



## 63 Tips & Techniques for Creating a Waiting List of Clients

The key to attracting AND keeping lots of clients is doing the following activities consistently. Don't be overwhelmed...pick one to start today and add another when you have that one down pat. Keep adding to your list and you'll have plenty of clients in no time.

- Get testimonials from existing and past clients
- Automate wherever possible
- Always give more than they expect
- Know exactly who your ideal client is
- Create a supportive work environment
- Write as you speak
- Create a website which speaks to your prospects
- Offer a guarantee
- Package what you offer
- Delegate whenever possible
- Be visible in your industry – get your name out there
- Hold teleseminars
- Brand everything you do
- Join groups/forums
- Hire a good coach
- Have a marketing plan and work the plan
- Create joint partnerships
- Focus on building relationships, not getting clients
- Be the expert in your field
- Set up policies and procedures and follow them
- Join a mastermind group
- Include a call to action in your email signature
- Create systems for consistency
- Tell everyone what you do
- Use client success stories when you can
- Vary your marketing activities
- Focus on benefits
- Keep an idea file so you stay focused on task at hand
- Build your ezine list
- Practice closing the sale
- Know your Unique Selling Proposition (USP)
- Figure out when you want to work and set your business up around those times
- Use simple language
- Check in with past clients and prospects
- Know when to let a client go
- Use a tagline
- Follow-up with prospects within 24 hours
- Speak at events
- Participate in social networking sites
- Have a rate sheet
- Have a compelling elevator speech
- Get rid of the “negative nellies” in your life
- Schedule important marketing tasks
- Know where your best clients come from
- Know your WHY for doing what you do
- Use your own products and services
- Have a call to action on your business card
- Be and stay authentic
- Create incentives for referrals
- Send out an ezine
- Offer a free report/gift
- Market online AND offline
- Create a business vision which pulls you forward
- Value your clients
- Market to a specific niche
- Package what you know
- Implement something daily
- Focus on high payoff activities and do those first
- Be original in your offerings
- Keep things simple to avoid confusing prospects & clients
- Provide solutions to problems
- Offer more than one program
- Know what makes you different from everyone else