

101 Ways to Attract & Keep an Abundance of Clients & Customers

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Start with the strategies that resonate the most with you, then add the rest to your marketing plan over time. These are the seeds. Start doing them today and you will reap the rewards of an abundance of clients and customers, consistently and easily!

1. ☐ **Create Your Funnel**

Implementing the funnel model in your business will allow you to see the big picture of where it is you're going as you work on the details of how it is that you'll get there. This model pulls you away from the struggle of only offering one-on-one services and enables you to leverage your time and talent by creating leveraged streams of income.

2. ☐ **Create Your Free Taste**

Offer a free taste of what it is that you do. Invite people into your funnel by signing up for your Free Taste (a free report, checklist, guide, ezine, mini-ebook, audio, mini-ecourse, etc.). Give them a taste and they'll likely be back for more.

3. ☐ **Ask your niche what its biggest problems are**

Your niche will tell you what it wants, if you'll just ask them. Don't make the mistake of creating and offering products and services that YOU think they need. People will always find money for the things they want, but not necessarily for what they need.

4. ☐ **Create joint ventures/strategic alliances early on**

Start viewing your competitors as collaborators from the beginning and you will leap ahead in your business growth. Look for partners whose offerings complement yours, and start building relationships with them to work together to the benefit of both your businesses.

5. ☐ **Write and submit articles in your niche consistently**

This is a tried-and-true marketing technique. Write and submit content-rich and valuable articles to your niche on a regular basis (2 to 4 times a month is a good marker to shoot for). Submit your articles to online submission sites and directories, or use a submission service to handle it for you.

6. ☐ **Offer a variety of programs**

Reduce the financial and emotional risk for your potential clients and customers by offering a variety of programs at various price points. Allowing them to try you out for a much lower fee than working with you 1:1 makes it almost impossible for them not to buy from you.

7. ☐ **Discover and define your niche**

You can't serve everyone. Nor should you try. You won't limit the growth of your business if you define your niche. In fact, the opposite happens – you're viewed as an expert and people prefer to work with an expert. And other opportunities will present themselves, without you having to seek them out.

8. ☐ **Use Google Adwords or Facebook Ads as a cheap and easy market research tool**

Find out before you create your offering if your market is even interested in it by running a simple pay-per-click campaign.

9. ☐ **Always ask prospects to sign up for your Free Taste**

In every email you send out, on every page of your website, at every live event you give, or teleclass you offer, point people to your Free Taste! Getting them on your list is much easier than trying to sell them one of your products or services right away. Let them get

to know, like and trust you before you make them an offer.

10. ☐ **Network online consistently**

Make it a weekly part of your marketing activities to join in the discussion that's happening in your niche via forums, groups, blogs, etc. Build your relationship with the other members by offering valuable answers to their questions when you can. Remember to point people to your Free Taste in your email signature.

11. ☐ **Network offline consistently**

Make it part of your regular marketing activities to attend networking groups comprised of potential clients and customers in your niche. Better yet, offer to be a speaker at networking events to leverage your time. Always ask people to sign up for your Free Taste via your business card, or with a sign-up sheet if you're the speaker.

12. ☐ **Continually feed your reservoir of subscribers**

Consistently offer valuable fresh content to your subscribers, both in your regular free communication with them (in your ezine, for example) and in your new product and service offerings. Create a blog to encourage feedback and interaction with your niche, and to help you know how and what to "feed" them.

13. ☐ **Have a special "Thoughts & Ideas" notebook so you don't get distracted and can continue to focus on your priorities**

Write down any thoughts and ideas as they come to you so you don't lose them, but also so they won't pull you away from your main priorities. Periodically read through your notebook to implement what you've written.

14. ☐ **Give bonuses with purchases**

Offer valuable bonuses with your products to increase perceived value as well as sales. Offer to showcase a colleague's work as a bonus, thereby creating a strategic alliance. They can promote your offering to their list as well.

