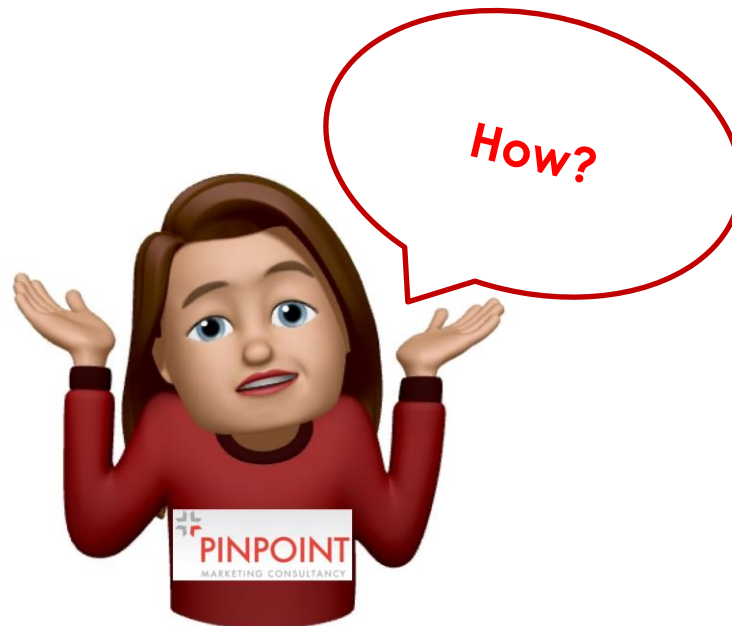
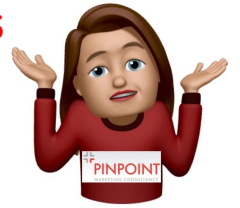


Identifying effective solutions for all your marketing needs

Using your network to get to your clients!

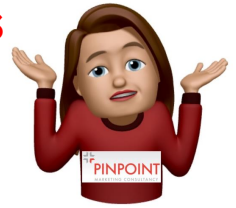


How to find and gain new clients



How can you make the rest of 2021 and beyond a good year with new business and new referrals?

1. By getting to know your ideal client and how to find them?
2. Learning how to gain new business from them?
3. Understanding how to use Athena to refer and receive referrals?



Getting to know your ideal client?

• It sounds simple but walk in their shoes, empathise, understand their pain points and get to know them. Ask yourself these questions about them and jot down the answers. For example:

- What brands do they like?
- Where do they socialise?
- Are they married, single, divorced?
- Do they have children?
- Where do they live?
- What do they do for a living?
- What market or sector do they work in/target?
- How old are they?
- What values do they have – ethics, health, wealth, culture
- What is stressing them out or upsetting them whether it be work or business or finance, health, personal or family related?



Getting to know your ideal client?

- You can name them – mine are Jane and John
- You can get some paper and add these questions/categories into a table or boxes
- Or create a mindmap
- Or write up headings and bullet points **I will share via a handout an example of this for you to do**
- You could draw them
- You could create a vision board around them

Whatever creative way suits your brain



How to find your ideal client?

- So now you know you are looking for Jane, a 45 year old married working Mum, married to Steve from Buckinghamshire, who is a self employed accountant with a love of Amazon, Apple and Hello Fresh and in normal times, dines out with friends at the weekend, walks the dog a lot and enjoys wine and movies, but stresses out about the deteriorating environment and her children's future education, what next?
- Why do this exercise?

The more you know about Jane, the easier it will be to determine what to say to her in your marketing that will resonate with her and also when, where and how to market to her so she sees it and engages! ...

And when you know what her pain points are, you can provide the solution with your product or service ...

That put simply, is what marketing is!



Identifying effective solutions for all your marketing needs

How to gain new business from your ideal client?

- In general, how can you market to these ideal clients?
 - Look at all the marketing channels available – social media, websites, SEO and PPC, advertising, PR, networking, email marketing, direct mail
 - Which of these channels do you currently use?
 - Where do most of your leads come from at the moment?
 - Use engaging CTA's in your messaging
- **TOP TIP** – remember that once you made initial contact or had an initial enquiry, this is where it all starts, not ends!
Get to know the client (no hard selling!), start to build a relationship, nurture this relationship, keep in touch (without bombarding them and as long as you have permission) and follow up/measure any activity and interaction. Then amend and go again ...



How to use Athena for receiving referrals?

- In Athena terms, how can you market yourself to ideal clients?
 - Look at your monthly minute. Does it say what you do and what are the benefits of what you do. Not just the features. feature is book keeping vs benefit of book keeping that saves you money by not overspending unnecessarily
 - Does your minute include a clear CTA?
 - It is ok to be upfront and ask for referrals
 - Make sure you have 1 to 1's with everyone in your group. Getting to know them and their expertise will make referring easier and more likely
 - Visit other groups in the region or use Pass+ and widen your network of potential – **people know people**
 - Be clear in your minutes, posts and 1 to 1's what you do, how you do it and who/what you are looking for – **never say anyone or everyone!**
 - Join in on the Facebook and LinkedIn groups. Get your name out there, respond to requests for help or where intros/advice is needed. Be seen as someone who wants to help, if you can

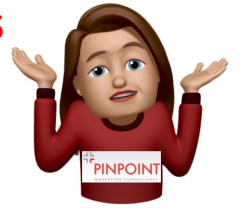


Identifying effective solutions for all your marketing needs

How to use Athena for giving referrals? (don't just take, but give back)

- In Athena terms, how can you market/refer others to their ideal clients?
 - Listen (and take notes) to their minutes – **what are they asking for?**
 - Use the attendance sheets to take notes and reflect on during and after the meeting
 - Listen to Lets Talk Business – **just as important as the minutes!**
 - Keep notes to hand so you can easily refer back to them when you are having meetings or calls where opportunities arise - **your opportunity radar should always be on**
 - Collaborate – form alliances with other members that are associated or connected with your business for mutual referrals and leads – **eg** financial advisors with mortgage brokers and solicitors. Provide an all in solution for the client with minimal hassle/repetition of needs for them
 - Share, like and comment on other's posts – only if you agree with the content, as it's **important to be authentic**

How to find and gain new clients



Homework!

Work through your ideal client via the handout and feel free to contact me after to look through it or answer any questions!