Client Attraction Mind Map

Efficiently Attracting and Retaining Plenty of Clients

1) Attracting New Prospects
- Generating Referrals
  - Gift Certificate
  - Asking
  - Rewarding
- Press/Media Coverage
- Joint Ventures
  - Teleclasses & Webinars
  - Bonuses
  - Guest Blogging
- Open House or Tour, Free Event
- Networking Events & Groups
- Presentations/Speaking
  - Live Events
  - Online Events
- Social Media
  - YouTube
  - Blog
  - LinkedIn
  - FaceBook
  - Twitter
- Advertising
- Organic SEO
- Web Page
  - Free Gifts
  - Conversion
  - Tracking

2) Building Relationships with Prospects & Resources
- Free Events
  - Online
  - Offline
- Free Resources
  - Downloads
- Success Stories
  - Case Studies
  - Testimonials
  - Social Proof
- Birthday Cards
- Ask What They Need
  - Pain
  - Goals
  - Phone
  - Survey
- Email Marketing
  - Autoresponder
  - Newsletter
- Contact Management Systems

3) Invite to Initial Consultations or Events
- Email & Phone Invitations
- Calendar of Available Slots
  - Online Scheduler
- Introductory Events
  - Online
  - Offline
- Compelling Value
- Numbers Game
- One-to-One Consultations
  - Face to Face
  - Phone

4) Enroll Paid Clients (Sales)
- Powerful Initial Consultation or Event
  - Follow-up
  - Ask for the Business
    - Handle Common Objections
  - Connect and Relate
  - Pre-Meeting Client Preparation
- Track Conversions
- Compelling Offer
  - Scarcity & Urgency
  - Emphasize Value, Not Process
  - Bonuses
  - Follow a Proven System

5) Retention & Repeat Business
- Advanced Level & Continuity
- Meet Their Needs at Each New Level
- Programs & Packages
- Celebration
- Feedback & Evaluation
- Appreciation & Acknowledgment
- Provide Unexpected Value