How to Grow Your Ever Expanding Client Circle

- 1. **ONGOING FREE OFFERING** Give them something valuable that they'll come back for, time and time again, on an ongoing **daily** or **weekly** basis. You can have more monthly happenings too, but only in addition to your ongoing offering. [Choose at least one:]
 - Daily blog, like https://www.stevepavlina.com/
 - Daily social media posts, like a Tip of the Day
 - Weekly social media "live" video posts, like "Coffee with Colby" https://www.facebook.com/PsychicRebel/videos/337642437223909
 - Weekly Newsletter
 - Weekly Sharing, like:
 Tim Ferris' 5-Bullet Friday https://go.tim.blog/5-bullet-friday-1/
 Theresa Reed's Hit List https://www.thetarotlady.com/?s=hit+list
 - Weekly online experience, like Mystical Mondays
 - Weekly recorded (podcast) or youtube video
 - Weekly in-person experience like meetup.com
- 2. Make sure everything you do includes a strategy to **collect email addresses**. (+ text message numbers, and home addresses when appropriate).
- 3. Every offering needs a **call to action**, which is an invitation to work with you and easy directions of how they can do that.
- 4. Invite 10 new people every week to attend your free offering by calling, emailing, or contacting them personally.
- 5. Post your offerings consistently (consider deleting accounts you don't post on at least once a week)
 - social media: facebook, twitter, pinterest, instagram, linkedin
 - meetup.com
 - Eventbrite.com

6.	Specialize in FOLLOW-UP - what can you do to reach out to the clients you want to work with to make them feel special and let them know that you're interested in helping them?



20 Ways To Follow Up: WOW Your Leads and Clients & STAND OUT From The Competition!

Select 3 at a time and : Test out all 20 and select your favorite

Note: I have * my favorite/most effective tactics.



1. *Text2Mail



2. *Gift campaign



3. *Text bots



Video emails



5. Phone call



6. *Multi-touch postcard campaigns



7. Magazine article by mail with a note







9. SM shoutout / promotion



10. Connect to resource



11. Ask to interview



12. Refer someone to the new lead



13. Send sample / no selling



14. Stop by office with a coffee



15. Invite to a Local Meetup



16. Invite them to meet for coffee



17. Send copy of a book / your book



18. Buy their product



19. Review their product



20. *Outsource follow up (\$5ph)