

June 2022 Coaching Session

Client Acquisition
Strategies



WP STUDY GROUP

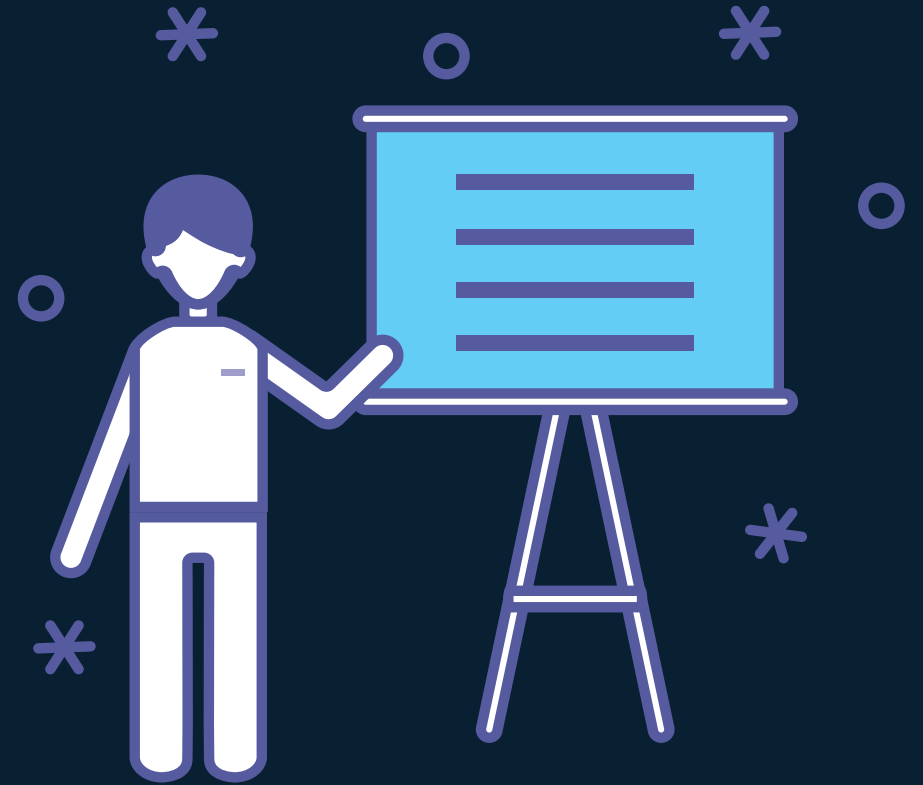
Meeting Agenda

- ❑ Introductions – 5mins
- ❑ Questions & Suggestions – 10mins
- ❑ Micro-training: 4 Mindset Blocks and how to deal with them
- ❑ The Hotseat – 20mins

AGENDA

Introductions

- Name and location
- What you are doing or want to do
- What your best skill is and what you hope to learn
- What you ideally want ie clients, mentors, opportunities for speaking etc



Questions / Challenges

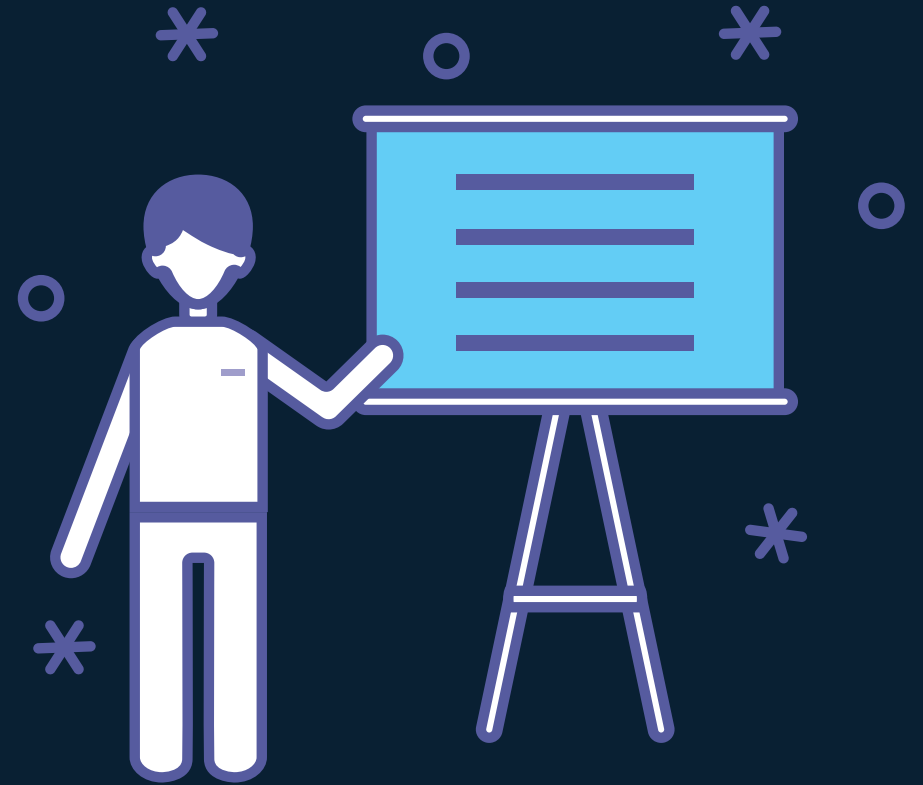
1. State your win for this month
2. Feel free to drop in any challenges or questions you may have

