

12 Best Ways to Find Clients in 2019

'Tis the season of giving, connecting, and showing others we care. And this includes our ideal prospective clients. You know the holiday song “The 12 Days of Christmas”? Are you humming it now? Good! Because in the spirit of the season, here are “12 Ways of Finding Clients” to ponder over the holidays so you can hit the ground running in 2019.

1. Establish your online presence.

“A partridge in a pear tree” is significant because the partridge has established itself there. On the internet, your website becomes significant to prospective clients when it’s visually engaging, professional, and purposeful. Increasing its visibility through Search Engine Optimization will further help your audience find you.

2. Reach out to your local network.

Family, friends, and acquaintances may not have work themselves for you to do, but they may know others who require services in your niche. At the appropriate times, communicate your business offerings clearly and ask people to spread the word. Your reputation could take flight like “two turtle doves.”

3. Ask for referrals from past and present clients.

Who better to provide referrals than clients who know your skills and expertise firsthand? If you have a good working relationship with a past or present client, be sure to reach out when appropriate and ask if they know anyone else who may need your services. You could have potential clients lined up like “three French hens”!

4. Grow your email list and send regular content.

“Four calling birds” could help you cold-call clients. But another effective long-term strategy is to build an email list composed of your ideal audience. You can nurture relationships with them through regular, personalized content like newsletters and automated email sequences.

5. Let your experience and persona shine on social media.

Forget “five golden rings.” With social media, your expertise and personal branding can shine like a multitude of rings. Make sure your profiles and pages on networks like Facebook and LinkedIn contain all the necessary information about your business. And engage with others through posts and groups to authentically share your knowledge and gain visibility.

6. Create valuable content that addresses relevant topics and pain points.

“Six geese a-laying” were certainly creating valuable content that would have people coming back for more. In the same... well, not the “same” way, you can attract potential clients by addressing their needs through blog posts, online video,

podcasts, and other media. Answering questions and discussing solutions establishes you as an authority in your niche.

7. Build relationships with key influencers.

Like “seven swans a-swimming,” influencers inspire awe and attention. So, building relationships with well-connected clients who are influencers in your niche can provide valuable endorsements and increase your credibility.

8. Connect with businesspeople through Meetup groups and conferences.

“Eight maids a-milking” would have had an opportunity to chat and discuss work opportunities. Even in an online world, face-to-face meetings and conferences are crucial for establishing connections. Look for Meetup groups and in-person conferences happening near your location or within travelling distance.

9. Build strategic partnerships with relevant businesses.

What do “nine ladies dancing” need? Partners! And you can use a partner too when you’re building your client base. Consider connecting with businesses that require someone to service their overflow clients. Or partner with businesses whose clients are requesting a service they don’t provide, but you do.

10. Write and share case studies to demonstrate your services.

Why are “ten lords a-leaping”? Because they’ve just seen what amazing work you offer in your business and are eager to hire you. Ask past or current clients whether you can showcase your service offerings in a real-life example of what you’ve done for them. Or, if you don’t have any clients yet, write a case study of relevant tasks you’ve performed for yourself.

11. Submit content to publications in your niche.

In addition to publishing content on your own online platforms, an effective way of attracting clients is to submit articles to magazines and publications related to your niche. It can build a buzz as loud as “11 pipers piping” and establish credibility with your target audience.

12. Follow up with your prospects.

All of the above strategies are meaningless without appropriate follow-up. Like “12 drummers drumming,” it’s important to establish a rhythm for your client communications. Be sure to keep accurate records of contact information and schedule when and how you’ll communicate with potential clients.