15. ☐ **Learn to generate quality traffic to your website**

And not just any traffic - targeted traffic. Learn about pay-per-click advertising, links, search engine optimization, and other traffic generating strategies. Choose several techniques and implement them consistently for a steady increase in your list numbers.

16. ☐ **Have professional marketing materials; logo, photo, business card**

Build your credibility by having professional marketing materials designed for your business. Start with Fiverr, LogoYes and Vistaprint for professional-looking designs, then hire a designer for unique branding when your budget allows.

17. ☐ **Write a book and self-publish it**

Be seen as an expert in your niche by writing and self-publishing a print book. Even a 100-page book will increase your credibility, give you another product to offer in your funnel, and allow you to gain exposure in your market and in the media.

18. ☐ **Constantly ask for and gather testimonials**

Whenever someone has something nice to say about working with you or your products, ask them if you may use their words as a testimonial. Ask your current clients and customers to write testimonials for you periodically. Give them a template to follow to make it easy for them to do so.

19. ☐ **Know there is enough...**

...clients and customers in this world for everyone. How many do you really need to be the success you desire?

20. ☐ **Always give outstanding customer service – no exceptions – to create raving fans**

Your client or customer is your absolute best source of repeat and new business. Treat them like gold. And yes, sometimes that will be very hard! ☺

21. ☐ **Create and offer a fun referral rewards program**

Invite your current clients and customers to be your “sales force” by creating and offering a fun referral rewards program. Give them a small gift (or gift certificate) for any new clients they send your way.

22. ☐ **Give a 100% money-back guarantee and eliminate your prospect's risk**

Always give a guarantee to increase sales and remove any risk for your potential buyer. You will get some returns, but that's all part of being in business. It's not personal.

23. ☐ **Use Keyword Spy as a free market research tool**

Research good keywords in your niche to add to your web pages for higher search engine rankings. Use them for any pay-per-click campaigns you're running to attract targeted prospects to your list. Use them in your articles to increase placements and publishing opportunities.

24. ☐ **Offer an affiliate program**

Share the wealth and give your clients and customers the option to help you sell your products and services. They earn a small percentage of the fee for each sale, and you reach more people with your message than you could have on your own.

25. ☐ **Choose 3-5 quality discussion groups where your niche hangs out and join in on the conversation (but no selling allowed, other than the permitted email signature)**

Make this a part of your weekly marketing activities. Get to know others on the list, and let them get to know you. Offer your expertise when appropriate, and point people to your Free Taste in your email signature.

26. ☐ **Become part of the “club” of people in business you admire**

Join groups made up of your colleagues who will help support you in the growth of your business. Subscribe to the ezines of people in your industry whom you admire to learn from them. Attend conferences and events where they hang out and introduce yourself.

27. ☐ **Work with a business/marketing coach ☺**

Get the accountability you need to continuously move forward by working with a business/marketing coach. Stay focused and on task, get the additional support you need, don't reinvent the wheel, and become the success you desire all that much sooner.

28. ☐ **Implement a variety of marketing strategies and test, test, test**

Choose a number of marketing strategies and consistently implement them. Watch your results and tweak as necessary. Continually check your ROI and make strategic decisions about which techniques to continue and even step up, and which to eliminate. Add a new marketing strategy for each one you eliminate.

29. ☐ **Hire a Virtual Assistant, apprentice, mentee, intern or other willing to do the administrative stuff so you can focus on your “genius” work**

Do this sooner than later, even if it's a barter arrangement, and watch your bottom line increase all that much quicker. Farm out anything that can be done adequately by someone else, and focus your time and talent on your clients, and on creating products and services.

30. ☐ **Create and FOLLOW a marketing plan – don't just let the chips fall where they may**

Print a blank calendar and fill in all your marketing activities on a weekly, bi-weekly, or monthly basis (add notes for quarterly activities, like conferences), then stick it where you can see it every day. Refer to it each morning to make sure you are consistently following your plan.

