

CLIENT

CLIENT ACQUISITION

CHEAT SHEET

CLIENT HACK #1

LEVERAGE LINKEDIN AUTOMATION:

LINKEDIN IS AN OCEAN FOR GETTING B2B
CLIENTS.

FIRST REVAMP YOUR LINKEDIN PROFILE AND
THEN START OUTREACH TO IDEAL CLIENT

AN IDEAL PROFILE INCLUDES A PROFESSIONAL
HEADSHOT, EYE-CATCHING HEADLINE AND A
VERY BRIEF ABOUT SECTION WITH AN E-BOOK OR
PDF.

START USING EXTENSIONS LIKE LINKEDIN HELPER
AND LEONARD WHICH AUTOMATE THE PROCESS
OF CONNECTING WITH YOUR CONNECTIONS.

CLIENT HACK #1

AFTER THE INSTALLATION OF THE EXTENSION, START BROADCASTING MESSAGES TO YOUR IDEAL PROSPECT. THE EXTENSIONS HAVE OPTIONS TO CUSTOMISE EVERY SINGLE MESSAGE BASED ON FIRST NAME, COMPANY NAME, INDUSTRY ETC

GOLDEN TIP - DON'T SELL YOUR PRODUCT / SERVICE IN 1ST MESSAGE. BE GENEROUS, SHARE YOUR KNOWLEDGE AND SCHEDULE A CALENDAR APPOINTMENT.

CLIENT HACK #2

*OPTIMIZE YOUR SOCIAL PROFILES LIKE A
SALES PAGE*

POINTS TO CONSIDER BEFORE WHILE DESIGNING
AND OPTIMISING PROFILE:

HAVE A PROFESSIONAL IMAGE OVER THE
PROFILE.

AVOID STRANGE SELFIES AND STOCK IMAGES.

HAVE A PROFESSIONAL INTRODUCTION.

USE SOMETHING VERY FOCUSED ON YOUR
BUSINESS

PLACE A FEATURED PHOTO THAT TELLS ABOUT
YOUR BUSINESS. HAVE A BIT.LY LINK THAT
REDIRECTS TO THE CALENDAR OR WEBSITE.

CLIENTHACK #2

INCLUDE A LINK FOR ALL YOUR SOCIAL MEDIA CHANNELS.

BE CONSISTENT AND POST REGULARLY. MAKE A CONSISTENCY OF POSTING AT LEAST THRICE IN A DAY.

BE ACTIVE IN MAINTAINING NETWORK WITH FELLOW INDUSTRY EXPERTS AS WELL AS ON MULTIPLE GROUPS.

THE OBJECTIVE IS TO BRING TRAFFIC TO THE FB PROFILE AND THEN CONVERTING IT.

PAID ADS IS NOT THE ONLY OPTION TO SELL YOUR SERVICE / PRODUCT BUT GO WITH SOME GROWTH HACK. WE WOULD SUGGEST THE EXPERT TO DROP VALUE BOMBS.

CLIENT HACK #3

BE ACTIVE AND SHARE YOUR KNOWLEDGE BUT NOT SERVICE.

IF YOU ARE REALLY CONFUSED WITH TITLE, THEN DON'T WORRY WE'LL SIMPLIFY IT FOR YOU.

YOU SHOULD ALWAYS HAVE AN IDEAL CUSTOMER AVATAR THAT YOU WANT TO CHASE FOR LIKE A DENTIST, COACH, SAAS PRODUCT OWNER, ETC. WHEN YOU HAVE AN IDEAL CUSTOMER AVATAR THEN CHECK OUT THE PLACE / PEOPLE THEY HANG OUT. IT CAN BE ANYWHERE ONLINE / OFFLINE.

YOUR GOAL IS TO GET CONNECTED WITH YOUR CLIENT ON A SIMILAR FORUM SHARING SIMILAR INTEREST.

CLIENT HACK #3

OUR IDEAL CLIENT ARE THE BUSINESS OWNERS WHO ARE ALREADY SPENDING MONEY ON PAID ADS AS WELL AS DOING HEAVY EMAIL MARKETING. SO, INVEST YOUR TIME AND AS WELL AS OFFLINE EVENTS.

NEVER SELL YOUR SERVICE IN EFFORTS IN GETTING CONNECTED TO YOUR IDEAL CLIENT ON MULTIPLE FB GROUPS, LINKEDIN GROUPS, FORUMS COMMUNITIES AND GROUPS BUT RATHER SHARE AS MUCH KNOWLEDGE AS YOU CAN. ONCE YOU START SHARING KNOWLEDGE, THEY START RECOGNIZING YOU AS AN AUTHORITY IN THE NICHE AND ALSO APPROACH YOU FOR WORK.

