



*Let us be a part of your success story!*

## **How To Get Clients And Keep Them**



*marketing solutions to evolve your business*

*evolution consulting group, inc.*

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## Get a Client

### 1. Ask for Referrals

*Action Steps/Ideas/Resources: Do your Discovery work in the Success! Groups workbook so that you know exactly what you are looking for and who you can help.*

### 2. Networking

*Action Steps/Ideas/Resources:*

*Research organizations, events by topic and/or by target audience that is relevant to your business. Develop a calendar and determine based on your budget, time and opportunities to connect with people that can either be potential clients or help you with your business. Set a goal of going to a few events per quarter and establish goals of who you'd like to meet and what you'd like the outcome to be. Be prepared, open-minded, listen and be willing to exchange information, resources, ideas and contacts. You never know who you'll meet and/or out the connection will bear fruit or when. Have cards w/ you and present yourself if the best, most authentic light. Follow-up w/ the people you meet and maintain contact.*

### 3. Charity Auctions/Community Events

*Action Steps/Ideas/Resources: Identify charities or organizations with which you have you have a connection, personal interest and your desire to support. Provide your services as an auction item to gain exposure to new clients. Present your business/service in the best possible light. It can lead to new business and also awareness while generating good will and community exposure at a relatively low cost and it's tax deductible. With the holiday coming up, it's a great time to be charitable, promote your business. Offer gift cards to your services and promote as a holiday gift*

### 4. Cross Promotions

*Action Steps/Ideas/Resources: Make a List of who else serves your target market. Identify potential strategic alliances and relevant partners who would be willing to cross-promote your business/service. Determine ways to promote each other and or share resources perhaps it's point of purchase/sale placement of your marketing materials or inclusion in bags, link on Web site and/or shared promotional offer. It should be relevant and compelling. It's good low-cost ways to leverage relationships to attract new clients.*

### 5. Press Releases

*Action Steps/Ideas/Resources: Determine what's unique and newsworthy about your business. Draft a release and a list of media contacts who would be interested in your release. Publicity Insider, Publicity Hound, Peter Shankman's lead list are great resources for DIY PR and finding out what reporters are seeking interviewees.*

## **6. Radio Interviews**

*Action Steps/Ideas/Resources: Email to local list serves (Creativity Network, HEA, WiseWomenWeb, Energy Therapy Network) asking about internet radio shows. Radio Shows are always seeking guests. Develop a list of topics on which you can speak and be interviewed and draft a list of shows to approach. Contact the producer and pitch them on interviewing you. Prepare and make sure to let them know you are available for other topics. Use as oppty to promote what you do in a way that's informative, valuable, useful, interesting and relevant to the listeners. Hay House Radio.*

## **7. Social Networking**

*Action Steps/Ideas/Resources: Explore MySpace, Facebook and Twitter to determine whether it's relevant for your business, establish a profile but understand how to best position your business before posting a profile. Explore what other existing communities are out there that might be relevant. Ning - it's a great, inexpensive way to promote your business. Note: it can be time consuming to monitor, post and manage your presence. It can be a great way of online networking and making great connections and attracting new clients.*

## **8. Email Marketing**

*Action Steps/Ideas/Resources: Determine what you want to market and how. Newsletters and special promotions are items to send out via email. Determine frequency and develop a list of people to send your email. Be mindful of spamming people. Always include an opt-out option that's easy for people to unsubscribe. Make sure it's relevant and visually compelling for the target audience. Use services like Constant Contact, iContact.*

## **9. Email Signature File**

*Action Steps/Ideas/Resources: Use your signature in your email system to promote your business, new product, service, discount, recognition, award, etc. You send out tons of email utilize them to promote your business.*

## **10. Blogs**

*Action Steps/Ideas/Resources: Develop content that you'd like to discuss and explore blogging resources, WordPress, TypePad and Blogger. Determine how frequently you can blow and include relevant keywords so that search engines will pick it up. Promote it on your Web site, email. Encourage clients to check it and use it as means to communicate frequently w/ your target audience.*

