work of teams.

Would love to catch up and share some ideas with you. Can you fit in 20 minutes for a chat next week? Let me know!

Cheers, Robert

Business associates of all kinds.

For ideas, insights, resources, or connections

Hey, Ravi, thought of you today. We haven't talked in an age and it would be great to catch up!

Would love to get together with you for a short Zoom meeting and share some ideas, insights, resources, and connections. There may be some ways we can help each other. Let me know if you have any openings next week.

Cheers, Robert

Connections on LinkedIn

Those you've been connected to for some time

Hi Melissa, we've been connected on LinkedIn for a long time, but I realized we've never had a live conversation.

I'm trying to stay current with my LI connections and want to suggest a short conversation on Zoom to discover ways we may be able to help each other. Let me know if you have have some time in the next week or two.

Cheers, Robert

Email Connecting You and Prospect

Sent by one of your connections

Hi Jackson and Robert,

I wanted to introduce you to each other.

Robert is a marketing coach who's been helping self-employed professionals attract clients for the past 35 years.

Jackson is a management consultant who works to develop and implement innovative strategies in growing firms.

I think you may have some ways you can help each other, so I urge you to connect!

Cheers, Susannah

Connections You've been Referred to

Connections you made with your other calls

Hi Jackson,

Susannah, mentioned you to me and had great things to say about your consulting practice. She thought it might be valuable for us to connect as she says you're working to grow your business.

I'd be happy to share some ideas with you, and who knows, I may be able to give you some assistance.

Would you like to hop on a Zoom call and chat for a few minutes? I have a number of openings next week. You can schedule on my calendar below.

Cheers, Robert

Experts in your field you admire

Ask for their advice and connections

Hi Jason, I've been a big fan of your blog for the past two years. And I've passed it along to a ton of my clients.

I know you're great at developing powerful content, and I'm working at developing a new platform. I'm sure you're ultra busy, but I'd love the opportunity for a 15 or 20 minute chat and ask you a few questions.

Can you let me know if you can find a time in the next couple weeks?

Cheers, Robert

People you went to college with

Again, ideas, insights, resources, or connections

Hi Bill, I was speaking with Trevor Gunn last week and your name came up. We recalled those late nights at Cornell cramming for the English Lit finals!

You know, I'd love to catch up with you and learn more about your many business successes. I'm doing some exciting things as well and perhaps there are some ways we could help each other. Let me know if you have a time for a chat next week.

Cheers, Robert

A Professional Association

An association where the members are your ideal clients

Hi Don, I'm a member of the Santa Cruz Chamber of Commerce as you are and I just wanted to introduce myself. Noticed you're a management consultant and I took a look at your really great web site.

I'm a marketing coach who helps B2B professionals attract clients. Would love to know more about what you do and I'd be happy to share some ideas with you.

Are you open to a cup of coffee or a Zoom meeting to get acquainted? Let me know.

Cheers, Robert

Your Own Outreach Email

Who can you most easily connect with right now?

1. Write down the name of a few past clients or business associates.
2. Get a picture of making a connection with them.
3. Write a simple, 2-paragraph email.

You have 5 minutes!

Then, before you send them, I'll have a few of you share them with the group.

The More Meetings – More Clients Program

Purpose:

Support you in getting more meetings that result in more of your ideal clients.

We work on:

Marketing message, written marketing materials, marketing strategies, selling strategies, and keeping your marketing on track and successful.

Structure

Everyone is a Self-employed B2B professional

Group program with 15 to 20 participants

Nine months long – April through December

Meet twice monthly as a group via Zoom

Meet twice monthly for individual coaching

Starts with one-on-one exploratory meeting.