

3 Client-Getting Strategies Without Being Salesy

“Your true worth is determined by how much more you give in value than you take in payment.”

Bob Burg, Go-Giver

Before anything else, let's start by making sure you have the right foundation in place.

Have you chosen a skill to offer?

Have you identified your ideal clients?

Have you researched your ideal client's biggest problem?

Do you already know the result you can give them?

Have you filled out the 'OFFER' template?

Make sure that you have all of this ready to go before you do any outreach.

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Action Steps:

Answer the following questions to get yourself ready before you reach out.

Who's your ideal client?

What specific market are they in?
(weight loss, financial, relationships, etc...)

What tangible results are you offering?
(more leads, more sales, more clients, more time)

Answer the simple but challenging question, “*What do you do?*” by using the template below.

*I help [ideal client], [their problem] or
[what they want based on their problem] by [your solution].*

Strategy #1:

The Reach-Out

No matter who you are, you probably have contacts that could be good sources of referrals.

And honestly, it'd be crazy NOT to leverage this when you already have the connections.

Now before you say...

"Arrrgh! Ayoko manguhit sa mga kakilala ko!"

You won't have to.

Because you don't have to convince them or even tell them to get your service.

All you have to do is ask them if they know someone whom they think NEEDS your service and ask to do you an intro.

So here's a quick list of people you may already know but not asking a referral from:

Friends and Family — They already know, like, and trust you.

Business Owners — This is a gold mine especially if they also sell to other businesses.

Sales People — Same thing. Some of them sell to businesses as well.

Other service providers just like you — This is self-explanatory.

Former colleagues — Think of that colleague you had who always seem to know someone.

FB/LinkedIn Connections/Email contacts/phone contacts — Duh!

Community/Government Leaders — Local non-profits are a good target. I once did a talk about email marketing in front of 50 local businesses and I didn't spend a cent because they arranged everything.

Your 'virtual' competitors — You already know I don't really worry about so-called 'competition' and this is one of the reasons why. You see, if you know someone offering the same service you have who are getting a lot of business, chances are, they turn down projects that are too small or not the right fit. And your job is to be his/her go-to guy when they are swamped with work.

That's it for starters.

To be honest, that's already a lot of people to choose from.

So all you have to do on a WEEKLY basis is to reach out to 20 PEOPLE from YOUR NETWORK.

A consistent 4 reach-outs a day.

That's it.

Sure, you could go gung-ho and reach out to as many people as you want but for this task, all you need is to reach out to at least 4.

You can do this via email, PM or even text message.

And frankly, the medium doesn't matter.

What's important is you take this chance to reach out.

Action Steps:

Follow the templates below to craft your message...

For people you've stayed in regular contact with:

NAME, quick question...

Do you know someone in the [**INSERT TARGET MARKET**]?

You see... I'm taking my business in a new direction and I'm planning to [**INSERT YOUR OFFER**] and was wondering if you know someone who could use my help.

For folks who you stayed in semi-regular contact with:

Hey [**NAME**], what's up?

I'm launching a new business/taking a new direction in my business.

[**INSERT YOUR OFFER**]

And was wondering if you know someone who may need such help.

If they receive a reply that's not so interested, you can follow-up with this message

Oh, and I'm also offering a 10% commission for every referral made so in case you know someone, let me know. :-)

If it's been a while since you contacted them:

Hey [**NAME**],

It's been a while since we connected so I just wanted to reach out and see how things are going.

How's [**Ask them about other things to establish some common ground and to let them know you're not out there to spam people**]?

Anyway, I recently went freelance and now [**INSERT YOUR OFFER**]. I know... It's huge jump from what I was doing before.

Would love to catch up.

John

Strategy #2:

Prospecting

In this strategy, the goal is to connect **CONNECT** to at least 10 people in your target market.

When I first started this, I was doing cold emails.

I was sending out cold emails and for every one that'll respond to my email, I put them inside a spreadsheet.

And every day I had to send 20+ cold emails to folks who may need my services.

Then I began using Facebook.

And to be honest, it was waaaaay easier to do it on social media.

