

## 10 Ways to Attract all the Clients You Need

Attracting more clients is often a common theme for the self-employed professionals I work with, so I was really happy to come across [Fabienne Fredrickson's client attraction system](#) a few years ago and I've shared it with many of my clients ever since. I've personally used these strategies too, so I can confidently say, 'Yes, they work!'

It's a 10-step system that can help you boost your client numbers and continue to consistently attract more clients. [You can pick up a copy of Fabienne's "How to Attract All the Clients You Need" audio CD here \(valued at US\\$24.95\) which she's generously giving away for free](#), so you can learn more about her client attraction system. By the way, please pass this e-zine on to anyone else who you feel or think might be interested in this CD offer too!

In summary, here are the 10 steps, and Fabienne's home study system teaches you exactly how to do each step:

### 1. Make client attraction a priority:

Make time in your days for marketing and client attraction. Make room in your schedule, prioritise your daily task lists, schedule in follow-up time, put a pause on non-essential leaks in your 'marketing bucket', so you can fully invest yourself in growing your business. Cluster your client days, business development days and days off so you make the most of every minute you have. Essentially, clear the decks for what's most important!

### 2. Focus on results and advantages:

Examine exactly where you are positioned in the marketplace, what your compelling story is, what will motivate prospective clients to work with you, what makes your services unique, who your competitors are and what makes you different from them. Figure out what you offer specifically in terms of results and benefits to clients because that's what clients want to know.

### 3. Craft your ideal client profile:

Find out exactly who your ideal clients are: the WHO, WHAT, WHY, HOW of what makes YOU their problem-solver, as well as the best ways to reach them in large numbers and inexpensively. Resist wanting to serve anyone and everyone and research the viability of your ideal client profile.

### 4. Construct your compelling marketing message:

Craft a marketing message, tagline and elevator speech that grab attention and that make people call YOU as opposed to you chasing after THEM.

### 5. Package what you know, offer and charge:

Take stock of your services, what you offer and what you know, and turn these into irresistible programs, packages and systems that make prospective clients sit up, take notice and want to work with you. Look at positioning what you offer in packages and programs, how to price your offerings so they sell themselves.

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## **6. Get clients to call YOU with PULL marketing materials:**

It doesn't work to PUSH your services. You need to PULL your clients in with specific materials and techniques that really speak to them - your website, your business cards and testimonials can do the selling for you.

## **7. Get out there in a BIG way:**

People like to do business with people they know, like and trust. Educate your environment and personal advocates in how to send you referrals. Stop hiding behind your desk and get out there using strategies like networking, forming strategic alliances and speaking at events - your own or other people's.

## **8. Create your marketing pie:**

Create a specific plan to reach your ideal clients easily and inexpensively using your compelling marketing message and start 'fishing where the fish are'. You want a multi-pronged marketing approach so that you never put all your eggs in the same basket, but take it slow and don't try to put in place ALL the pieces at the same time. Once that plan is in place and running smoothly, you can add different marketing 'slices' to your pie to continue to consistently increase your client base.

## **9. Become a master of closing the sale\*:**

It won't serve you to put so much effort into marketing and client attraction if you don't know how to close the sale properly. You need to master this step.

## **10. Implement systems for consistent action and results:**

There is never a time that you will stop marketing completely - unless you want to NOT have clients. You need to continue to be systematic and once the systems described above have been put into place they'll almost run by themselves.

Remember to [pick up your copy of Fabienne's Client Attraction CD here](#) if you're interested.

\* For more tips on 'closing the sale' you can also read my [10 Ways to Close the Sale here](#).

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