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- CLIENTS -

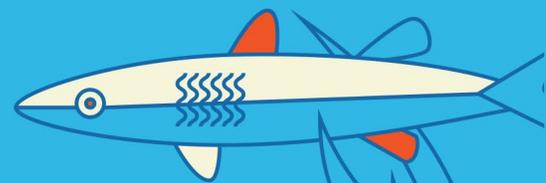


ATTRACTING BETTER CLIENTS
WORKSHEET

Life's too short to work with people you don't like. So get serious about finding and serving the ones you do.



WUNDERBAR
BUILD A PROFITABLE BUSINESS YOU LOVE.



The single most attractive thing in business is generosity.

GIVE MORE.

One of the things I teach my clients is that generosity is the single most attractive thing in business.

To attract better clients, give. To grow more, give more.

HOW TO USE THIS TALK.

So how do you use this talk? All of the attraction tactics in this deck have giving more at their core.

- Pick the three that jump out at you.
- Write them down.
- Take action on those three this coming week.

If you want the full slide deck later, get in touch with me:

[@austinlchurch](#); austin@wunderbarworks.com

DO MORE OF WHAT'S WORKING.

How did you get your last five clients?

Dig deeper, and you may be able to find a repeatable process. Pick a process or strategy and commit to it for a year.

Consistency trumps everything in marketing.

→ Resource: Use the [How to Finish Anything](#) guide to help you stay on track.

PRACTICE GREAT FOLLOW-UP.

You've got great products and services. Your clients love you. You know your target audience. While we're trying to take good care of people, we get busy. We get leads from events, conferences, social media, email, voicemail, and referrals, and we forget to follow up.

The best way to remember is to automate your follow-up process.

If you want to borrow my process, grab me after the talk.

→ Resource: Check out this [video](#) showing how I use Gmail, Ecquire, and Highrise.

DEFINE “HIGH-END CLIENT” FOR YOURSELF.

Who do you like to work with? Why?

What must a person believe in order to be a great client for you?

[Email me](#), and I'll send you a client avatar worksheet. It's not lame, I promise.

→ Resource: Wunderbar's [Client Avatar worksheet](#).

FIRE LOW-END CLIENTS.

On the flip side of that, who is your Kryptonite?

Pick up any business book, and you'll find a reference to the “80/20 Rule.”

20% of your clients probably cause 80% of your headaches.

Maybe it's time to politely fire your bottom 20%?

→ Resource: Check out this blog post: [“Three Ways to Fire Bad Clients.”](#)

GIVE AWAY YOUR SECRETS.

Publish 7-10 flagship blog posts.

Share your best stuff: strategy breakdowns where you tell exactly how you do what you do. Case studies. True stories about your failures and mistakes. Your business philosophy.

Write High Five posts where you celebrate your clients and tell their stories.

→ Resource: Here is [my favorite hack](#) for producing new content.

CREATE QUICK WINS.

At the end of each flagship blog post, give something away for free: a guide, template, checklist, report, tutorial, kitten, something of that nature. Ask for an email address in exchange.

Keep this piece of content short and actionable. It should complete the blog post in some way.

People should be able to use the content in 15 minutes and see results.

A couple of days after people download the lead magnet, shoot them an email. “How’s it going? Were you able to [insert desired outcome here]?”

→ Resource: Check out this [example](#) of a squeeze page + lead magnet.

FIND YOUR STRATEGIC PARTNERS.

Which businesses and brands already have your customers but aren't direct competitors? For example, if you make videos, then you need to know every web developer in town. If you make websites, then you need to know designers and consultants.

Don't hesitate to become friends with your competitors. Who knows, they might send you overflow work.

Get to know these people by treating them to lunch. More on that in a second.

Tip: Business attorneys make good strategic partners for creatives and consultants. Use LinkedIn to find the ones near you.

GIVE AWAY SILK KIMONOS.

