



“How to Attract All the Clients You Need”

By Fabienne Fredrickson, The Client Attraction mentor, www.ClientAttraction.com

1. **Make Client Attraction a Priority:** Figure out what is clogging your day. As a small business owner, you probably work longer hours than just nine to five. During the business day, you should be working with clients and working on client attraction. Anything else can be done outside of the nine to five workday. Stay focused on each day with a “daily breakout,” which is a fairly rigid schedule of activities. Devote one full day per week to marketing and client attraction.
2. **Focus on Their Results and Your Advantages:** Clients are not interested in processes or labels; they want to know “What’s in it for me?” Get specific about benefits, results and the problems you solve. Focus on the motivators: Making money, saving money, saving time, and avoiding effort. Know who your direct and indirect competitors are and what sets you apart.
3. **Craft Your Ideal Client Profile:** Focus on a target market and on something only you can provide. Determine what size and type of company you want to work with. Figure out the common denominators of your best clients and then intensely research your target market. Ask your best clients what they struggle with and would have paid anything to fix before working with you. Then find out where they “hang out,” so you know where you need to be.
4. **Construct Your Compelling Marketing Message:** Come up with a “claim” that will solve your ideal clients’ problems. Memorize a ten to thirty second elevator speech that explains what you do and gets prospects to say, “Wow!” Here is a proven formula: “I work with (ideal client profile) who struggle with (client challenges) and would like to (results and benefits). What separates my business from (competitors) is (unique selling proposition) and because of this, clients receive/experience (motivators). Would you like to know more?”
5. **Package What You Know, Offer & Charge:** Create your own proprietary system or program and label it. Rather than offering one session at a time, sell packages and give clients options.
6. **Get Clients to Call You with PULL Marketing Materials:** No cold calling! Put PULL marketing questions that your ideal client will say yes to on your business card and website. Use marketing driven testimonials to do the selling for you. Spend time developing a website that draws clients in. Consider including an audio welcome message. Finally, create an e-newsletter that adds value and builds trust.
7. **Get Out there in a Big Way!:** Write a letter of introduction or an update letter to let everyone you know learn what you do. Make coffee dates with your centers of influence and team up with strategic alliances. Rub elbows with ideal clients



and get out there by speaking.

8. **Create Your Marketing Pie:** “Fish where the fish are.” Each slice of your pie should be a way to find your ideal clients inexpensively. Attending networking events, public speaking and sending out e-newsletters are examples.
9. **Become a Master of Closing the Sale:** Set up a “get acquainted session” with potential clients. Prepare your prospects for the close by letting them know about you, your services and your results ahead of time. Master the art of “the soft close” by asking questions about what prospects would like to see happening and if they were to work with you, when they would ideally like to get started. Ask two key questions that will close the sale without making you feel pushy.
10. **Implement Systems for Consistent Action & Results (Put your marketing on autopilot):** Eliminate “feast or famine” by being systematic about client attraction. Look at your marketing pie and make those pieces consistent and automated.

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Congratulations! After implementing these simple strategies, you too will attract all the clients you need, quickly and consistently.

Enjoy!



Happy Client Attraction and big hugs to you, ☺

A handwritten signature in black ink that reads "Fabienne".

Fabienne Fredrickson
The Client Attraction mentor

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