

3 Steps to Finding the

RIGHT CLIENTS

for Your Business



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 **SOCIAL MEDIA MANAGER SCHOOL**

www.socialmediamangerschool.com

3 STEPS TO FINDING THE RIGHT CLIENTS FOR YOUR BUSINESS

Congratulations!

You have opened your new business and now you're looking for clients. Or maybe your "not-so-new" business has slowed down and you need fresh ideas on how to find new clients fast.

In either case, here are three steps to finding the right clients for your business.

STEP

Identify Your Perfect Client

We meet a lot of people who say "My client is everyone who has a business." Sounds exciting (that's a lot of people!) but you simply can't market to everyone.

Marketing is not about who you can serve, it's about who you can reach.

To get started, write a thorough description of your perfect client. Include their income level, how they're employed, what hobbies they like, what books they read, and so on. Go in-depth. You may even want to give your "client avatar" a name so that you can picture that person when you're writing your marketing materials. Every avatar has a problem that needs to be solved - explore what that might be and write it down.

Most of us know we need to do this, but it's not always easy. Part of the problem is that most people have a hard time honing in on who their ideal client actually is.

For example, our perfect client is Irene. She is 50 years old and has owned her own business that serves local customers for 5 years. Her business is flourishing and she has 3 employees.

She attends networking events, likes bicycling and outdoor activities, and her business is approaching \$400,000/year in sales. She doesn't know much about social media marketing but knows it's important for her business and isn't afraid of using it. She likes to shop local whenever possible and eats out 2 times per week.

Not everything in that description is necessarily go to play into our marketing but when you have a single person you're communicating to, it makes all of your messaging flow more easily.

It's possible that creating an avatar like this will freak you out a bit. You may be concerned that you're narrowing your field too much. But trust us, when you narrow your target, you aren't saying that you won't work with people outside of that target, it just gives you something to aim for!

STEP

Determine Where Your Client Hangs Out (so you can start talking to them)

Now the fun part – finding your ideal client. When you have a clear idea of what your client is like and how they spend their time, you can find them easily.

Searching Offline

Given our example above, we know that Irene likes to go to networking events, so we go to them frequently and we have found many people there, like Irene, who frequently bring us their business. We also know that Irene both has a local business and likes to shop locally. Because it was a good fit, we advertised at local events to get our name out there. We also joined our local chamber, which has resulted in a steady stream of business over the years.

Some other offline actions we've taken have included giving free talks and "learning lunches" for local businesses. We also attended Meetup.com events to spend more time with our target audience.

TIP from Andrea: *I learned early on that even though my business was online and my work was done online, if I wanted the volume of business I did, I needed to act like my business was offline as well.*

Searching Online

If you want to find your ideal clients online, social media sites are a good place to start. We have used Facebook Graph Search (when it is working well) to find out what Pages are liked by people who have interests that align with our ideal clients. Once you find them, you can Like those Pages as your Page and start participating in the conversation as your Page (or as your personal profile) to connect with potential clients.

STEP

Provide the Best Suite of Services for that Client

Here's an important tip – people buy what they want to buy; so, sell them what they want... then give them what they need.

By this stage you'll have researched your ideal client and what problems they are trying to solve. For example, some of our best clients are in the digital product industry. We know what they want, so when we offer them our services. We hand them what they want on a silver platter.

As we have expanded our reach and the variety of industries we've served over the years, we have learned how to tailor and evolve our products and services to meet the wants of different types of clients.

After you've connected with your potential clients, you'll want to convert them into paying customers. For example, as a social media consultants, we have offered training and consulting services where we teach people how to use social media more effectively in their business. Soon Andrea began to have a lot of clients requesting help with their Facebook Ad campaigns. This was a no brainer for her because it was something she was able to monitor easily throughout the day and as a result her business increased substantially.

Plus, when word got out that she provided this service, referrals came in so quickly that she barely had to do any marketing at all to fill her pipeline.

You also want to look at your funnel of services so that you have some “entry-level” products as well as products and services for clients that want to work with you at a higher level. Your entry-level product may be an ebook or a low cost group webinar, where people can learn a specific strategy, get to know how you work, and get a feel for what you offer. Then your mid-range products may be a group of consulting sessions. Then your higher level services may be a full strategy package, or social media done-for-you products.

If you enjoy doing social media, set up your entry level service - it could be a simple social media site setup. Your mid-level product is setup, plus some basic training. And your high-end product is setup, training, plus on-going social media management.

Make your services clear and concise so you don't have to do too many custom proposals that take up your time. A good example of this is putting things into packages such as Bronze, Silver, and Gold.

You may also want to survey your current customers. Ask them what else they want. You may naturally find this out as they ask you for things that you may not be currently doing. Do an analysis to see if this service is something you can add to your offerings without taking too much focus away from your core business.

And, this may be a good time to assess whether you should grow your team so that you can provide more services! Do you need someone who can do graphics to grow your business? Or would it help to get an assistant so that you can focus on more of the high-end clients? Or maybe you need someone who is a good writer so that you can start offering blog content to as part of your services.

Whatever you do, make sure you take time once a quarter to do an assessment of what is working, what isn't working, and make adjustments to reach your goals. Continue to make connections with new people online, offline and before you know it you'll have a pipeline full of your ideal clients.

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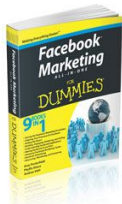
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WHO ARE THE FOUNDERS OF SOCIAL MEDIA MANAGER SCHOOL?



Andrea Vahl is the co-author of *Facebook Marketing All-in-One for Dummies* – all 3 editions. She was listed on Entrepreneur.com: **50 Favorite Online Marketing Influencers** — and on Inc Magazine: **21 Best Blogs That Will Help You Grow Your Business** and on Kim Garst's – **Top 30 Women in Social Media** and on many more social media influencer lists.

She's an international speaker and a top trainer for Facebook Advertising at conferences all over the world. And in her spare time does award-winning stand-up comedy in Colorado.



Phyllis Khare is a two-times Dummies Author – co-authoring *Facebook Marketing All-In-One for Dummies* 1st and 2nd Editions with Andrea Vahl and Amy Porterfield and she's the author of *Social Media Marketing for Dummies ELearning Kit*.

She's developed a highly acclaimed time-management program for entrepreneurs called **TimeBliss.ME** and she's the social media strategist for **Peaceful Media** — consulting with thought-leader brands all over the world – in many different industries.

