

The Scientific Art of
**FINDING &
CATCHING
CLIENTS**

By Dallas Read

© 2013 Dallas Read

Sign up for updates and free stuff at **Touch-Base.co**.

This is the first edition of this book. If you have a suggestion, comment, or take offense, contact me at **DallasRead.com**.

Written in the beautiful country of Canada.

ISBN 978-1-492274-73-5

You've made the right choice.

*You're about to learn concrete strategies and
tactics to find more clients and leverage the
clients you already have.*

Enjoy the ride.

A Level Playing Field

*How does somebody know what they want if
they haven't even seen it?*

- Steve Jobs, CEO of Apple, Pixar

How would a steady, unlimited supply of clients change your life?

It seems like a far-off, unattainable dream, but nothing could be further from the truth. We live in unlimited times, with technology to accomplish whatever we want.

In a world where there are more personal electronics than people, attention is our most valued commodity. Without a doubt, there are always people searching for what you have to offer. But how do we find them?

How is marketing a science and an art form?

Art has no rules. The canvas, tools, colours, and medium are infinite.

Science is data driven. You must always analyze your results and use them scientifically to increase your conversions.

Businesses Don't Have Customers.

What's the difference between a customer and a client? Products have customers. Services have clients.¹ Customers are one-time buyers. Clients are repeat purchasers.

You don't have a product, you have a service. You don't have customers, you have clients. You're in the service industry. People come to your business to buy because of the experience you can give them. It doesn't matter what you

¹ In this book, we don't use the word "customer" or "product" (other than on this page).

sell, you will always be in competition with someone someone can make it better than you. They can sell it more quickly and at a lower cost.

Instead of competing on the tangibles of price, size, strength, features, and speed, **out-serve your competitors.**

Give your clients more than they expected. Surprise them with extras. Give quick, valuable responses. Share what you know.

By serving your clients well, you'll develop a loyal following that will spread the word of your remarkable service. People enjoy doing business with a company that respects them.

How To Find Clients Who Are Looking For You

*Business is never so healthy as when, like a
chicken, it must do a certain amount of
scratching around for what it gets.*

- Henry Ford, Founder of Ford Motor Company

Fishing For The Silver Bullet

busi·ness [biz-nis]: the purchase and sale of goods in an attempt to make a profit.²

In the strictest sense of the word, a “business” can’t exist without clients. Eventually the money will dry up and the lights will be turned off. It doesn’t take a rocket scientist to see that successful companies have learned to harness the power of their existing customer base and have perfected the art of finding new clients.

Clients can come from anywhere, disguised as anything - especially in our golden, technological age of the internet. Your customer can literally live 1000 miles away, be 50 years older / younger than you, and not even speak your language.

To increase your profits, you can:

- increase the **quality** of your clients.
- increase the **quantity** of your clients.

There are many ways to do either, but let’s draw an analogy from an international, archaic-yet-also-modern pastime: fishing.

Our good friends at Wikipedia tell us that there are five basic ways to catch a fish. Why do some use nets and others use poles? **The only reason to choose one fishing method**

² Dictionary.com

over another depends on what your goals are, but a healthy company uses a curated balance of all methods because each have their own strengths.³ Let's examine the 5 strategies and how to apply their strengths to your business:

Hand Gathering :: Customer Interaction

Getting down in the water, picking up crabs from the ocean floor may not be the cleanest nor most appealing job, but it works. It's not efficient, but its easy to get started because it requires no equipment. It's the only fishing method that doesn't require bait. It's also the method where the fisher is closest to the fish.

Hand gathering your clients is a great place to start building a business. Fishing by hand only requires time and patience - and anyone can make a cold call, send a cold email, or sell door-to-door. Even if you're the worst salesperson in history, you'll eventually make a sale.

When you're on the front lines, you learn the most about your clients - what they need, what they want, and what they like. Most businesses start off at this phase, but migrate to where the bigger fish are.