31. ☐ **Never stop learning about how best to market your business**

Invest in your learning often. Work with coaches, participate in programs, buy (and use!) education-based products, and attend workshops and conference to continually learn how to market your business. Do this and your business will never plateau again.

32. ☐ **Create an R&D team**

Ask a small group of your raving fans to join your R& D team to help you develop new offerings and make current offerings better. Elevating their status from clients to advisors makes them feel special, and will increase referrals from them for you as well.

33. ☐ **Implement a Tell-A-Friend module**

Ask your current subscribers, clients and customers to pass your information on to others. Offer them a free gift of value for doing so. Make it easy for them by using a Tell-

A-Friend application, or simply add a couple of lines of text asking that your information (for example, your ezine) be passed along.

34. ☐ **Start your day with the First 15**

Take the first 15 minutes of your workday to orient your tasks around your top 3 priorities. Do this and you will actually get those priorities accomplished, moving your business ahead that much quicker.

35. ☐ **Query publications in your niche to write articles or columns for**

Write and submit query letters to online and offline publications that serve your niche about writing an article or a column for it. Refer to the Writer's Market for how to do this, and to research publications in your niche.

36. ☐ **Create and host an online discussion group within your niche**

Use Facebook Groups, LinkedIn Groups, Google Groups, and Google+ Communities to create a free discussion group for people in your niche to gather and get support, help and camaraderie. Pop in regularly to add your expertise to the conversation.

37. ☐ **Interview “slightly famous” people in your niche**

Make a list of well-known people in your niche to interview. Conduct the interview either in writing or over the telephone and record it. Offer the interview as a valuable free or fee product to your niche. Ask your interviewee to promote it as well – most will.

38. ☐ **Swap ads with other ezine publishers**

Research other ezines that complement yours and approach the publisher about swapping ads. This technique will help you both to grow your lists.

39. ☐ **Post comments on high traffic blogs**

Compile a handful of popular blogs that appeal to your niche and visit them regularly. Post some thoughtful comments when you can to show your audience you know what you're talking about. Make sure your signature links back to your website.

40. ☐ **Create and offer a paid membership site**

Create your own community of people who want to be a part of what it is that you're offering to the world. Give them special access to you, offer them additional support, tools, and resources periodically, and connect with them regularly. In other words, treat them very well, and they will remain with you for a long time.

41. ☐ **Write and send press releases about your business/products/services**

Gather a few examples of well-written press releases to model. Write your own about your business (try to tie it in to something current in the news to increase your chances of it getting picked up), and about any new products and services you offer. Send out releases to local and national media (on- and offline) once a quarter.

42. ☐ **Let go of clients who are “messes”**

Say a gracious goodbye to those clients who simply suck your time, the ones who never seemed to be satisfied no matter what you do. You can't please everyone, so don't go overboard trying – you know when you've reached that point. When you're there, let go.

43. ☐ **Find ways to make your clients feel special**

By giving them additional and unexpected support, by checking in with them, by writing personal notes, by offering them discounts, by making connections for them just because you can – in any way that increases the value they get from working with you.

44. ☐ **Believe that “Giver’s Get”**

The more you give away, the more you get in return. You don't even have to believe that this is true; it just is, and if you pay attention, you will begin to notice that the more you give away (of your time, resources, support, etc.) the more it will be returned to you, not so much as in an exact reciprocal way, but in other ways, often 100 times over!

45. ☐ **Believe you can have an abundance of clients!**

The first step in not sabotaging your efforts is to believe you deserve what you desire. So believe you can have an abundance of clients, work towards that without doubt, and it will become your reality.

46. ☐ **Come from a place of abundance**

Don't hoard – not your time, not your money, not your assets, not your gifts, not your help, not your knowledge. Give it freely and watch it come back to you over and over. Now, that doesn't mean that if you work for free, suddenly you'll be flush with cash. But when you start feeling like you should hold back, that's exactly when you should give more.

