

7 Simple Ways To Get More Clients



A special report by [John Williams](#), Business Coach for Freelancers & Entrepreneurs. Get more free reports at freestylesuccess.com

Try these simple techniques, including several creative ways to use networking events, and start attracting more clients.


1. Give to Get

The most effective way to attract clients is to share your expertise. Go to networking meetings and rather than asking people for business, see how you can give them something. For instance, ask for their email to send them a useful contact, a website you've seen, or a useful report you have written. This brings people into relationship with you which opens the possibility of them doing business with you some time later.

2. Build an email database

Building a contact database could be the most useful thing you ever do for your freelance business. When you take someone's card, as well as sending them something useful, ask permission to put them on your list for tips by email on your topic of expertise. You can then send occasional messages sharing more of your expertise which keeps you in the front

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of their mind. If someone needs your services 6 months from now, the chance of them remembering you is nearly zero unless you are reminding them about yourself. You can also send a message when you have a new offering you want to promote and you might make some instant sales!

Read my "[Freelancer's Internet Cheat-Sheet](#)" to learn how to manage an email database automatically.

3. Develop your "leverage"

Freelancers forget that their income is as much about "leverage" as it is about the work you do. Leverage is your channel to market, your means of distribution, or intermediaries who can get you work. The incredible thing is that one deal to place you or your products in front of the right people can make you rich. A photographer friend of mine recently sold a single photo of his for £5000 and it was an interior designer who brought him the sale.


Start to leverage other people's clients. Use networking events to find someone who offers a complementary service to your niche market and ask to do something for them for free - write some tips for their email newsletter or speak in front of their audience at a workshop. Then give a plug for your own services at the end.

I often refer my coaching clients to services like Personal Organisers and Complementary Therapists yet it's interesting that no one has ever come up to me at a networking event with a view to getting referrals from me!

4. Nothing sells like passion

Do you really love what you're doing? People can tell if not. If you're ambivalent about the services or products you've chosen to promote, you won't sell. Build your career around the things you enjoy and are naturally good at.

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Are you overloaded? If some part of you actually doesn't want the work because you won't enjoy it or won't be able to cope with it, you won't get the work. Make sure you're looking after yourself as a freelancer and free up time by delegating/outsourcing the work you don't like such as book-keeping. (See www.freestylesuccess.com/getitdone to find out how I can help you with this)

5. Solve problems

Here is the simple secret to freelance success: Build a business that solves the problems that are at the top of your target clients' list of concerns. This means that they will have a pressing need for your services. Too many freelancers offer services that are a "nice to have" not a "must have". Convincing a client they should buy from you is enough of a challenge without having to convince them they need what you're offering in the first place!

If you don't know what your clients' problems are, ask. Then start all your pitches and marketing materials by naming the problem you solve. Listen to my free 10 minute audio class "[A Crash Course in Seduction](#)" to learn how to do this.

6. Look for opportunities for free PR

Look out for opportunities to get interviewed by, or write for, newspapers. Seek out journalists at networking events. You'll need an angle to make it interesting. How are you different? Maybe you started your business after 50, or you coach people while walking in the park. For newspapers and magazines, it helps to have a reason that your story is relevant at this point in time. Is there something related in the news? eg. Are your services helpful to people hit by the "Credit Crunch"?

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7. Change your negative beliefs about selling and making money

Finally, if you have a pattern of not making the income you need, check whether you have some limiting beliefs about money. Who do you think of when you think of rich people? Is it someone you like and admire? If not, choose an icon of wealth you do respect. It's difficult to become something you don't like! Also, if you think selling is tacky, it's time to get over it. If you do good work, then you are helping people by doing more of it. Don't be afraid to sing your own praises.

Good luck.



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