SO, END OF THE DISCUSSION IN ORDER TO GET A CLIENT FIRST HAVE AN IDEAL CLIENT AVATAR, THEN AN IDEAL TO PLATFORM TO CHASE AND END OF THE CLOSE HIM

CLIENT HACK #4

TARGET SPECIFIC AREA AND A START OUTREACH:

WELL, ALL THE SOCIAL MEDIA MARKETING GURU SAY YOU HAVE TO GO OUT AND PITCH FOR YOUR CLIENT.

BUT THEY NEVER SAY, WHOM TO PITCH, HOW TO PITCH AND WHERE TO PITCH BUT IN THIS HACK WE WILL LAYOUT A STEP BY STEP PROCESS THAT WILL HELP YOU LAND A CLIENT:

→ STEP 1: DEFINE DEMOGRAPHIC
FIRST DEFINE AN EXACT AREA WHICH YOU WANT TO FOCUS FOR GENERATING BUSINESSES.

FOR EXAMPLE: WE FOCUS FOR CLIENTS ONLY IN SPECIFIC COUNTRIES LIKE U.S, U.K AND AUSTRALIA, SO IN ORDER TO GET OUR IDEAL CLIENT WE NARROW DOWN OUR AREA COUNTRY >>> STATE >>> CITY >>> AREA. SO, AT A PARTICULAR MOMENT WE FOCUS ON ONLY ONE AREA OF 30 - 40 MILES.

CLIENT HACK #4

→ STEP 2: MAKE A LIST

YOU DON'T NEED TO SHOOT ARROWS BLINDLY TO GET THE CLIENT'S BUT THERE ARE PROVEN PROCESSES FOR IT.

WHEN YOU HAVE DEFINED AN AREA TO FOCUS ON. USE GOOGLE MAPS, D7 LEAD FINDER, JUSTDIAL, YELP TO GET EMAIL ID, PHONE NO. AND OTHER BUSINESS INFORMATION. DON'T FORGET TO COLLECT ALL THIS INFORMATION ON A GOOGLE SPREADSHEETS. ALSO MAKE SURE TO SEGMENT THEM LIKE RESTAURANTS, GYM, CLUB ETC.

→ STEP 3: SEND THEM VALUE BASED EMAIL WITH CTA

BUSINESS OWNERS GET TONS OF EMAILS ON A DAY TO DAY BASIS SO YOUR EMAIL SHOULD STAND OUT FROM THE CROWD.

CLIENT HACK #4

TRY GIVING VALUE IN YOUR EMAILS LIKE A SOCIAL MEDIA REPORT, FREE CONSULTATION CALL OR A PROMOTIONAL VIDEO FOR THE BUSINESS.

ALWAYS YOUR INTENTION TO SEND AN EMAIL IS GET ATTENTION AND THEN GET ON A CALL. WELL FOR ME THIS PROCESS IS TAKEN CARE BY CHATBOT

→ STEP 4: CLOSE OVER THE CALL OR MEETING IF POSSIBLE.

AFTER SO MUCH EFFORTS FOCUS ON CLOSING YOUR CLIENT OVER THE SKYPE CALL OR ZOOM CALL. IF YOU ARE CHASING CLIENTS IN U.S, U.K AND AUSTRALIA THEN ALWAYS WHILE PITCHING A CLIENT SHOW THEM WHAT YOU CAN ACTUALLY DO. IN ORDER TO SHOW THE VALUE, THE BEST TIP IS SHARING YOUR SCREEN AND SHOW LIVE THE THINGS YOU CAN DO.

CLIENT HACK #5

LEVERAGE INSTAGRAM DM

INSTAGRAM IS A PLATFORM WHERE ORGANIC REACH IS STILL ALIVE TO SOME EXTENT. NOT MANY AGENCY OWNERS ARE TAKING LEVERAGE OF THIS PLATFORM.

SO HERE IS THE HACK TO GET A POTENTIAL PROSPECT AND THEN CONVERT IT TO A CLIENT JUST BY USING INSTAGRAM.

SO, WE WILL GO STEP BY STEP FOR THE PROCESS OF GETTING A PROSPECT, NURTURING IT AND THEN CLOSING IT AS A CLIENT:

→ STEP 1 - OPTIMIZE YOUR PROFILE WELL BEFORE YOUR POTENTIAL CLIENTS RESPOND BACK TO YOUR OVER INSTAGRAM THERE IS 90% CHANCE'S THAT HE WOULD DEFINITELY HAVE A LOOK TO YOUR INSTAGRAM PROFILE.