47. ☐ **Leverage everything**

Whenever you create something new to offer, make sure you can leverage it a minimum of three ways. For example, if you write an ebook, you can offer an ecourse using the same material and perhaps add some email coaching to it as well. You can also package it as a series of teleclasses. Now you have three products to sell: an ebook, an ecourse, and a teleclass series, each of which will appeal to different people in your funnel. So you are not only increasing your sales, you're increasing your client base as well.

48. ☐ **Decide to become attraction-based**

Don't push, don't sell. Let people get to know you from the relationship you're building with them through your ezine or other regular communication. Keep putting your knowledge out there, through discussion lists and articles, for example, and you will attract more of your ideal clients and customers.

49. ☐ **Deliver your message and let people self-select themselves out**

Don't try to be all things to all people. Decide what your message is and who it's for, and let others decide for themselves whether or not to hire you or buy your products. Don't chase the money.

50. ☐ **Raise your fees**

A graceful way of letting go of some of your less than ideal clients is to raise your fees. This also allows you to work with fewer clients, giving you more time to dedicate to creating leveraged streams of income.

51. ☐ **Talk about benefits, not features**

People don't care what you call your business or how it's set up. They just care about whether or not you can solve their problem. Focus on the benefits they will get from working with you or by investing in your product, not on all its fancy features.

52. ☐ **Use surveys to get really clear on what your niche wants**

Remember, don't give them what you think they need. Ask them what they want and they will tell you. Set up a free survey, or send an email request asking them for detailed responses regarding particular products and/or services you're considering offering.

53. ☐ **Find or create solutions to your niche's biggest problems**

Once you know what their biggest challenges are, put together a solution and sell it to them. They will buy it. Yes, it really is that easy.

54. ☐ **Respond to prospects/clients within 48 hours**

Having a quick response time will work wonders in terms of people's satisfaction with you. If it's impossible to adequately respond within 48 hours, let them know that too.

55. ☐ **Write and send an ezine consistently**

Your prospect needs to hear your message 8-12 times before they will even consider taking action. And they need to know you, like you, and trust you before they will part with their hard-earned cash. Get your message to them through your ezine that you send no less than once a month, and build that critical relationship with them via its content.

56. ☐ **Create an invitation website**

Make it clear what you want your website visitors to do by including an obvious sign-up form for your list. Make your site easy to navigate, clean, and useful. Update it frequently so they'll come back for more.

57. ☐ **Become a speaker**

Increase your status as an expert and offer your services as a speaker. Speaking will also help grow your list. Increase your confidence in this area by developing a signature talk that you get really good at giving.

58. ☐ **Package what you know into info-products**

Create leveraged streams of income that make money for you “while you sleep.” You already have enough knowledge inside of you to create your first info-product, so don’t wait any longer!

59. ☐ **Create and hold live workshops/seminars**

Offer either free (1-3 hours) workshops/seminars to increase your list numbers and gain new clients, or for-fee ones for the same. Remember to have something to sell at the back of the room as well, but always ask that attendees, at the very least, sign up for your list.

60. ☐ **Offer webinars**

Utilize technology to attract and “meet” potential clients and customers via webinars. Since these are held completely online there are no travel costs for anyone, and the experience can not only be very informative and useful, it also can be quite fun.

61. ☐ **Hold a regular call-in day for Q&A**

Every so often, open up your phone line for free individual Q&A sessions. Limit these to 15 minutes and start with just a couple of hours of availability. Make it easier on yourself by having people register beforehand and even send in their preliminary questions.

62. ☐ **Survey your niche regularly to stay current with their desires**

Periodically survey your niche about what it is that they want. Analyze that data to help you decide where to best focus your product-creation efforts.

63. ☐ **Run a Google Adwords or Facebook Ads campaign to draw traffic to**

your website for low-cost

Invest a small amount of money and time running a pay-per-click campaign to drive targeted traffic to your website.