Every day I just had to add at least 20 people (*don't try to go over 10 for now or FB will block your account*).

And when they add me back, I send them this message...

"Hey [**NAME**], thanks for adding me back."

Or

"Hey [**NAME**], glad to connect."

*Note: Before you add anyone as a friend, make sure that you've liked, or commented on any of their recent post. Or stay on their radar (*provide value in FB/LinkedIn groups they're in*). All this so you're not coming in as a complete stranger.

If they replied or seen my message and just chose to ignore it, I send them this message:

"By the way, I saw you [**insert group you saw them in**] and would love to know more about what you do."

"By the way, I saw your post inside the group about [**insert what the post is about**] and would love to know what you do."

"By the way, I saw your comment inside the group about [**insert what the comment is about**] and would love to know what you do."

Now you don't have to use the exact message as I have above, but the point is to get them to open up and talk about themselves.

Be genuinely interested about them and their business and keep asking questions.

Because once you've done that, they would then ask you the 'magic' question...

"How about you, what do you do?"

And if on the off chance that they don't...

All you have to do is say something along these lines...

"That's awesome!"

"By the way, can I ask you for advice?"

Or...

"Can I ask you a quick question?"

At this point, if you've done your part and NOT talk about yourself, they'll pretty much say 'YES'.

And that's the time that you want to ask them the Single Most Important Question which I've learned from Ryan Levesque and his mentor Glenn Livingston.

"When it comes to [**results they are trying to achieve**], what's your single biggest challenge?"

This is how you gain a semi-third eye about your market's pain points.

Of course, don't forget to ask WHY it's a problem or a struggle.

And if it doesn't end up with you booking a call...

DON'T FORCE IT.

You want this conversation to be as natural as possible.

Your goal is not for them to ask you what you do.

What's important is you get to find out what their PROBLEM is - for them to be able to share what they do and what their struggles are.

That's it.

Once you got their problem OUT, you can stop the conversation and it would still be a win.

You can simply do the same thing I did on the cold email example in Lesson number three.

Now if you're wondering how powerful this is, I just had a coaching client do this and after doing 254 requests on LinkedIn, he got 20 booked calls and TWO new paying clients.

That's only 25 days of adding 10 prospects consistently.

And over \$5k in ROI.

Not bad for spending at least 1 hour a day connecting don't you think?

And that's the REAL secret here.

CONSISTENCY.

Worked for my students.

Worked for my coaching client.

Worked for me.

So my challenge to you is...

Will you be consistent enough to make it work for you for the sake of your freelance business?

Consider This:

Get clarity on the single most important question you'll ask your would-be clients:

"When it comes to [**results they are trying to achieve**], what's your single biggest challenge?"

Strategy #3:

Cold Email Version 1 (Interview Email)

Remember how you can ask your prospects on FB and LinkedIn what their business is about and then lead that to a call?

You can do the same via cold email using this template:

Subject: **[name], love your[insert anything you can praise for context].**

Subject: **Can I ask you 3 questions? [you can ask 1 or 3 depends on you. I usually ask just 2] Love your [insert what you love about their business]**

Hey **[NAME],**

My name is **[your name]** and I'm trying to get some insight on how I could better help **[insert your offer],** and I was wondering if you could take a second to answer a few quick questions:

[Ask questions that'd make them think if they're doing things right in their business. Preferably something you can help with]

I know you'll find this email a bit surprising but I really appreciate your time and want to say again that I love your **[whatever I mentioned on the subject line]**

Talk soon,

Now if they DO reply with their answers, you can reply with this:

Thanks for the answers, [**NAME**]...

I really do appreciate it.

Anyway, as soon as I get this research done, I'll get back to you with some ideas that I think could [**insert the results you know your prospective client wants based on their answers from your previous email**]

I think you'll like it.

I'll send it over next week as my way of saying thanks for giving me the information I need for my survey.

Thanks again,

This will get them anticipating your next email.

And if you notice, I'm not selling anything.

I'm trying to build a relationship.

Which is why you'd want to have a spreadsheet to keep track of the ones you'd sent an email to, send the second email to, and the ones primed for follow-up.

Simple.

No drama.

No fuss.

