



100

Key
Strategies

for finding

ideal clients

10 Key Strategies For Finding Ideal Clients

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1. Current and Past Clients

When you find a new product line or service to add to your offerings, you can ask current or past clients if they'd be interested. They already know, like, and trust you! In addition, since they've experienced your services firsthand, they'll likely know folks who would be ideal to refer to you.

2. People Who Expressed Interest In Working With You In The Past

Keep a database of people you've spoken to about working together in the past who, at that time, didn't move forward for whatever reasons (not the right timing, not the right service, etc.). It's a great idea to contact these people again to let them know when you have new things to offer.

3. Your "Friends and Fans" List

Draft up a list of all of your friends, acquaintances, colleagues (current and past), neighbors, family, and anyone else who would be pleased to hear from you and hear what you're up to. Take a look at the list – who do you already know that could benefit from your services? Reach out and make an offer! And also, proactively ask these friends and fans for referrals – just make sure they know exactly whom you serve and what problems you solve for your clients.

4. People From Local Networking Groups

If you're not already attending local networking groups, start! You'll meet all kinds of people, and some of them may be perfect for what you offer. Also, as they get to know you, they'll know others who could use your services, and they'll refer them. You might start by looking up groups like BNI (www.bni.com) and LeTip (www.letip.com).

And here's another idea– at one networking meeting, ask people what OTHER networking meetings they attend that they find valuable. Most cities have "word of mouth" networking groups that aren't advertised.

5. People From Social Groups You Attend

Do you go to a book club? A knitting group? Church or temple? Do you volunteer with any local organizations? Consider whom within those circles could benefit from working with you.

6. People In Your Email Database

You'd be surprised how many people you have in your email database, many whom you haven't thought of in quite some time. Go through the list and, again, look for those you know who might be ideal clients for you. Then, reach out and offer a complimentary Strategy Session.

7. Friends Through Social Media

Don't overlook Facebook friends, people following you on Twitter, and Linked In contacts. If you participate in social media, you're connected to many people, many of whom might be perfect to work with!

In addition, there are various "special interest" groups and forums you can find online where people are chatting about your area of specialty.

There are Linked In groups, Yahoo groups, Google+ Circles, iVillage groups, and plenty of others you'll find by topic. I recommend you "frequent" these message boards and start new topics and/or comment on posts that people have already started.

Be sure in your message to establish that you're an expert on the topic, and under your signature always include your URL.

8. Professional Groups or Associations To Which Your Potential Clients Already Belong

Where do your ideal clients hang out? I know a practitioner who specializes in helping people with chronic pain, and she attends several different support groups where she has found perfect clients. What groups do your ideal clients attend?

9. From www.MeetUp.com

You can go to the website, enter your zip code and a few keywords, and see dozens of gatherings and groups in your area based on those specific topics.

See what's available when you enter your zip code and the keywords relevant to your niche – there are bound to be groups you can attend and/or speak at.

10. From Referral Partners

Who do you know that caters to the SAME audience you do, but serves them in a different way?

- Architects
- Real estate agents
- Window replacement companies
- General contractors
- Builders
- Spas
- Resorts
- Luxury hotels
- Travel agents
- Personal trainers
- Car detailers

The list goes on and on. Get creative in considering who could be a referral partner for you!

Your Simple 3-Step Plan:

1. Review the worksheet below and select 3 groups
2. Make 10 phone calls per day to people in the selected groups
3. Meet for coffee, offer a consultation or special offer, drop off your brochure, postcard or business card.

If you work your plan, you will have more clients than you can handle!

Ideal Client “Hotspot” Worksheet

_____ Current and Past Clients

_____ People Who Expressed Interest In Working With You In The Past

_____ Your “Friends and Fans” List

_____ People From Local Networking Groups

_____ People From Social Groups You Attend

_____ People In Your Email Database

_____ Friends Through Social Media

_____ Professional Groups or Associations To Which Your Potential Clients
Already Belong

_____ www.MeetUp.com

_____ Referral Partners

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