Angling :: Tools

Angling is traditional fishing - with a pole, bait, hook, line, and sinker. This method takes patience. There is a chance of catching a bigger fish, but it requires a little investment in

³ Worthy of a re-read: The only reason to choose one fishing method over another depends on what your goals are, but a healthy company uses a curated balance of all methods because each have their own strengths.

equipment. The good news is that you don't have to get dirty or be in the water. You can be quite comfortable sitting on a dock or in a boat. You'll also need to do your research, so that you know where the fish are biting and at what depths you'll need to bait them.

Catching clients with a bait and hook will be a waiting game. **You'll need a good lure, something to draw in your prospects.** This lure could be a gift, a free and convenient consultation, or a big promise.

To make sure you're not just standing on the shore looking like an idiot⁴, you'll want to have done your research. You'll want to know where the fish (your clients) are.

There are a few places to look to successfully find clients:

- **Where do your successful competitors find their clients?**
Do they do online advertising? Do they advertise in a directory? Do they post flyers up around town? There's a good chance you'll be successful as well, by following their advertising strategies.
- **Find complaints online (try Amazon.com and Ebay.com).**
These guys sell everything. What are the top selling items in your industry? Read the comments, especially complaints. These people are in an ideal position to be lured. They have a need and are dissatisfied with their current service. Send them an email. If you can't find your service on here, you may be heading into an uphill, upwind battle.

4 Paraphrase of Steven Write, Actor & Comedian

- **Create an audience.** The gist of finding followers is building or offering something that people care about. With the right angle, you can make them care about anything.
- **Ask your current clients.** Often times, simply asking your current clients will be successful. There's no need to be pushy. If they're truly "wowed" by your service *and* know of others interested, they'll be quick to pass your name along.

Spearfishing :: Targeted Follow-up

Hand gathering, angling, and spearfishing are all quality related. Each advancing technique is more effective.

When spearfishing, you can catch the biggest of sea animals; you're not going to waste your time on a little tuna. Whales, sharks, and whale-sharks are all within your capabilities and technologies. When you're spearfishing, you rely heavily on your tools and your ability to use them. They need to be tweaked and fine-tuned to perfection, completely catered to what you're catching.

When spearfishing, it takes accuracy, investment, and precision. Though each fish is individual and behaves differently, they follow similar patterns. The first spear you throw probably won't hit its target, but you'll become more accurate as you invest in tools and time. Eventually, you'll be able to catch "big ones" with one short burst of concentrated strength and focus.

Spearfishing clients takes the shape of targeting clients through a series of letters, gifts, emails, and teaching. Every

business is different, but there's always a magic combination of events that will lure the customer in and seal the deal.

Netting :: Quick Wins

Casting a net out, with bait, is an efficient way to catch many fish. Netting also catches you lots of everything else. You're going to end up dragging around extra pounds of seaweed, wasting time and energy (which is okay if you are prepared). Casting a wide net has a focus on quantity, not quality.

Using a net to find new clients is a helpful way to see massive results quickly, but it comes at a cost. Advertising on the internet, billboards, television, newspapers, magazines, and classifieds can have a massive impact on your business, but it takes an immense amount of resources. A proper "netting" campaign is performed over a long time and is driven by the data of previous campaigns.

Trapping :: Automation

Trapping is the secret to big, consistent catches of fish. If you're a trap fisher, your time is spent going from trap to trap, merely collecting all the fish that are there for you already. You won't ever have to spend time waiting for fish again!

A trap takes a little longer to set up than the other methods. You have to do your research to find where the fish are, and you must have a trap that is capable of holding and catching your target. In most cases, you would only place a

trap after you've angled or gathered by hand in the same area.

Putting a system in place to continually catch many lucrative clients is the best investment you can make. You'll truly be able to focus on your business, and not have to worry about where your next customer is coming from.

To gain an incomparable amount of respect from your clients, share your expertise:

For a digital service, this could be:

- Offering a free report that gives away tricks of your trade.
- Maintaining a blog.
- Sharing videos that show people how to do what you do.

