



## How To Get The Right Clients For Your Business

If you are an online business owner, one of the most important parts of your business (especially if you are just starting out) is figuring out how to get clients and customers. Yup, I remember that when I first started my own online business as a health and wellness coach! I remember how frustrating and to be honest depressing it was!! It seemed like everybody else out there was in the same industry had some sort of magic secret sauce that attracted clients to them with even trying, and I was the only one who couldn't figure the #! it out.

It wasn't too long after I started my business that I realized that there is no secret sauce! No magic genie in a bottle!! No secret that everyone knew and I wasn't

being included in on!! I realized that there is actually a formula!! A process to it all and I was determined to figure it out!!

# Let's Begin!!

## HOW TO GET CLIENTS FOR YOUR FIRST BUSINESS

### **BUILD UP YOUR CONFIDENCE**

**This may sound like a bullshit answer, but honestly, I could not be more serious!!**

This is probably the most crucial aspect of learning how to get clients for your business. In almost every aspect of your activities and your goals, is to get people to like, know, and trust you! To get them to know that YOU are the best person for them to connect with for what you are offering!!

Opening up to and allowing them to get to know you allows them to realize that they should connect with you and this requires a ginormous amount of self-confidence. While we are talking about being honest, Just because you know what you're doing does not mean that you're the perfect fit for every everyone and every client.

Listen, I'm not exactly an expert when it comes to confidence and mindset. I suffered my whole life not having it!! I have two huge tips for you!!

1. Devote a lot of time to personal development!! There are a ton of great boot and trainers out there that can help you find your confidence!!

You can see some of my favorites listed here!

<https://debbieforand.wordpress.com/my-favorite-products-2/>

## **MY FAVORITE PERSONAL DEVELOPMENT**

2. Act as if!! That is right!! Act as if you are successful! Act as if you are making your dreams come true! Act as if You are making that fortune! Act as if you know what you

are doing!!! Now some would say fake it till you make it! Well, I kind of don't agree with that because there are times where you just don't know how to do something or know the answer to something. If you fake it you could come off as if you are being dishonest, or a fraud! We don't want that shit! So... Act as if!! Figure the shit out! If you don't know something go get the answer and in the meantime act as if you do know it! Stall them!!

Act confident, speak confidently, and think positive thoughts about yourself and your online business. Pretty soon it will start to turn into the truth.

That is how I started out, and it actually worked. Over time, my sort of nervous facade of confidence became **actual confidence in myself and my abilities**.

**Just in case you need a little bit more help with this one, here's a great resource from one of my favorite online mentors Chalene Johnson: [Simple Tips to Feeling More Confident](#)**

## **ACT LIKE A PROFESSIONAL**

As you can see confidence ranks up there as a huge important step in attracting the right customers. However, it is not the only important step! Here is one I see often neglecting from those that work from home!! Just because you work from home, your business in all online does not mean that you forget how to act like a professional!!

This is huge!! People want to feel trust towards who they are working with. If you don't come off as a professional person, I could almost guarantee that they will totally not be enthusiastic about working with you.

There are a lot of different angles to act as a professional. Here are a few key ones that I feel are the most important!!

### **Sound Educated**

When you are working in a situation. A phone conversation, in person and yes even online!! Most entrepreneurs and home business owners like yourself work

90% of their business online!! This means an email thread, a Facebook group, your Instagram page, etc. It is important to be sure that you are speaking/typing/ videoing in a way that shows that you are an educated human being.

Depending on your niche or brand, and what you are actually doing, be very cautious of doing things like using slang words or swearing.

It might feel normal to you, but you also may be causing your ideal client to turn the other way!

## **DRESS APPROPRIATELY**

I get it! You work from home in your PJs most of the time!! Totally understandable!! However, that does not mean when you are taking photos, or doing videos!! In situations where you will be seen (such as your profile photos, headshots, webinars, team calls, etc. dress to impress! Make sure that you are wearing an outfit that implies you are a professional. Even if it is just from the waist up!! Be presentable!!

So, maybe trade out your shorts and spaghetti straps for a nice pair of jeans and a cute blouse.

This is your job, you are a business owner, you are a professional!! You need to also present yourself as such!!

## **KNOW YOUR STUFF**

When it comes to your programs, products or services you better know what you are talking about!!!

When a question is asked if you don't have the answer or know what it is you have to offer them guess what! They are going to go somewhere else!

So educate yourself if you are an independent distributor for a company! Know the shit inside and out!! Most companies have training and information available to you, don't neglect it!

The last thing you want is to respond with a stuttering "uhhhh, I don't know?" So make sure that you are prepared, and that you know your business inside and out! And if they ask a question you weren't expected? Think on the fly, answer confidently, act as if, and get back to them! Then in the future, you will be better prepared for next time.

## Get a website or blog

There are tons of people out there who preach that entrepreneurs don't need websites or blogs. For the most part, they are right, you don't! However, you would benefit so greatly if you did and here is why!!

There are other ways to get clients without sending them to your website. But if your goal is to really grow your business, and brand yourself then ultimately you are definitely going to want a website or blog.