## Keep A Client

### 1. Client Referral Program

*Action Steps/Resources: Develop one and promote it to clients, Include an incentive for clients referring new clients. Make sure to have a system in place to accurately track referrals and make sure to reward your top referrers accordingly. Give discounts or a freebie, special gift or something that is valuable to clients to make sure the program is valuable enough that people will refer new clients.*

### 2. VIP Events, Rewards

*Action Steps/Ideas/Resources: Create VIP programs and rewards for frequent purchases or your VIP clients. Reward them w/ something that will be of value whether it's a discount, a freebie or special gift. Think of some special items to acknowledge you special clients such as an event, a cocktail reception, etc.*

### 3. Thank you notes

*Action Steps/Ideas/Resources: Send thank you notes to clients after they've had service w/ you. Make them feel special by doing a handwritten note if possible which is more personal. If not, at least send a thank you email or make a thank you phone call to express gratitude and create a good impression w/ the client. It's an opportunity to follow-up on the service or product and better establish a relationship w/ the client.*

### 4. Surveys

*Action Steps/Ideas/Resources: Conduct surveys to get a better sense of what you client's are thinking, what their needs are and whether or not there are opportunities to grow your business. It's a good way to keep in touch w/ your customer base. Do an online survey or an actual postcard. You can offer clients incentives to complete surveys such as discounts, freebies, or an entry into a raffle. You can do a formal survey or informal one where you approach your best or most frequent clients. Online survey sites [surveymonkey.com](http://surveymonkey.com), [zoomerang.com](http://zoomerang.com)*

### 5. Invoices

*Action Steps/Ideas/Resources: Utilize your invoices to promote new products or services, discounts, special promotions. Great inexpensive marketing tool if you send out frequent invoices, service bills, etc.*

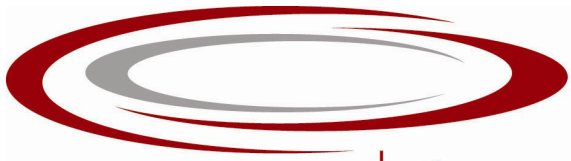
### 6. Phone hold messaging

*Action Steps/Ideas/Resources: Utilize phone messaging to promote special offers, discounts, new products, services. It's a great way to build traffic, sales and new clients if you have a lot of phone calls. [Muzak.com](http://Muzak.com), [easyonhold.com](http://easyonhold.com), [ringcentral.com](http://ringcentral.com)*

**7. Appeal to your customer's senses, as applicable (Sight, touch, taste, smell, hearing)**  
*Action Steps/Ideas/Resources: Create packages that are multisensory and unique. Use as an opportunity to showcase a variety of treatments to create a stellar experience for your clients. Examples, sweet tooth create a treatment w/ various chocolate elements, chocolate scented oil and/lotion, velvet blanket, chocolate candy, chai tea or hot chocolate drink, low soothing light, candles. Create an experience that is tantalizing.*

**8. Reactivating Inactive Clients**

*Action Steps/Ideas/Resources: Make a list of clients who haven't made a purchase or come in for a service in several months. Call them, email them or send them a direct mail piece offer a small incentive if they schedule a service or make purchase within a certain time period. Find out why they haven't come in.*



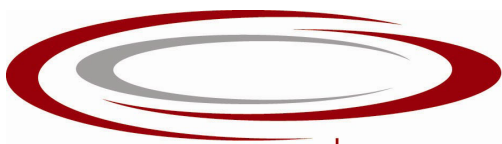
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## **Savvy Marketing Strategies on a Shoestring:**