For a physical service, this could be:

- Giving a customer a jersey for his favourite team.
- Running a regular contest
- Being a regular expert on a local radio station

You Can't Run A Successful Business Without Knowing Your Clients (Don't Miss This Chapter)

You are what you measure.

-John R. Hauser and Gerald M. Katz

Build a Database of Your Clients (Literally)

Before you can build an audience, you must measure where you're at today. Who do you influence *today*?

To get started, make a list of all the people you know.⁵ Use a web-based service (or spreadsheet if you prefer). Don't leave anyone out: include your doctor, lawyer, real estate agent, current clients, friends (including college & high school). Keep track of their name, address, phone number, likes, dislikes, spouse's name, hobbies, pets, favourite car, favourite sport, children's names...

From now on, every time you meet someone, add them to your list. Every time you learn something new about a customer, record it.

By being purposeful about building your database, you'll be able to easily measure your successes (the Holy Grail of Marketing).

⁵ You can use our own followup management system at TouchBaseNow.com.

Connect With Clients Personally & Regularly

With all your contacts in one place, you're now able to start harnessing the power of your relationships. You'll be able to strategically reclaim control of your time and be more focused.

With the world of technology encroaching upon us, a personal touch is increasingly more meaningful. Sending followup and regular personal notes is a sure way of standing out from the crowd.

Imagine you're a dentist. How would you feel receiving this modest, handwritten note in the mail (and handwritten addresses on the envelope)?

Hi Dr. Saunders,

Just wanted to say thanks for that whitening you gave me last week. It looks great... I've received quite a few compliments!

Thanks,

Real Estate Agent Joe

PS. I appreciate your referrals!

You're *definitely* going to stick out this customer's mind next time he (or his friends) are looking for a real estate agent. You'll probably even tell your friends about the letter!

It doesn't take long, but it takes a good plan and discipline. With the right tools, it can be easy and even a pleasure to follow up with your clients.

Automate Your Personal Connections

Just like those who fish with traps (effectively fishing in their sleep), businesses are most successful when there are procedures in place to eliminate things slipping through the cracks.

Much has been written about the power of automation, but automation is best when it has a personal touch. Share your own stories and successes to appear vulnerable to your clients.

A tool like Touch-Base.co can automatically remind you that it's time to connect with Jim Bob because you haven't spoken to him in three months. Or it can remind you to put a birthday card in the mail a week before his birthday.

How To Get Your Clients To Do What You Want

*Hell, there are no rules here - we're trying to
accomplish something.*

- Thomas A. Edison, inventor & businessman

The Most Important Word In Marketing

Measure.

A Lesson From History

Scientific Advertising by Claude Hopkins⁶ is easily the most valuable book ever written about advertising methods. Written in 1923, it is able to reach through the windows of time without being distracted by tools and invention. It shares concrete theories of getting ideas to spread.

His main point? Measure your investment. He viewed advertisements as salesmen - any investment must be justifiable. When starting a new campaign, he recommends doing small experiments and measuring their results. Then, simply scale the experiment that yielded the best results.

Measure what matters to you.

It's tough to get better when you don't know where you currently stand.

If you want more clients, count how many new clients you attract **every day** (and identify how you attracted them).

If you want to increase your bottom line, measure how much money you spend (or receive) **every day**.

⁶ Highly recommended reading.

Data, data, data

Gather data when you can, on whatever you can, and however you can.

- Are your clients mostly male or female?
- How old are they?
- What time or season do they usually buy?
- Are they sports fans?
- Do they have children?
- Are they TV fanatics?

Use information to your advantage

Businesses aren't very personal nowadays. Being purposeful about collecting your clients information gives you immense leverage in future interactions with them. When you use their information back at them, you'll amaze, impress, and seal the deal.

- Can you imagine if your mortgage broker remembered your child's birthday?
- What if your insurance sales representative gave you a new album of your favourite artist?
- Before going in to meet a client for the first time, find them online. What are their likes, dislikes, employer, hobbies? Now, use that information to disarm them at the onset of your conversation.

