Service: Something that you are good at and can provide other people. This can work as a hobby turned in to a service or a skill turned in to a service for monetarily purposes.

Niche: Area in which your company is going to work in. Can include things related to education, product, background or literally anything that people are willing to pay for. Easiest way to decide on a niche is to observe the current market, see what works, fight to the top for your position in the market, etc. Running an advertisement for someone is the easiest thing to do if you can find the perfect client.

Niche hopping: Trial and Error method in choosing your Niche.

Finding a way to client:

1. Upwork: Best if you’re sure on your service but not your niche.
2. Instagram: Best if you’ve identified your archetypal client.
3. Google: Best for local businesses and lead generations.

Sales Pitch:

1. Rapport: Talk weather, location – make small talk and get them comfortable in your presence.
2. Digging: The client cares about their business and NOT YOURS – let them explain their history, their objectives and the problem they are facing.
3. Logic: Use what you’ve learned in the digging phase and explain that your service can help them achieve their objectives, and overcome their problems.
4. Close: Silence is Golden. Parry concerns. Agree on a price. SUCCESS (maybe)!

**“A CLIENT IS NOT A CLIENT UNLESS THEY HAVE PAID YOU !!!!!!!!!!!”**

Leads: A lead is a potential costumer who has just not made there yet.

Funnels: Something that creates awareness, brings potential customers in, indoctrinates them and looks to make them paying customers.

Contractor: The better the contractor the better the results. And better the results, the happier the client. And the happier the client the better the Retention Rate

Retention Rate: Make the client stay for long instead of creating a havoc about the payment all the time.

ROAs: How much money you get back for how much you spend for advertisement.

Outbound Leads: These are the leads that you have to prospect and find and then reach out to. Inclusive of calling and e-mailing.

Inbound Leads: Leads that people find for you through websites and referrals.

Niche: Industry or Area of Work.

**“A HIGH STAYING CLIENT IS BETTER THAN A HIGH PAYING CLIENT..”**