

The Keys to Attracting Clients – A Summary

We've covered a lot in this program, but I wanted to write a quick summary of the things that I think are most important to attracting great clients to your business.

Message – It starts with a clear and compelling message or Ultimate Outcome of what your clients get if they work with you. Nothing about your process, all about the results you help them achieve. And you really need to know your clients, what they need and what they are not able to accomplish on their own. It's not about the *perfect phrase* but the *perfect idea*: "I help my clients get This Result." And you must be absolutely confident you can help your clients with this.

HEOB Program or Service. I learned the essence of this from Alan Weiss years ago. He emphasized that you want to sell a complete solution, not hours or even days of consulting. Package what you offer into a comprehensive program or service designed to help your clients achieve a certain result. And charge a good fee for it. The fee a client pays will be offset by the benefit. If you can't succeed with that, you have the wrong program or service.

Give Presentations. Some of my clients have come to me from my written materials, sales letters, etc., but there's nothing quite like a powerful presentation. I've given live talks and presentations with a flip chart and with slides. I've done a ton of webinars. I've been doing some form of live presentation for more than 30 years. And these days with

Zoom, it's easier and more effective than ever before: Sit in office. Give presentations. Get new clients!

What happens in a presentation is that you build familiarity and relationship, provide information, and give an experience of you and your work – all in an hour or so. People who were complete strangers before the presentation now feel they know and understand you. And after the presentation you ask people to respond, or you follow-up with them. I can't tell you how many hundreds of clients I've gotten over the years as result of a follow-up to a presentation.

And the latest format of my presentation has been the most effective. But you need to work at it, develop it, practice it and try it out live a number of times before you get great results with it.

Keep -In-Touch Marketing. Perhaps my most effective long-term marketing strategy has been my weekly email newsletter. For the most part, I use it to share valuable ideas, information and inspiration. I don't use it to sell my services. It builds the know-like-trust factor. I have fun writing it and get to clarify my ideas as I write.

And the crazy thing is how easy it is to do. I simply write a 500- to 750-word article very week, usually on Mondays. It takes an hour to 90 minutes, and half an hour to format it in AWeber and send it out. Nothing complicated or technically challenging. If you are a professional in your field, you have something valuable to say. You have ideas that will help your subscribers while showcasing your expertise. I can't tell

you how many clients who have signed up to my programs who have been on my list for ten years or more.

Presentations and Keep-In-Touch work hand-in-hand, as I promote my presentations (webinars) to those on my newsletter list. They are the ones who show up (just like you) and the ones who end up in my programs (just like you). It's almost too simple.

The Selling Process. I don't think of myself as a sales person. I don't do verbal persuasion really well. But I'm a good listener. What I realized is that it's almost useless to engage a person in the selling process unless they have attended a presentation. Then they know what I offer and the value available to them. They are then ready to explore if what I'm offering is right for them or not.

All I do is ask them about their business, what's working or not working, what they are doing in their marketing, and if they are ready to go to work to improve their marketing. Then I answer any questions they may have. I never manipulate or pressure anyone at any time. But I do ask, "Do you think this program might be right for you?" and "The fee for the program is \$XX. Will that work for your budget right now?"

It's not very hard. It's actually easy and fun.

The center of my marketing is the Presentation. I like to say that's where the magic happens. If you can write, develop and deliver a great presentation based on my template, you can generate qualified prospects who will be open to exploring if your service is right for them.

The hardest work of marketing is getting in front of the right people to give a presentation to. Not everyone has a big list. But everybody knows people and they know people. That's how I found my first clients years ago. And then I went in search of opportunities to give presentations. If you put your mind to it, you'll find lots and lots of opportunities. You need to do research and reach out to everyone and anyone who can put you in front of their community. After a while, you gain a reputation and it gets easier and easier. And giving presentations was also the best way to build my list. I simply offer a free report at the end of my presentation and I'm in touch with them forever. Again, not very hard to do.

What holds people back from effective marketing? Well, a million things, both external and internal.

External things include putting a lot of time and energy into passive marketing activities. Social media, content marketing, videos, even website development. It's harder and harder to get responses from those media. But if you can get your live presentation in front of your ideal audience, things can start to happen in a big way.

Internal things include doubts, fears, and lack of confidence. But I think the biggest might be perfectionism. Perfectionism is the arrogant thought that you should be perfect. So, perfectionism is delusional! You need to try to do your best, but not be obsessive about it. The problem with perfectionism is that it delays things from ever getting off the ground because they are never good enough. You need to get over that and put out version 1.0 of your presentation and get feedback. Then go

on to version 1.1. And never stop tweaking and fine tuning, knowing it will never be perfect. I'm probably on the 25th version of my presentation!

If you take this approach, you will get in front of more of the right people over time. You'll give better and better presentations over time. And you'll attract clients who will pay you more and more over time.

That's it. That's an overview of my stupidly simple, but very effective approach of attracting more clients. It's something just about any smart self-employed professional can do. But you need to embrace these simple ideas and put them into action. The process never stops.

What's next? What is your plan and what is your next step?

Cheers, Robert