7 Copywriting Techniques to Get Your Clients To Do What You Want

*The consumer isn't a moron; she is your wife.
You insult her intelligence if you assume that a
mere slogan and a few vapid adjectives will
persuade her to buy anything.*

- David Ogilvy, Ogilvy & Mather

An effective sales letter, landing page, or email takes advantage of these techniques:

Crafting an irresistible headline⁷

The purpose of a headline is to pull your reader in - to make her read *the next* line. Experimenting with analytics is key when it comes to increasing a headline's effectiveness. Nevertheless, here's a basic formula from Dane Maxwell of TheFoundation.io for the start of a great headline:

END RESULT = What your clients want
TIME FRAME = When they want it
OBJECTIONS = Why they *wouldn't* buy it

END RESULT + TIME FRAME + ADDRESS OBJECTIONS

⁷ For 342 headline templates you can use in any business, visit touch-base.co/headlines

Here's a few examples:

- Your company's website in 3 days with copywriting included
- Make your teeth 3 shades whiter in 10 days without any chemicals
- One weird trick to losing belly fat in 3 days with a 100% money-back guarantee

Making your price look small

Answer these questions:

- Is the population of Zimbabwe greater or fewer than 65 million?
- How many people do you think live in Zimbabwe?

If you're like most people, you'll have used 65 million as a place to start your guess. The truth is that 65 million is absolutely unrelated to the answer, but it got stuck in your head. You base your guess off of that number.

What? You're still reading to find the proper population statistic? To humour you (and teach you the Canadian way to spell humour), its actually 165 million.

Humans fail when it comes to judging value. That's why some will buy coffee for 25 cents, some for 5 dollars, and others for 30 dollars. Is there really a difference in these cups? If so, is that difference actually *valuable*?

Price anchoring takes advantage of the secret deal-maker in all of us. For example, we've all seen this:

~~5.99~~ 1.99

How could you possibly resist a deal like that? It wouldn't even matter what it was!

You can anchor your prices in two basic ways (with many more by adding creativity). You could:

- Offer an additional super-premium service at a super premium price.
- If you're cheaper than your competitors, show it!

Answering their questions before they ask

Before people are willing to buy your product, they probably have some questions. Readily, address these concerns immediately before or immediately after you ask for their money.

If you've run your business for any length of time, you know your clients' most common questions. If you can answer them *before* they can ask them, they'll have no good reason not to pull out their wallet on the spot (or whatever your goal for them is).

Answering your clients' questions can take shape as Frequently Asked Questions or as a risk reversal. A risk reversal eliminates (or minimizes) the risk that your client will face by doing business with you. This could come in the form of a free trial, free quote, or a money-back guarantee.

Even emotional guarantees work. This one's from Eugene Schwartz:

*If it doesn't immediately solve every problem you're now facing, free your mind from worry forever, and **let you walk 2 inches taller**, then send it back... and every penny of your purchase will be returned.*

Providing an obvious next step

The easiest way to get your clients and prospects to do what you want is: **ask**. There's nothing more effective than a good call to action.

An effective call to action is unique across a range of different media, but they all serve to get your prospect to *do* something. It provides them with "the next step" toward your goal for them.

All of your content should have a call to action; you must get your prospects to "*do*". It's the only way you know if your content is working. Measuring the success of your call to action through experimentation is the only way to improve it - there is no exact science.

Showing off your successes

The simplest way to highlight your successes is to show the number of how many happy clients you have. This social proof shows the prospect that they're using a well-worn path, and don't have to beat it down themselves.

Once you've shown your successful history, add testimonials to show your prospects that your service works as advertised. It builds trust and confidence in your offerings. A good testimonial follows the same formula as an effective headline. You can draw more credibility from the testimonial by showing the authors business name, credentials, and position.

Finally, borrow the credibility of the clients you've worked with by showing their logos. This, of course, is more effective with a recognized logo.

