How to Get Clients?

By Earl Sanjay





4 Types To Get Clients

1. **Warm Outreach**
2. **Posting Free Content**
3. **Cold Outreach**
4. **Run Paid Ads**





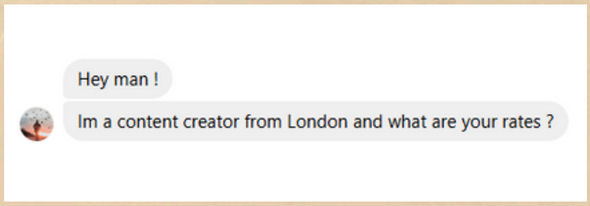
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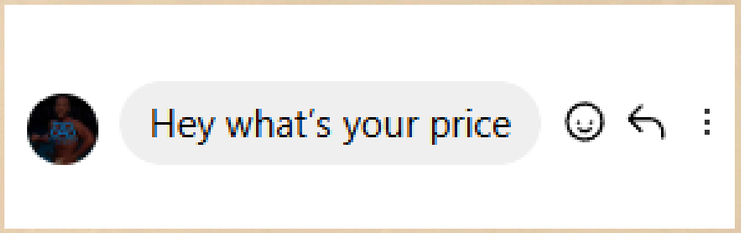
Warm Outreach

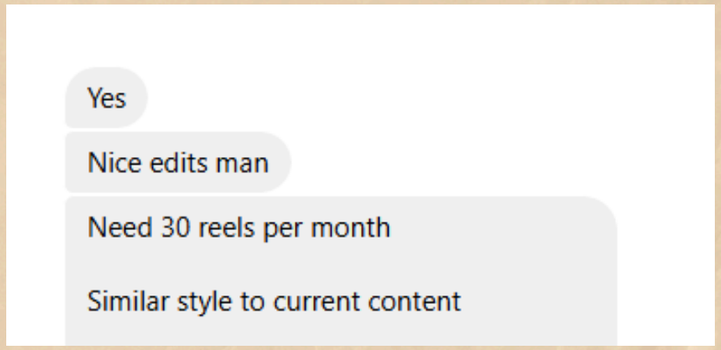
Description: This method involves reaching out to people who are already familiar with you or your business. It could be past clients, personal contacts, or connections through social networks.

Details: Warm outreach relies on leveraging existing relationships to make a connection. These prospects are usually more receptive because they already trust you.

Example: If you're a freelance graphic designer, you might reach out to your previous clients to offer them new design services or ask them for referrals. You could also contact colleagues or acquaintances who might need your services or know someone who does.





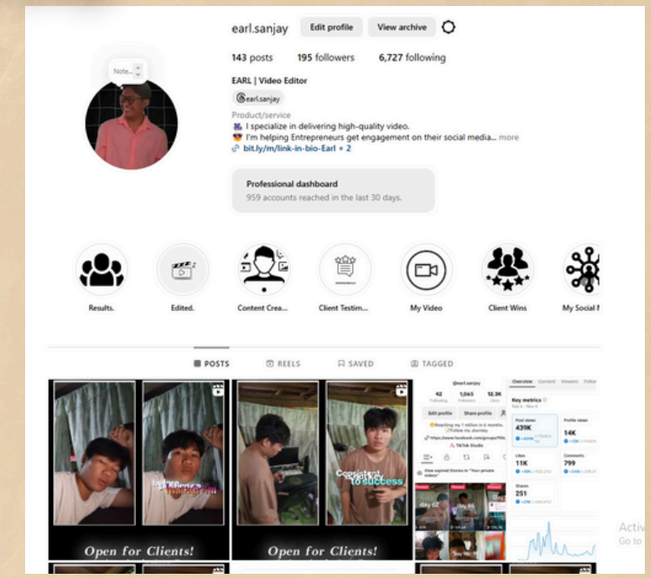




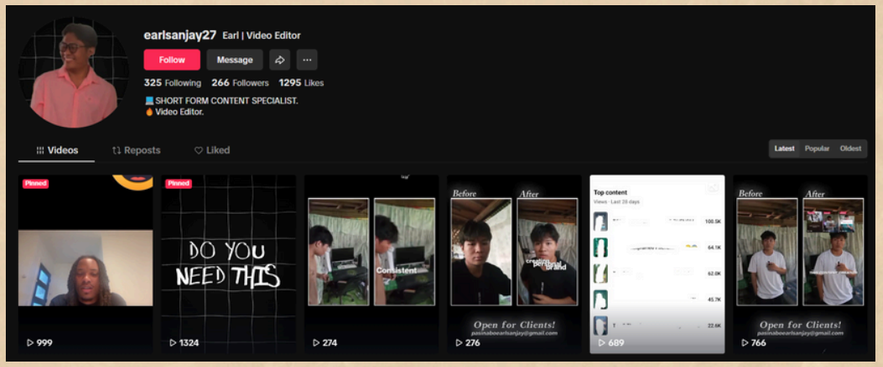
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Posting Free Content

Description: This strategy involves creating and sharing valuable content for free across different platforms. The goal is to attract potential clients by showcasing your expertise.