CLIENT HACK #5

SO, IN THE FIRST PLACE OF BIO SPECIFY YOUR DESIGNATION, INDUSTRY AND COMPANY NAME. ALSO, ADD YOUR WEBSITE ADDRESS OR LANDING PAGE LINK IN THE BIO.

→ STEP 2 - IDENTIFY A NICHE / HASHTAG NOW YOU WILL KNOW WHY YOU SHOULD PICK A HASHTAG BECAUSE YOU CAN RANK FOR A SPECIFIC HASHTAG TO GENERATE POTENTIAL BUSINESS FOR A CLIENT AT A SPECIFIC LOCATION.

SO FIRST YOU WILL PICK A NICHE TO LET'S SAY FITNESS AS OF NOW THEN YOU WILL GO OVER TO ALL THE FITNESS PAGES ON INSTAGRAM AND CHECK IT OUT IF THEY ARE RANKING FOR THAT HASHTAG OR NOT. IF THEY ARE NOT RANKING PITCH THEM ABOUT YOUR SERVICES THROUGH THE DM SECTION.

GIVE THEM AT LEAST A 5 MIN VIDEO EXPLAINING ABOUT WHAT THE MAJOR CHANGES ARE THEY COULD DO OVER THEIR INSTAGRAM PAGE TO BRING MORE TRAFFIC AND CREATE BRAND AWARENESS.

CLIENT HACK #5

→ STEP 3 - GET ATTENTION

EVERYONE IN THE WORLD IS CONCERNED FOR GETTING ATTENTION. SO, AFTER YOU FINISH SENDING YOUR PITCH TO THE BUSINESS OWNER, HEAD BACK TO THE INSTAGRAM PAGE LIKE ALL THE IMAGE'S, COMMENT ON AT LEAST TOP 20 IMAGES AND GET THE ATTENTION :)

→ STEP 4: CLOSE OVER THE CALL OR MEETING IF POSSIBLE.

AFTER SO MANY EFFORTS FOCUS ON CLOSING YOUR CLIENT OVER THE SKYPE CALL OR ZOOM CALL. IF YOU ARE CHASING CLIENTS IN U.S, U.K AND AUSTRALIA THEN ALWAYS WHILE PITCHING A CLIENT SHOW THEM WHAT YOU CAN ACTUALLY DO. IN ORDER TO SHOW THE VALUE, THE BEST TIP IS TO SHARE YOUR SCREEN AND SHOW LIVE THE THINGS YOU CAN DO.

CLIENT HACK #6

HOW TO LEVERAGE A WEBINAR FOR GETTING INTERNATIONAL CLIENT.

AS YOU HAVE ALREADY SEEN IN ALL OUR PREVIOUS CLIENT HACKS THAT WE STRESS ON WORKING WITH INTERNATIONAL AND ALL OUR STRATEGIES ARE IN ACCORDANCE WITH THAT SAME PRINCIPLE SO IN THIS NEW POST WE'LL BE TALKING ABOUT HOW YOU CAN GENERATE POTENTIAL PROSPECTS FOR YOUR BUSINESS JUST WITH 1 WEBINAR.

HERE ARE FEW STRATEGIES YOU CAN USE:

STRATEGY 1 - BECOME ACTIVE ON FB GROUPS AND SHARE TONS OF CONTENT, DEVELOP RELATIONSHIPS WITH GROUP ADMIN AND ASK THEM TO PROMOTE YOUR WEBINAR ALSO TALE LEVERAGE FROM MULTIPLE SOCIAL GROUPS ON WHATSAPP, TELEGRAM AND MESSENGER

CLIENT HACK #6

STRATEGY 2 - USE FACEBOOK ADS. THIS IS GOLD MINE IF YOU ARE LOOKING FOR WEBINAR REGISTRATION. IF YOU ARE LOOKING FOR MAXIMUM NUMBER OF PEOPLE TO SHOW UP FROM YOUR WEBINAR, THEN CHARGE THEM FEW DOLLARS UPFRONT TO INCREASE THE NUMBER OF SHOW UP ON WEBINAR.

STRATEGY 3 - RETARGETING THEM WITH AN UP-SELL

THIS STRATEGY WILL HELP YOU TO INCREASE RECALL VALUE AND BUILD BRAND AWARENESS AS WELL AS INCREASE TRUST MASSIVELY.

THANK YOU



MyConversionKit