64. ☐ Discern your Unique Selling Proposition

Figure out what it is that makes you different from the rest. Knowing and being able to articulate your USP can make a huge difference in the level of success you will achieve.

65. ☐ Make your business card work smarter for you

Use the back of your business card to point people to where they can sign up for your Free Taste. Ask questions on your card that relate to the struggles your niche faces. For example, "Are you sick of not having enough clients? If so, visit www.yourdomainname.com for free tools and resources to help you attract all the clients you want!"

66. ☐ Learn to master the sales conversation

Learn to focus not on the selling but on how you can help your prospect, on the benefits they will gain from working with you. Learn your prospect's biggest objections and answer them in your conversation or in your sales copy.

67. ☐ Give stuff away just because...

You can!

68. ☐ Always focus on what the benefits are of working with you (not on

what you are)

Don't tell people, "I'm a _____." Tell them what you can do for them, "I teach sales professionals how to gracefully and elegantly close a sale in less than 3 minutes."

69. ☐ Learn from others on the path before you (don't reinvent the wheel!)

Model, model, model. Use your own voice, and be authentic, but don't feel like you have to create everything from scratch. You don't.

70. ☐ Use a compelling email signature at the bottom of every email you send, pointing the reader to one of your offerings

Use this valuable space to entice people to sign up for your list or to invest in one of your offerings. Write some snazzy copy to make people want to click on the URL you give them where they can get more info.

71. ☐ Give payment options

Make it as easy as possible for your prospect to buy from you. Giving them payment options, especially for a big ticket item, will increase your sales.

72. ☐ Take a stand within your niche

Decide what it is that you stand for in your niche and make a statement about it. Add it to all your marketing materials, and live in it. This will go far in helping your voice become heard above the rest.

73. ☐ Highlight success stories on your website and in your ezine

Offer success stories for your potential clients and customers to read to help them feel confident about any investments they are considering making with you.

74. ☐ **Always build your list, always build your list, always build your list...**



Got it? Good.

75. ☐ **Truly understand that it takes money to make money**

You must make financial investments in your business in order to make money. It's as simple as that. The longer you fight this, the longer it will take for your business to start turning any kind of profit.

76. ☐ **Create a tagline that's memorable and explains succinctly what you do if your business name doesn't**

If your business name is "Joe Schmoe, Inc.", then no one knows what you do. If it's "Copies for Less, Inc.", that's pretty self-explanatory. So if your business name doesn't tell what you do, make sure you add a tagline that does. For example, "Joe Schmoe, Inc., Dog-Walker to the Stars."

77. ☐ **Learn Search Engine Optimization or hire someone to do it for you**

Learn and implement the basic strategies yourself, or hire an SEO expert to do it for you. But don't spend a lot of money or time here. If you want to come up on the first page on the search engines, run a pay-per-click campaign.

78. ☐ **Create and consistently offer one signature talk**

Write and deliver one talk about your business, focusing on giving valuable content and on the benefits of what it is that you offer to the people in your audience. Offer to do this talk for free at your local chamber and other networking groups, as well as to companies, organizations and associations comprised of people in your niche.

79. ☐ **Create and offer (free and fee) teleclasses**

Offer a monthly free introductory teleclass. Offer valuable content to your participants and allow them time to ask questions. Always ask them to sign up for your list if they don't when they register for the class. Also, develop for-fee teleclasses to offer to your list periodically so they can continue to learn new and more in-depth content from you.

80. ☐ **Offer group programs**

Leverage your time and enable your potential clients and customers to work with you for a lower fee by offering group programs. Some people like the group format even better than working one-on-one, so this is another way to increase your sales.

81. ☐ **Join or create a Mastermind group**

Seek out other like-minded colleagues and create or join a mastermind group to help pull your business forward. Your mastermind group doesn't have to be made up of people who are in the same industry as you. In fact, it can be an advantage to you if they're not.