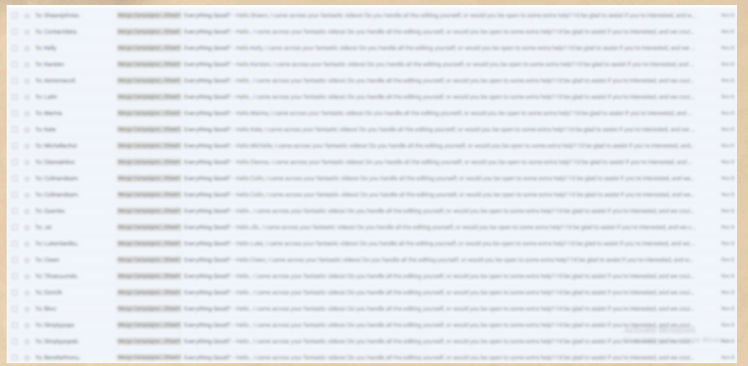
Details: By providing valuable information without asking for anything in return, you build trust and authority in your niche. This content can take various forms such as blog posts, videos, infographics, or social media posts.

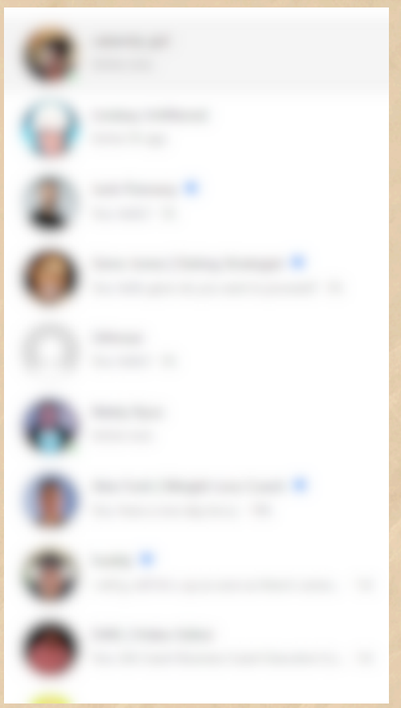


Example: As a freelance writer, you could start a blog or contribute guest posts to popular industry websites. Sharing your insights on writing, marketing, or industry trends can attract clients who are impressed by your knowledge and writing style.



4 Types To Get Clients





Cold Outreach

Description: This method involves contacting people you don't know to introduce them to your product or service. It requires a strategic and personalized approach to capture their interest.

Details: Cold outreach can be done through emails, social media messages, or even cold calls. The key is to make your message personalized and relevant to the recipient to increase the chances of a positive response.

Example: If you're a freelance video editor, you could research companies with outdated or poorly edited videos and send them a personalized email highlighting how you can improve their video content. Include specific suggestions or a free audit or free edit to capture their interest.



4 Types To Get Clients

Running Paid Ads

Description: This involves using paid advertising campaigns to reach a broader audience and generate leads. Paid ads can be highly targeted, ensuring your message reaches the right people.

Details: Platforms like Google Ads, Facebook Ads, or LinkedIn Ads allow you to create campaigns that target specific demographics, interests, and behaviors. Testing and optimizing ad copy and visuals are crucial for effective paid advertising.

Example: If you're a freelance marketer, you could run a Facebook ad campaign targeting small business owners. By offering a free consultation or a discount for your services, you can attract leads who are likely to convert into paying clients.





We need to **acquire a lot of leads** to *increase the percentage* of obtaining potential clients.

What are Leads?

Leads are potential clients or customers who have shown interest in your product or service. They are individuals or businesses that might eventually make a purchase or engage with your offerings.





Why should we get leads?

Leads are crucial for the growth of any business. They represent opportunities to expand your customer base, increase sales, and build lasting relationships with clients. Effective lead generation helps maintain a steady flow of new business and ensures the sustainability of your enterprise.

Why are we getting leads?

We gather leads to identify potential customers who are interested in our products or services. This helps focus marketing and sales efforts on individuals who are more likely to convert, saving time and resources.





What are the benefits of getting leads?

