

13 *Free* Ways to Find Customers & More Work



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With everything you've learned,
it won't mean a thing unless you are
able to find customers to get you
started.

Here are some places you can
look for customers...



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1. Use online marketplaces like UpWork.com.
2. Respond to ads for work on Craigslist.com.
3. Optimize your website for search engines. It shouldn't be too hard to rank if you are serving a particular niche in a specific geographic area.



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4. If you focus on hair salons in Austin, Texas for example, visit the salons and speak to the manager. If they say no, ask them if they know of anyone who may be able to use your service.
5. Post videos on YouTube to increase traffic and leads to your website.
6. Tell everyone you know about your new service and use any connections you can find.



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7. Add yourself to local business directories to help be found online
8. Join local networking events in the industry you will be serving.



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9. Set-up a profile on LinkedIn and start connecting with others immediately.
10. Use [SearchTempest](#) to find job postings in your local area that meet your skill set.



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11. Set-up a referral program with incentives and promote it.

12. Create a freebie and give it away online and in-person. This could be a free guide or eBook you've created that teaches people how to make more sales with their website and of course this should point them to contacting you.



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13. The number one way to get more work faster is...

By looking to your current customers and getting referrals.

Nothing is better. **Period.**



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Please see the
SUPPLEMENTARY MATERIALS
attached to this lecture
for links to all the
resources mentioned

