



BUSINESS GUIDE

14 ways to get **NEW CLIENTS**

...instantly





Dear small business owner,

When we talk to our client the number one thing they want in their businesses is more clients.

And that's exactly what every business should desire BUT the road to new clients might sometimes be rather rocky (especially if you don't know where to look).

That's why we've put together this cheat sheet of all the ways you can get more clients and you can start getting them right away.

Happy hunting!

West Digital team



What

1

cold calling

2

**clients via
content**

How

Probably the oldest method of getting new clients. If you truly believe you have a product or service that can help - you might be on a right track and win.

Before you start cold calling it'll be wise to get some training in first. We'll recommend to read all of Tom Hopkins books about selling.

When you write or record a content that your client will find helpful you'll be on a way to be their best source of advice which will lead to business relationship. You have to remember that the content has to good and answer their questions or pain points.

The common medium for content at the moment are :

- blog posts
- videos (YouTube or else)
- podcasts
- newsletters

What

3

**messeging
facebook
pages**

4

kickstarter

How

We all know Facebook is a great platform to get new clients. Not many know that one of the best ways to get the client is to directly message business pages. So what you want to do is to find pages that could potentially be your clients and message them with an irresistible offer that would resonate with them and the chances are they will respond positively and become your client.

Kickstarter is a platform for crowdfunding projects ,and it turns out it's an excellent place to meet your potential clients. What you want to do is to find projects that will end soon that fit your service or product, the projects your company can be a help and email the project owners.

What

5

influencers

6

**push
notifications**

How

Influencers are a hot subject, and rightly so. When you find the right person who can promote your business you might get clients overnight. You don't have to get super popular influencers just someone who will have connections with people that you want to get to.

Push notifications are an excellent way to build your lead base without spending any money. They are basically opt-in bars that pop up on your website and ask visitors to subscribe to your list. Once subscribed, you can send desktop or mobile notifications with image and text to your list without spending a penny on it.

What

11

referrals

12

affiliates

How

The ultimate way to get new clients is to get referrals from your existing clients. Clients coming from the referrals are the most valuable type of leads you can get for your business because you've been referred by a happy client who has worked with you before. A post purchase referral system should be your main focus once the transaction is completed.

Affiliates are everywhere, you just have to know where to look. Look at your industry and all the other companies that sell in your target market but the companies that you don't have direct conflict, that are not your direct competition. It's a win-win situation for both parties.

What

7

local shop display

8

facebook groups

How

You know that local shop that you go to every morning? Same shop can be an excellent way to get new leads for your business. Talk to the owner and ask if you can leave your business cards, leaflets, or posters and there are high chances some shop clients will be interested in your product or service.

Facebook's groups are changing and evolving, but what doesn't change is how easily you can find your ideal client. What you want to do is to join groups that are relevant to your target market and participate in conversations, start new conversation, add value and then connect with potential clients.

What

9

**run
challenges**

10

**creating
facebook
group**

How

Challenges are a new thing just now and look like they are here to stay. By creating a challenge for your potential clients, you schedule a few actionable tasks for them over the course of a few days, assign homework, and check progress. The best way to start a challenge is to do it within a Facebook group where comments and sharing achievements is easy.

Creating and moderating a Facebook group is one of the fastest ways to get new clients. What you want to do is to create a highly relevant group that resonates with your target market, be as active as possible and encourage members to participate. The more participation, the quicker your group will grow.

What

13

**email
campaigns**

14

posters

How

Email. Dark Horse in the race to get to your people's devices. If done properly, email can be the best marketing tool to generate leads as well as a way to nurture clients. Do you know that the first thing people do in the morning is to check their email inbox...

A good ol marketing tactic is to hang posters in popular places where your prospective client can see them and hopefully take action. We might spend a lot of time in front of the screens, but we still have to walk places. Remember to ask for a specific action in your poster's advertising copy, otherwise You will never know was this campaign worth doing.