

# 50 Ways to Win New Clients

This list is designed to help owners of service businesses to attract new clients. Not all of them will appeal to every individual, so pick 25 that most appeal to you and implement them as part of your marketing plan.

1. Give your service away to 3 clients who can fill your practice.
2. Lead a free workshop or event for your current clients.
3. Ask 5 key clients for 5 referrals each.
4. Host a monthly lunch or get-together.
5. Join 3 organizations where your ideal clients would likely be members.
6. Deliver a measurable 20% more than what your average client expects.
7. Become a person known for being a resource by getting to know 50 highly qualified people who provide services your ideal client needs.
8. Get to know your competitors ... there will come a day when one of you has to turn away business, can't meet a particular deadline or refines their niche
9. Train your clients how to speak about you.
10. Write an article on something new in your profession.
11. Know and articulate your 3 basic messages.
12. Tell people the 5 things you want for them or their business.
13. Send out a monthly newsletter.
14. Speak to groups at least twice/month.
15. Know your vision and be able to share it.
16. Raise your fees – position yourself higher in the marketplace.
17. Get your personal needs met outside of your business. Don't stay involved in networking groups that aren't giving you work. Socialize on your non-work time.
18. Master the skill of converting leads to clients.
19. Ask for permission to call instead of offering your business card.
20. Fully handle everything. Take it off of the client's plate. They'll love you for it.
21. Package your materials to stun people.
22. Ask for the business.
23. Know what services you cannot or will not offer so you don't waste energy with the wrong prospects.
24. Upgrade your clientele.
25. Sell benefits not features.
26. Speak of "you" not of "I". Focus your statements on what the client is getting out of it.
27. Don't hide behind a brochure or web site. This feels comfortable but doesn't make sales.
28. Establish a value on your time. No more errands during work hours.

29. Put the relationship ahead of the result. It may take 4 meetings to win a new client. Invest the time.
30. Be straight-forward but don't spill your guts. Clients want to feel confident that you can do the job.
31. Know exactly what you can do for others and let them know it.
32. Invite key people out.
33. Tell people what you want them to do.
34. Provide a free assessment to attract your target audience.
35. Disqualify prospects who don't meet your qualification criteria.
36. Be fully caught up. Don't let energy drains from other parts of your business affect your efforts to attract more clients.
37. Anticipate and respond to client needs and concerns before the client even knows about them.
38. Budget 5% for advertising, gifts and referral source management.
39. Decide to become attraction versus promotion-based by doing your job well.
40. Reduce the hidden human costs of delivering your service by automating as much as possible to give you more time for prospecting.
41. Make a list of your top 10 clients and who sent them to you (this will tell you where & with whom to focus your marketing efforts).
42. Learn to introduce yourself in 10 words or less. Have a self-introduction that engages people.
43. Find out what would make you irresistible to your ideal clientele & build it into your message.
44. Serve people by filling their needs, don't sell them.
45. Cultivate your Centers of Influence. Identify who the 20% are that can get you the 80%.
46. Dress well, even when you don't have to.
47. Deliver your message and let people self-select.
48. Meet with your mentor, advisory board, or coach weekly to stay focused on building your client base.
49. Make one unscheduled call to a client each day to maintain your current relationships – if someone is unhappy, you'll rarely hear it from them but it will impact your business.
50. Write at least 5 acknowledgement notes each week to thank those who have sent you a referral, contracted with you or helped you in some way.

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