I think that a common misconception with websites is that they are (a) hard to create, and (b) expensive to have. Guys this is 2018! Technology has advanced so much that you can have a website or blog up in 10 minutes without knowing any coding or techie stuff!!

### CREATING YOUR WEBSITE

There are so many options out there some very cheap and some even free!! Like Wix, Weebly, Blogger, or free WordPress!

You can also get a cheap domain name from something like [NameCheap](#), or [Bluehost](#) if you want hosting, too. Get your domain as soon as possible!! Even if you are not ready you want to be sure you secure the name you want! If you are going to invest in anything, your website and domain should be at the top of your list!

If you're super new to this whole "website" thing, I recommend reading this super comprehensive article that explains everything in beginner's terms: [6 Steps to Building Your First Website](#).

## DESIGNING YOUR WEBSITE

Once you have the basics down, it's time to actually design and build your site. Focus on you, your brand, your niche! Who are you talking to, and what are they looking for!!

What problems can you solve for them! What services can you offer them!!

Designing and content for your website or blog will greatly depend on what we just talked about!! Be sure you are using clear graphics and if that is something you struggle with hire someone!

If you really have no clue, and you do not want to invest the time in creating a website you can always hire someone! BUT here is the kicker! Things change! You change! As your business grows and things change your website will need to be changed and updated! Unless you hire an assistant to always provide these updates, it might benefit you to just dig deep, do some learning so that you can do it yourself!!

## YOUR IDEAL CLIENT IS LURKING IN FACEBOOK GROUPS

Alright, we got you feeling confident! You have a website or blog up and running, you are presenting yourself as a professional, now it is time to start reaching out to potential customers!

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With today's lifestyles, Social media is one of the best places to find the people who might be interested in your services. This is because they usually hang out together! Social media platforms are like great big water coolers where everyone is hanging out!! So you can usually find your audience by doing things like:

- Scrolling through a hashtag on Instagram
- Participating in a Twitter chat
- Joining a Pinterest group board
- Searching in Facebook groups

Personally, Facebook groups are my drug marketing location of choice. Simply by joining one group, you can get access to hundreds (if not thousands!) of potential clients.

*Woah.*

Once you're in the group and have successfully introduced yourself, it's time to start.

**It can be a bit intimidating at first but really all you need to do is start getting to know people. Comment, interact, build relationships with them, and always represent yourself in a professional manner that will attract your clients!**

**The key? Post in these threads strategically. Craft a blog post that is perfect for your ideal client, and posts it in the thread. Hopefully, some of the people who click on the link will be your intended audience. And once they get all the way to your website, they are virtual putty in your hand!**

**Hey, are you getting dizzy with all this Facebook stuff! Are you just not sure on your social media skills! Then join us in my [Community Your Social Connection](#) on Facebook where we take processes like finding Facebook groups, or creating blogs and simplify them in to process that are quick and times saving!**

**Set some goals, and by being smart about your post and interacting with others in the group you are:**

- Getting exposure. You want a bunch of people clicking on that link, especially your target audience.
- Highlighting your expertise. Especially as a coach, you really need to show people that you know what the heck you're doing. A great way to do this is write an amazing blog post that solves a problem a client might have.
- Encourage readers to take action. Always always have a call to action!! (a) get them to sign up for a freebie and join her email list, or (b) have them book a free call.

## **GET THEM ON THE PHONE WITH A FREE DISCOVERY CALL**

**This is one of my favorite ways to feel out if a potential client is right for my business. There are kind of two ways to go about this:**

### **Secret tip #1**

You can do it several different ways! You can advertise it on your social media! You can have it on your website or blog! Simply design it to be the "next step" for potential clients. Offer a free 20-30-minute call in order for you guys to see if you vibe well together.

Once someone has their eyes on you, you must get them into a private conversation! Use that time to talk about how you can help them with problems related to the services and products that you have to offer!

It's good to go on this call with a bit of homework done. Research their website, social media channels, and business. Then come up with some talking points on how you think you can best improve their current situation.



It helps if you have some sort of scheduling service and there are many out there to choose from! I've tried quite a few of them, and my personal favorite is definitely [Acuity](#) you can use it for Free till you get used to it and then you can upgrade for only \$10 a month!!

## **Secret tip #2**

The second option is to create something that is random for your cold market people to sign up for a session with you. This usually works well for the coaching industry but can work with any niche!

For example, you could advertise that you are doing some market research and could really use their help!! It could be anything! Moms fighting exhaustion while running a home business! Just an example!! You chat for a bit on the subject, get the conversation flowing by getting to know them, and relating to their problems, then after about 10 minutes, you begin to share with them how you can help!

Now, this format does not always have to be via phone, but phone calls work best!!

This just goes to show you that, when you're wondering about how to get clients, how important exposure is. The key to finding clients is not all about actually *getting them*, it's more about getting yourself out there and doing a good job marketing yourself as a service provider in a specific niche.

***Need more personal help on how to get clients? Figuring out how to get started in this new business of yours, then Sign up for a FREE 20 min Coaching Session with me!! We can brainstorm together, we can get you started in the right direction! Find out where your time suckers are and where you need to be focusing your attention!!***

**[It is easy to do just click here!! https://wp.me/P6A3eX-9E](https://wp.me/P6A3eX-9E)**