1. Ask for referrals
2. Word-of-mouth
3. Networking
4. Email signature file
5. Email marketing
6. Newsletters
7. Client referral program
8. Gift certificates
9. Discounts
10. Client testimonials
11. Ad keywords
12. Cross-promotions w/ Strategic Alliances, Partners, Vendors
13. Press releases
14. Writing articles
15. Speaking opportunities
16. Social Networking
17. Branding your business
18. Tip sheets
19. Radio interviews
20. Online customer surveys
21. Charity auctions, community events
22. Blogs
23. Car wraps
24. Leverage your staff
25. Invoices
26. Thank you notes
27. Personalization, customized offers
28. Reactivating inactive clients
29. VIP programs for your best clients
30. Promotional giveaways, samples
31. Customer service to cross-sell, upsell, gain consumer insight
32. Signage
33. Phone hold messaging
34. Appeal to your customer's senses, as applicable (Sight, touch, taste, smell, hearing)
35. Leverage successful ideas, approaches you encounter in the marketplace for your business and make it your own and implement based on your resources.

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### **Small Business Resources List**

#### **Public Relations**

- [www.prweb.com](http://www.prweb.com) – a free press release distribution service
- <http://www.presskit247.com>
- <http://www.marketingideashop.com/documents/UsingtheNetforMarketingandPR.html>
- <http://technoflak.blogspot.com/2005/08/press-release-websites.html>
- <http://www.blackpr.com/>
- <http://www.ideamarketers.com/> - Promote your articles to bring you traffic and profits

#### **Marketing**

- <http://www.campaigner.com/campaigner.htm>
- [theartofselfpromotion.com](http://theartofselfpromotion.com) – get tips from guru of self- promotion tactics.
- [thelistinc.com](http://thelistinc.com) – all kinds of mailing lists.
- [trueadvantage.com](http://trueadvantage.com): sales and prospect lists; fee based
- [wilsonweb.com/webmarket](http://wilsonweb.com/webmarket); links to hundreds of online articles about effective web marketing and how to market a business on the web.
- <http://www.market-your-services.com/>
- <http://www.actionplan.com> - Action Plan Marketing is primarily an educational business, teaching Independent professionals the principles and practices of attracting clients. To this end we have [free services and information](#), [a Marketing Manual](#), a [Web Site Toolkit](#), an [Action Plan Toolkit](#), and [Marketing Action Groups](#).
- <http://www.marketing.org/about.asp> - Home of the BMA (Business Marketing Association)
- <http://www.mplans.com/mc/#> - Marketing Plan software
- <http://marketing.about.com/cs/brandmktg/l/aa072003a.htm>
- <http://www.marketingtips.com/>
- <http://www.mymarketingguide.com/content/section/14/167/>
- <http://www.knowthis.com/>
- <http://www.clicksbucks.com/index.html>
- <http://www.marketingsource.com/>
- <http://www.trendwatching.com/index.htm>
- <http://www.businesstown.com/marketing/lowcost-marketing.asp>
- [http://www.gfolio.com/sales/product\\_pricing.shtml](http://www.gfolio.com/sales/product_pricing.shtml)
- <http://www.businessknowhow.com/bkhmarketing.htm>

#### **Newsletters**

- <http://www.constantcontact.com> – e-newsletter service
- <http://www.verticalresponse.com/>
- <http://www.mailermailer.com/>
- <http://www.newsletterpro.com>
- <http://www.campaignmonitor.com/>

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### **Royalty-Free Image Stock**

- <http://www.comstock.com>
- <http://www.istock.com>
- <http://www.bigstockphoto.com>
- <http://www.photolibary.com>
- <http://www.dreamstime.com/>

### **Survey Services**

- <http://info.zoomerang.com/prodserv/ps.htm> - Online survey services.