- A high-end women's boutique decides to offer silk kimonos to the local BMW dealership's customers.
- By giving away something valuable for free, they make the owners of the BMW dealership look good while also borrowing their audience.
- The customers have to come into the boutique to pick up the free kimono.
- Most of them end up buying something else. They upsell themselves.
- And the boutique pays only \$50 per kimono to generate high-quality leads and earn new customers.

What can you offer the clients of business attorneys in your town?

→ Resource: Here's where I found the [Silk kimonos example](#).

TREAT PEOPLE TO LUNCH.

Invite people to lunch and say it's your treat.

Ask open-ended questions like "What's the biggest challenge in your business right now?"

Let the other person do most of the talking, and towards the end, ask, "How can I help you?"

Make an introduction. Email a blog post. Jot down some quick strategy.

Be generous with what you know, and the money will follow.

→ Resource: Here are more thoughts on [free lunches](#).

GIVE YOUR CLIENTS THE PERFECT GIFT.

When people do a lot of business with me or send me referrals, I stalk them on Instagram and Facebook and find out what they like. I'll spend the equivalent of 10% of the project value on a gift that I know they'll love.

In recent months, I have given ultralight hunting gear, a massage, and a hand-picked shipments of Belgian beer.

Don't just say thank you. Be thoughtful. Be consistently generous, and create a culture of honor in your business. More referrals will come.

→ Resource: Check out these [referral request email templates](#) from Hubspot.

COURT CLIENTS.

Get in touch with companies you admire for the purpose of giving away valuable ideas for free. Tell them what you like about them followed by 5-7 recommendations for strengthening the website, brand, writing, code as a whole.

Be specific and go in-depth.
Don't mention right away that you'd like to work with them.

Let the relationship develop naturally from there.

→ Resource: Read about the [genius of courting clients](#).

DO AN APPLICATION-ONLY GIVEAWAY.

You can have a ton of fun giving something away and get a ton of free exposure in the process. Generally, the larger the prize, the more new exposure you'll get.

But put a twist on the typical giveaway: People can only nominate someone else's company.

Every time I give something away I get new leads.

→ Resource: Here is my [most recent giveaway](#).

MAKE INTRODUCTIONS.

Let's say you hear a new friend say she needs a new explainer video. Her old guy flaked out on her, and she's stuck. Rack your brain and try to remember who you know. Ask for recommendations on Twitter or Facebook. Once you've found some people, make an introduction.

Be very clear on the following:

- 1) what your relationship is with each person;**
- 2) why you're making the introduction,**
- 3) how both people need to look for ways to help one another, and**
- 4) how both people still need to vet one another.**

→ Resource: [Here](#) is an example of my introduction email.

HOST PARTIES AND EVENTS.

I like to host workshops, cocktail parties, business retreats, and pop-up dinners.

The point is never to pitch your services. The point is good food and good conversation in good company.

You're not forcing business opportunities. Those will happen naturally.

Any business opportunities will happen naturally. Don't force it. Please do not pitch your services. One idea is to curate a small group of creatives for a Mastermind Dinner where you all discuss what you're most interested in.

→ Resource: Download this [free Kindle book about hosting Mastermind Dinners](#).

INTERVIEW THE CLIENTS YOU REALLY WANT.

Get in touch with someone you'd love to work with, and ask if you can do a quick interview. Offer to pay for the person's time. Find out what types of services or outcomes most interest them.

Ask how they go about hiring people who do what you do.

Have they had positive or negative experiences in the past?

End the call by asking if there's any way you can help them. Is there any problem they're trying to solve? You're happy to help if you can even if it's just making an introduction.

Even if you don't get new business out of the interview, you'll gain insight into how your ideal clients think. At the very least, you can make a new friend.

→ Resource: Book interviews with potential clients on [Clarity.fm](https://clarity.fm).

PICK YOUR THREE.

Okay, so which of these three are you going to take action on next week? Turn to one of your neighbors, and share your three.

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