



FREE BUSINESS GUIDE

# THE 7 STEPS TO CONSISTENT CLIENTS

WARSAME BADE

A portrait of Warsame Bade, a man with a beard and mustache, wearing a dark suit, a dark shirt, a dark tie, and a dark cap. He is looking directly at the camera with a serious expression. His hands are clasped in front of him. The background is black with purple halftone patterns on the left and right sides.

# The 7 Steps to Consistent Clients and Sales

A Practical Guide for Service-Based Business Owners

## Welcome — Why You're Reading This

If you're like most ambitious business owners, you're great at what you do—but marketing, automation, or systemization might not be your strong point. Maybe you're relying on referrals or manually responding to every inquiry. Maybe you're stuck trying to figure out what to prioritize next. Or maybe you're getting some leads—but not consistently, and not always the kind you want.

This guide is for you.

Here, you'll find a practical, 7-step framework that you can apply to your business immediately—regardless of whether you're a coach, consultant, agency, or service provider.

Each step addresses a core part of the client journey:

1. Making your offer easy to understand and say yes to
2. Attracting the right people
3. Following up without burnout
4. Making it easy for people to take action
5. Closing more sales
6. Delivering a great client experience
7. Turning happy clients into loyal advocates  
You don't need a huge budget or a complicated team to implement this. You just need the right strategy—and tools that don't get in your way.

Let's dive in.

## Step 1 — Refine Your Offer Until It's Obvious

The most powerful marketing strategy starts with a crystal-clear offer. If your ideal client doesn't understand what you're offering, why it matters, and why they should trust you—nothing else you do will work consistently.

Start by answering these three questions:

- What problem does my offer solve?
- Who specifically does it solve that problem for?
- What makes my approach to solving it unique or better?

For example, instead of saying:

“I help businesses with marketing.”

Say:

“I help service-based businesses double their monthly leads in 90 days using a system of simple landing pages, automations, and messaging campaigns.”

Now you've told me what you do, who it's for, and what outcome I can expect.

Once your offer is clear, package it simply. Focus on **one outcome**, one **client type**, and a **clear path** to that result. The more specific, the more powerful your message will be.

#### **ACTION TIP**

Write down your one-sentence pitch. Then test it on someone unfamiliar with your business. If they say, “Sounds interesting! How do you do that?” — you're on the right track.

## **Step 2 — Consistently Attract the Right Leads**

Getting consistent clients starts with consistent leads. And consistent leads start with clear entry points for your audience. Don't wait for referrals or hope someone stumbles across your social post.

You need a **lead generation engine**. At minimum, that looks like:

- A valuable free offer (like a PDF guide, cheat sheet, or quiz)
- A simple landing page that explains the benefit and collects contact info
- Traffic sources — social posts, reels, paid ads, emails, etc.

Think about what would be truly helpful to your audience. Can you offer a “Free 5-minute audit,” “Client Onboarding Checklist,” or “7 Mistakes Coaches Make in Sales”?

The goal isn't just volume. It's **quality**.

Drive your leads into a list or CRM so you can follow up consistently. If you don't collect the contact, you're depending on luck.

#### **ACTION TIP**

Brainstorm three lead magnet ideas that answer a real question your ideal client is asking. Then pick one and create a simple landing page with a form to collect leads.

## **Step 3 — Automate Follow-Up Before You Burn Out**

This is where most businesses drop the ball: **follow-up**.

You've worked hard to get someone's attention. They even showed interest—but then life got in the way. They got distracted. Or they just needed a bit more time.

Here's the truth: most people don't buy on first contact. Not because they're not interested—but because they're not ready.

The solution? **Automated, helpful follow-up**.

That includes:

- A welcome message after opt-in (email + WhatsApp works best)
- A short email series explaining your service, offering value, and addressing common objections
- Reminder messages to check in, link to book a call, or share a client result

Use multiple channels—email, SMS, WhatsApp—strategically, not all at once.

#### **ACTION TIP**

Write a 3-part welcome series:

1. "Thanks for grabbing [lead magnet] – here's what to expect next"
2. "Here's why [problem] exists and what most businesses do wrong"
3. "How we help people like you solve this – want to learn more?"

## **Step 4 — Make Booking Seamless and Simple**

Once someone is warm or interested, the worst thing you can do is make it difficult to schedule time with you.

Your prospects should never have to:

- Email you to ask when you're free
- Go back-and-forth with calendar dates
- Chase you down for next steps

Instead, use an automated booking system that:

- Shows your availability in real-time
- Sends confirmation and reminder messages
- Collects any info you need before the call

Your booking flow should work 24/7—even when you're offline or asleep.

## **Step 5 — Create a Simple, Repeatable Sales Flow**

You don't need to be a "closer." You just need a clean, respectful process that helps the right people say yes and the wrong ones filter themselves out.

That starts with:

- A clear structure for your calls (discovery → presentation → next steps)
- Pre-qualifying leads before the call (via your form or survey)
- Tracking your pipeline (so you know who's a maybe, who's a no, and who needs follow-up)

When you can visually track where every prospect is in your sales journey, everything gets easier.

### **ACTION TIP**

Map out your sales call structure:

1. "Where are you now?"
2. "Where do you want to be?"
3. "What's stopping you?"

4. “Here’s what we do and how we can help.”
5. “Would you like to get started?”

Then make notes after each call and update your pipeline weekly.

## **Step 6 — Deliver a World-Class Onboarding Experience**

Getting the sale is only step one. What happens after the payment is where most loyalty (and referrals) are built—or lost.

Your onboarding should:

- Make your client feel immediately supported and welcomed
- Give them everything they need to succeed with you
- Set expectations and timelines early

Whether you’re delivering a service, coaching, or a productized offer, the smoother and more professional your process feels, the more confident your client will be. Send a structured welcome email, link to resources or onboarding documents, and a simple way to get in touch for support. Use automation where possible to save time and avoid errors.

### **ACTION TIP**

Draft a “Welcome Email Template” that includes:

- A thank you message
- What to expect next
- How to contact you
- Links to onboarding forms or materials
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## **Step 7 — Turn Clients into Fans and Referrers**

A happy client is not just a win—it’s an asset.

When someone loves your work and has seen results, they’re likely to:

- Work with you again
- Recommend you to others

- Leave a great testimonial or review

But they won't always do this without a gentle prompt.

Here's what works:

- Ask for a review once their first milestone is met
- Follow up with a feedback form or short call
- Offer a small incentive for referrals (gift card, discount, etc.)

### **ACTION TIP**

Set a calendar reminder two weeks after delivery or the start of service: check in, ask how things are going, and if they'd be willing to share a review.

You'll be surprised how many say yes—especially if you've made the experience feel great.

## **Want to Make This Whole System Easier?**

You now have a proven roadmap to attract clients, grow sales, and retain great customers. You can implement this manually over time—or you can save yourself the guesswork and start using a platform that handles most of this for you.

### **Introducing Miftah Systems**

Miftah Systems is an all-in-one tool built specifically for businesses like yours in East Africa and beyond. With Miftah, you get:

- ✓ Landing pages & lead forms
- ✓ CRM for managing contacts
- ✓ Automated email, SMS & WhatsApp workflows
- ✓ Booking calendars
- ✓ Sales pipelines
- ✓ Review requests & follow-up and much more, from invoices to contracts

Instead of juggling 7 different tools, get everything you need in one place—built for entrepreneurs who want results, not tech headaches.

👉 **Want to see how it works? Join our WhatsApp group below for tips, training, and early access.** [Miftah Systems Business WhatsApp group](#)