### **General Resources**

- <http://www.myownbusiness.org/> - A non-profit web site covering all the basic business disciplines of starting and operating a business.
- <http://www.toolkit.cch.com/tools/tools.asp> - Find ready-to-use business tools to get the job done faster and easier.
- <http://www.microsoft.com/smallbusiness/resources/articles.mspx> - Small business articles and insights.
- <http://www.solo-e.com/> - An online learning and connection community dedicated to the success of lifestyle-inspired solo entrepreneurs worldwide.
- <http://www.businessownersideacafe.com/> - General A lighter approach to offering startup ideas and support for small businesses.
- <http://www.myworktools.com/dept/marketing> - Provides a one-stop shop for every aspect of business, from all kinds of spreadsheets (financial forecasts, budgets, etc.), plans (business, marketing, sales, etc.), people management, presentations, etc.
- <http://www.wholewealth.com> - Provides the best in step-by-step, processes, systems, tools and techniques expressly for entrepreneurs worldwide.
- <http://www.entrepreneur.com/> - One stop shop resource site.
- <http://www.downtownwomensclub.com/dwc/index.php> - An online social network and in-person community designed for smart and sophisticated businesswomen on the go.
- <http://www.minorityprofessionalnetwork.com/>
- <http://www.irs.gov/businesses/small/article/0,,id=99336,00.html>
- [http://www.score.org/small\\_biz\\_power\\_links.html](http://www.score.org/small_biz_power_links.html)
- <http://www.strategic-alliances.org/>
- <http://www.results-exchange.com/html/Links2.html>
- <http://www.typepad.com/>
- <http://www.ahbbo.com/subscribe.html> - A Home Based Business Online – Practical business ideas, opportunities and strategies for the home base entrepreneur.
- <http://www.smartbiz.com/>
- <http://www.powerhomebiz.com/>
- <http://www.washingtonnetworkgroup.com/>
- <http://www.problogger.net/>
- <http://www.bizjournals.com/>
- <http://clearviewpublications.com/index.htm>
- <http://www.allbusiness.com/>
- <http://www.awbc.biz/>
- <http://www.sba.gov/services/training/index.html>
- <http://www.myeasyonlinestore.com/>
- [http://www.cmiregistration.com/user/splash\\_org\\_169.htm](http://www.cmiregistration.com/user/splash_org_169.htm) - The Black Business Source exists to enhance the awareness, development and encouragement of African Americans in business and elsewhere.

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- <http://www.lulu.com/> - a technology company, whose web site is the only place on the web where you can publish, sell and buy any and all things digital — books, music, comics, photographs, movies, etc.
- <http://www.workingsolo.com/>
- <http://www.elance.com/>

### **Women's Resources**

- <http://www.byforandaboutwomen.com/index.htm>- Internet talk radio for, by and about women.
- <http://www.publicityhound.com/>- Shows various way to get free publicity for your business or organization.
- <http://www.wecai.org/>- (Women's Ecommerce Association International) - Networking, business development and leadership opportunities for women on an international scale.
- <http://www.womanowned.com/>- Provides information, tools, networking opportunities and advice for women starting or growing their business.
- <http://www.ladieswholaunch.com/>- Gives women the tools, inspiration and network of like minded, lifestyle-oriented women to launches their business or other endeavors.
- <http://www.thesavvygal.com/>- A unique online magazine for the motivated professional woman who wants more out of life.
- <http://www.women-21.gov/>- A premier one-stop federal resource for targeted information, registration for online programs, and networking opportunities to help women entrepreneurs navigate the ever-changing business world.
- <http://www.women-ceo.com/>- Provide tools, a network and resources for women entrepreneurs to aggressively grow their businesses
- <http://www.digital-women.com/>- Provides a network for women who want to start and run a legitimate business and more specifically shows them where to find loan money or free grants to ultimately become financially independent.
- <http://womenceo.audioacrobat.com/>- Pod casting and video The easiest way to create audio and video.
- <http://www.giventakenetwork.org/>- A barter-exchange network for women entrepreneurs and executives.
- <http://www.metrochickradio.com/>
- <http://www.nanbpwc.org/AboutUs.asp>- National Association of Negro Business and Professional Women's Club
- <http://www.wbenc.org/>- Women's Business Enterprise National Council