Getting Your Clients To Sell Themselves

To succeed in selling, you must unlock your client's trust. Noah Kagan, the founder of AppSumo, divides the process of selling into three concise steps: listen, relate, transition.

Talk to your clients. When they speak, listen. When they're done, ask for more. Try "What else?", "What were you feeling?", "Tell me more." By listening to your clients, you'll be able to identify problems they've had with other businesses in the past.

In your copywriting, explain these problems in your clients' tone - using their exact words. By using their own words and clearly identifying their concerns, you're starting to unlock the door to their trust.

Now that they have bared their problems, show them how they can make their life better. Give them some advice or a tool to use that can help them solve their problem immediately.

Teaching builds trust like nothing else. Jason Fried at 37 Signals uses chefs to explain this concept. Who are the celebrity chefs? The ones that share their recipes and how-to's. Teaching could take the form of a blog, newsletter, guest posts, or free consultations.

Simple Concepts That Will Change How You Run Your Business

*If you do build a great experience, customers tell
each other about that. Word of mouth is very
powerful.*

- Jeff Bezos, founder & CEO of Amazon.com

Priorities vs Time Management

I could make a thousand comparisons about the self-employed lifestyle versus the employee, work-for-the-man lifestyle - and perhaps I will one day. For now, I'm struck by the differences between their day-to-day, time-management strategies.

How do you schedule your life (at work/home)?

Monday	
12:00	Wash the car
1:30	Paint the house
2:00	Clean the kitchen
3:30	Take a walk

If so, you're doing it wrong.

I've tried it before. It works for a while, but you quickly fall behind and tasks get pushed to the next day.

When you use a schedule, the emphasis is on *how long something takes*. When you use a checklist, the emphasis is on *completing the task*. Next time you start scheduling something, try something like this:

Monday	
<input checked="" type="checkbox"/>	Wash the car
<input type="checkbox"/>	Paint the house
<input type="checkbox"/>	Clean the kitchen
<input type="checkbox"/>	Take a walk

Instead, Prioritize

Your intentions are clearest when you use a checklist. Look at the first, time-dependent list above. What's the most important thing?

It's impossible to tell.

Now look at the checklist. What's the most important thing to do on this list?

The task at the top of the list!

Don't be time-driven, be task-driven.

When you're time-driven, one activity turns into two activities. When you're task-driven, it allows you to clearly focus on the desired result. Sadly, our culture is obsessed with time, but it really doesn't exist.

Oddly enough, when someone truly needs to get something done (plan a wedding, organize a party), they automatically use a checklist. When it comes to business activities, we all seem to revert to using a schedule.

MY priorities for me vs. YOUR priorities for me

The easiest way to feel effective is to react to things around you - your coworkers, your boss, your clients, news. It's also the surest way to get absolutely nothing useful done. It's easy to fall into this trap because it feels productive.

Make your tasks bite-sized.

Smaller, simpler tasks are easier to charge through. They're actually more forget-resistant. For instance:

<input type="checkbox"/>	Take a trip to Wales.
--------------------------	-----------------------

This itself, is a huge task. There are flights and accommodations to be booked, passports to be confirmed, and money to be raised. Breaking a bigger task into smaller pieces makes it seem more reachable and less likely to be forgotten:

<input type="checkbox"/>	Book flight.
<input type="checkbox"/>	Book accommodation.
<input type="checkbox"/>	Confirm passports.
<input type="checkbox"/>	Make spending money.

The Four Pillars of Your Business

Eben Pagan, in his business management course, outlines the four pillars of business. They are clients, management, conversions, and offering. These are simply the building blocks of business.

Offering

Your offering is the actual product you sell or service you provide. It's the actual value of what you can do for your clients.

Your offering is probably the most **un-unique** thing about your business. There's probably 50 other businesses in your town that can do it just as well, and for a lower price.

Marketing

Positioning and perception are the secret to marketing your service.

Think of automobiles: there are sports cars, sedans, compact cars, luxury cars, minivans, pickup trucks, SUVs. For most people, any of the above would meet their needs. What makes someone buy one over the other?