82. ☐ **Write your Vivid Vision**

At least once a year, sit down and write in detail about your vision for the future – both personally and professionally. This simple act is not only inspiring, but it also helps the Universe align with your intentions so it can help you make your vision your reality.

83. ☐ **Remember, done is better than perfect...**

– just get “it” done and out there; there'll be plenty of time and opportunity to tweak. Enough said.

84. ☐ **Host a podcast/radio show**

Gain credibility as an expert and confidence in being interview by offering to be a guest and/or by hosting your own podcast. Besides, it's fun!

85. ☐ **Make valuable connections for your colleagues without expecting anything in return**

If you know someone who could help someone else, make the connection for them just because you can. They'll be grateful and you'll feel great about it, too.

86. ☐ **Ask to be mentioned or showcased in other ezines within your niche**

From time to time, ask your colleagues if they would be willing to mention you to their list, in a way that will benefit their list, too. For example, you could be a guest author that week and write an valuable article, or you could offer their list a discount on one of your products or services.

87. ☐ **Write a review of three books within your niche at Amazon**

Create your own Listmania and take advantage of getting in front of the traffic that's already looking for what it is that you offer. Find three books that are compatible with your business, read them, and write a review for each. This is particularly effective if you've published your own print book and it's listed on Amazon.

88. ☐ **Ask your current clients for feedback**

When a client finishes a program or a customer has had ample time to use your product, ask them for feedback. Even criticism will help you grow your business, so try to keep it in perspective.

89. ☐ **Write a blog**

Connect with your niche on a different level by writing a blog. This helps you stay in touch with them on a more frequent basis as well, and they can choose when to visit your blog or to subscribe to be notified of new posts.

90. ☐ **Never be needy**

Nothing repels prospects more than being needy. Know your offerings are of value and that the right clients and customers will show up if you keep putting yourself out there. Don't chase the money.

91. ☐ **Put yourself in your prospects' shoes; communicate from this place**

If you meet your potential client or customer where they're at, you'll be way ahead of the game when it comes to encouraging them into your funnel.

92. ☐ **Always add value**

Constantly look for ways you can add value for your clients and customers. They will not only thank you for it, they will tell others about you – which is the best form of advertising you can hope for.

93. ☐ **Be yourself, be authentic**

It just makes things so much easier (and more fun) when you come as you are. Just be yourself, be human, use your own voice, and know that that's enough for you to be a success. Remember, there are people out there who can only hear your message from you. Don't mess with that!

94. ☐ **Take time for you, your family, your life!!!**

Isn't that why you went into business for yourself in the first place? And you need to recharge periodically so you can keep forging ahead with the same passion that you started with.

95. ☐ **Focus your sales copy on “what’s in it for them?”**

In all your sales pages, relate to your potential buyer's constant frame of mind “What's in it for me?”. Write from that perspective and you will dramatically increase your sales.

96. ☐ **Serve, don't sell**

Consider how you can serve your niche. Serving will sell your offerings for you. Really.

97. ☐ **Value your clients as a long-term revenue stream**

Treat your clients very well. Work to keep them around for the long-term. It's much easier to keep a current client than it is to get a new client.

98. ☐ **Identify the 20% of your client base who will get you 80% of your future clients**

There is a certain percentage of your clients who will be your best source of referrals. Engage them in the process and reward them for it.

99. ☐ **Send an email request for referrals to your colleagues; offer the same in return**

Help increase the abundance for everyone by not only asking for referrals, but by giving them as well.

100. ☐ **Have empty files ready and waiting to be filled with new clients**

Send a message to the Universe that you're ready and expecting new clients now!

101. ☐ **Don't keep yourself a secret – the world is waiting for your gifts**

It's easy to stay in the BS funnel. Don't. Get yourself out there, start telling people who you are and what you do. Stop preparing for your business and just BE your business. We're waiting for you! ☺

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