1. **Increased Sales:** More leads mean more opportunities for sales.

2. **Targeted Marketing:** Knowing your leads helps you tailor your marketing strategies to their needs and preferences.

3. **Business Growth:** Leads can turn into loyal customers, driving long-term growth and success.

4. **Cost Efficiency:** Targeting interested individuals reduces wasted efforts on uninterested audiences.





How to get leads?

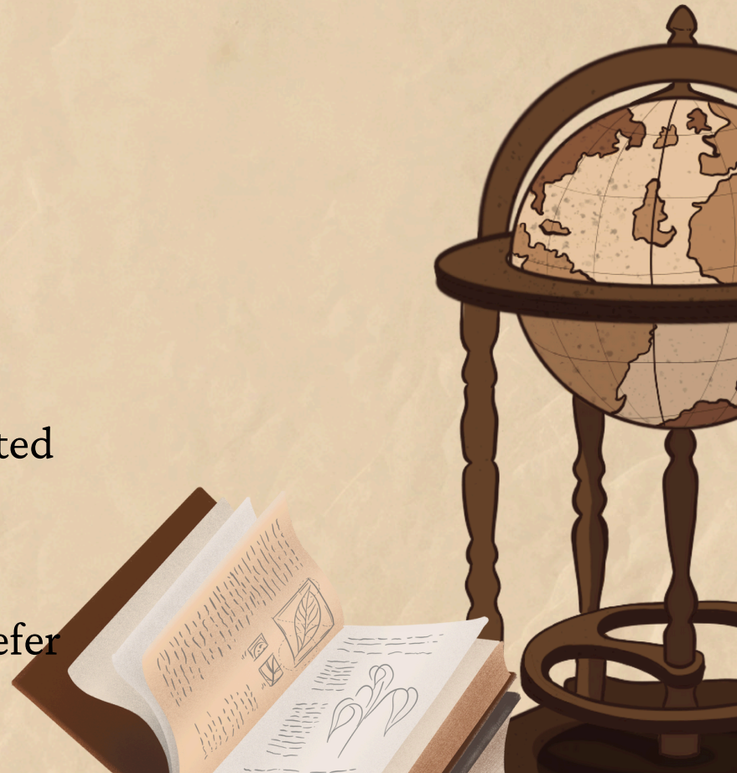
1. **Content Marketing:** Create valuable content like blog posts, videos, and eBooks to attract potential clients.

2. **Social Media Marketing:** Engage with your audience on social media platforms to generate interest and inquiries.

3. **Email Marketing:** Use platforms like Google Ads or Facebook Ads to reach a broader audience.

4. **Paid Advertising:** Targeting interested individuals reduces wasted efforts on uninterested audiences.

5. **Networking and Referrals:** Leverage your network and encourage satisfied clients to refer others to your business.





2 Types of Leads

1. **Inbound Leads**
2. **Outbound Leads**





2 Types of Leads

Inbound Leads

Description: Inbound leads come to you because they are already interested in your product or service. They find you through your marketing efforts, such as content marketing, SEO, social media, and other forms of organic outreach.

How They Find You: They might discover your business through blog posts, videos, social media posts, or search engine results.

Example: Imagine you're a freelance graphic designer with a blog that provides tips on design. Someone searching for design advice finds your blog, reads your content, and then decides to reach out to you for your services.





2 Types of Leads

Outbound Leads

Description: Outbound leads are generated through proactive efforts by reaching out to potential clients who may not yet be aware of your business. This includes methods like cold calling, cold emailing, direct message, and direct mail.

How They Find You: You actively seek these leads by researching potential clients and reaching out to them directly

Example: If you're a freelance video editor, you might find businesses with outdated or poorly edited videos and contact them directly, offering your services to enhance and improve their content.





So you already know where and **how to find clients.**

The problem is: how do you message them on your first outreach? Here's the formula I use. ***(ACA Method)***

3 Formula For Outreach

1. **A - Acknowledge**
2. **C - Compliment**
3. **A - Ask**





Example

Target Client: Fitness Coach

Hi [Fitness Coach's Name],

Acknowledge: I hope this message finds you well. I came across your fitness coaching profile and was impressed by your commitment to helping people achieve their health and fitness goals.

Complement: Your innovative workout routines and motivational tips are inspiring! It's clear that you have a genuine passion for fitness and a unique approach that resonates with your clients. The transformations you've facilitated are truly remarkable.

Ask: I'd love to discuss how we can collaborate to take your business to the next level. Would you be open to a brief call next week to explore some ideas on how to reach even more clients and amplify your impact?




Thank You