Positioning. Some want to "be" green. Others want to "feel" safe. Still others want to "be seen" as posh.

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them

throw rocks at their enemies.

- Blair Warren

To get a client on your side, you must tell a story. You can tell that story through your price, a guarantee, or even explicitly.

Management

Self-explanatory - this could be hiring, firing, filing, bookkeeping - the stuff that just needs to get done. It also includes establishing a culture and setting a vision.

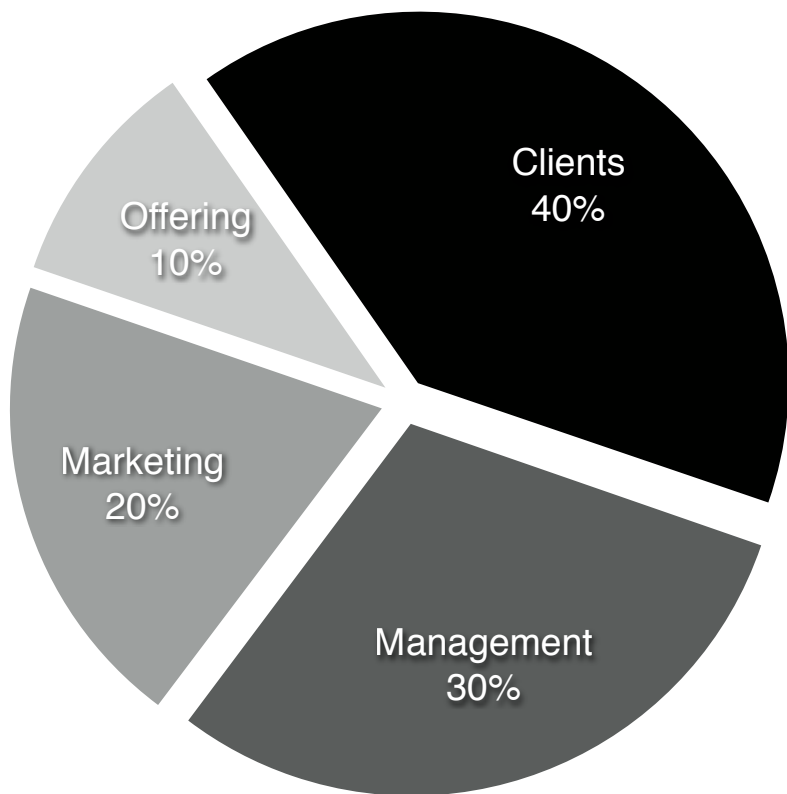
Clients

Spending time finding, interacting, and satisfying your clients is the most important thing your business can do. While interacting with them, you'll hear what they like, dislike, need, and want. You'll see what's working for them and what's not.

By learning from your clients and acting on what you learn, you'll be able to better satisfy them (and future clients). Using their insights, you'll know where to find new clients and what they want to hear.

What's most valuable?

The four areas Eben depicts are business basics. What's interesting is his breakdown of where you should spend your time:



Only work on your offering/product 10% of the time!

Creating Massive Value

Before gold and money, value ruled the day. What is value? Value is “how much someone wants something”. Economists call this “demand”.

Set your price based on a fraction of the value you created. Let's pretend your hourly rate is \$100/hour and I have a service that can save you 10 hours of your time each month. If I tried to sell it to you for \$1000, you may or may not spring for it. If I was only asking for \$100, there would be

little hesitation on your part. At 1 / 100 of the price (\$10), it would be a no-brainer. The smaller your VALUE / DOLLARS ratio is, the easier it becomes to make a sale. Ubiquitous value, something that everybody needs, is the best kind.

Can't Get Enough?

Re-read the book again.

*Let me know how you liked the book at
dallas@excitecreative.ca.*

*Visit DallasRead.com to sign up for my
infrequent newsletter.*

*Touch-Base.co can help you stay connected with
your clients - and build you a never-ending
supply of ripe prospects. Use the coupon code
TSAFCC for a free 1 month trial.*