



# Week #6: Crafting Your Client Acquisition Strategy

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**9:00AM EST**

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# Client Acquisition Challenges



## Market saturation

Fractional professionals competing for visibility.

## Trust gap

Clients may hesitate to engage without proven outcomes.

## Differentiation

Hard to stand out when skills overlap across candidates.

## Consistency

Balancing multiple clients while maintaining reliable delivery.



# Strategies



## Foundationals



### Network

These are warm leads that already trust you

**Referrals** = strongest acquisition channel

### Niche

Be present where niche clients gather.

## Outreach & Content

### Content Marketing



### Targeted Outreach



### Thought Leadership



### Digital Presence



# Action Plan & Metrics

## Action Plan:

- 1) Identify top 3 **client** profiles.
- 2) Build one tailored **case study** per profile.
- 3) Schedule weekly **outreach**

## Metrics to Track:

**Outreach** → Response rate.

**Discovery calls** → Conversion to proposals.

**Proposals** → Win rate.

**Retention** → Average client duration.

An orange starburst graphic with multiple points, containing the text 'News! This plan will probably fail.'

News! This plan will probably fail.



**Continuous Improvement**

# Pipeline & Tools



Pipeline Stage	Key Metric	Target Benchmark
Top (Outreach)	# Contacts/Week	7
Middle (Meetings)	Response → Meeting %	?%
Bottom (Close)	Win Rate	25%
Retention	Client Lifetime Value (CLV)	12+ months

Tool	Best Metrics	Pricing
Pipedrive	Response/Win Rate, Forecast	\$14+/mo
HubSpot	Outreach → Meetings, CLV	Free tier
Google Sheets	Contacts/Week, Time to Client	Free
Airtable	NPS, Retention	Free/Pro \$20



# SOMETHING BIGGER

IS COMING THIS FEBRUARY



If you've ever wanted to be part of something bigger, this is just the beginning.

Get in early and stay close:  
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The **Rocket community** is powered by City Leaders who generously share their knowledge, time, and real-world experience, creating a space where learning and growth happen every week.

**Join Us next week** to attend a live event with all our City Leader:



**Thursday, Feb 19th: 8:00 PM PH | 7:00 AM EST**





# Do you have any questions?

## Join Us

**Medellin's Community:** <https://rocket.hirefreely.co/?ref=leader-b9b42168-c7n8>

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# Thank You!