Tip: Interact and make this a conversation



Client Acquisition Strategies

We are going to look at ways for a new freelancer to find clients. Or for an existing one to increase their client flow.



#1 LinkedIn Prospecting

- Get interested in others and find ways of being service even if you feel it will not lead something
- Make note of activity hooks to start conversations
- Ensure the conversations are personally – quality over quantity

#2 Asking for Referrals

- If you have had other clients, ask them if they know anybody who might need your service
- You can offer them a service kick back but think this strategy carefully
- Asking family and friends might also yield some results

#3 Check out Job Boards

- RFP Job Boards are a great way of submitting a welcomed proposal
- Be careful of the sites you choose as some can yield a low quality exchange in the client's favour
- Job boards specific to your niche are great but make sure you declare your subniche

#4 Attend Online Networking Events

- There are no shortages of these events online nowadays
- Be sure to be of service and exchange. Do not make the events all about you.
- Getting out in person is also not out of the question

#5 Just start!

- Don't overthink this
- It's scary but if you are not getting clients and looking for the perfect strategy you will waste time
- Marie and I are doing a free workshop at the end of month on mindset framing for freelancers

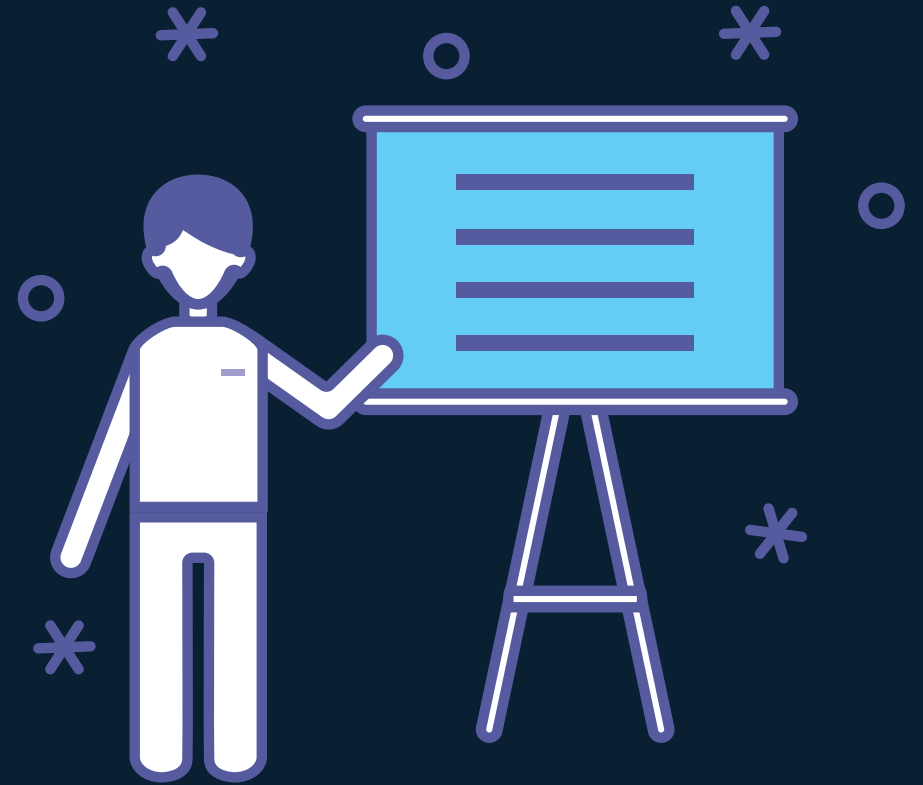


Some Call Resources

- Fearless Client Acquisition Strategies
- List of Job Boards - <https://www.ryrob.com/freelance-jobs/>

Hotseat

- Who wants to be in the hotseat where, as a group, we find ways to help you
- It could be through suggested resources, people to connect you with, a visual walkthrough etc...



**Reach out in group. We
don't bite!**

