LAND MORE CLIENTS

THE ULTIMATE GUIDE

Finding new clients is one of the hardest jobs for business owners. In this guide, learn how to explode your client-base through networking, partnerships, marketing, and branding.

Let's Do It!

The Ultimate List of the
Web's Best Resources on Getting More Clients

From top networking strategies, to building a web presence.
This guide has you covered.

CHAPTERS

1. Land Your First Client | 2. Networking | 3. Partnerships | 4. Referrals | 5. Branding | 6. Creative Tactics | 7. Scaling

Chapter 1
Land Your First Client

Like many entrepreneurs, we assume that if we offer a great product or service, clients will magically appear. In reality, it takes considerable effort to generate your first dollar. Below are some of the best resources and case studies to help land your first client.

- The Fundamentals: Turning Your Knowledge & Experience Into a Thriving Business
- The Most Effective (and Scientifically Proven) Techniques for Landing Clients
- Case Study: Landing Your First Client

Chapter 2
Master the Art of Networking

Although it may seem daunting for first-time entrepreneurs, networking is one of the greatest tactics for finding new clients. Learn how to become a networking mastermind and start building meaningful relationships today.

- Networking Fundamentals for Entrepreneurs
- Simple Ways to Master the Art of Networking: 17 Insanely Actionable Tips
- The 4x4 Networking Challenge: Case Study
- 25 Networking Conversation Starters That Never Fail
- From Introvert to Networking 'Superconductor' in 30 Days: A Step-by-Step Guide

Chapter 3
Build Partnerships

Creating partnerships or alliances with other businesses is one of the greatest tools for growing your client base. Here are some great resources to help you get started.

- Expert Advice: How To Build A Strategic Partnership for Your Small Business
- The Professional Alliance: 4 Success Stories
- How to Build a Strategic Partnership: 3 Case Studies

Chapter 4
Open the Gates for High Quality Referrals

"A satisfied customer doesn't cut it anymore these days. Today you have to create Raving Fans in order to be successful." - Kenneth Blanchard, RAVING FANS: "In this chapter, learn how to build raving fans around your business & blow up your referrals.

- TED TALK: The Essence of Every Business Success Story - Building Trust
- 6 Actionable Steps for Building Brand Ambassadors and Getting More Referrals
- 10 Stories of Unforgettable Customer Service
- Case Study: Going Above and Beyond for Your Clients (Even If You Have To Abandon Your $192,000 Ferrari)

Chapter 5
Build Your Brand & Web Presence

Not too long ago, a small company had the ability to turn a profit by simply setting up a storefront. Savvy business owners have realized the importance of maintaining a strong brand, web, and social media presence. It's time to make you savvy too.

- Why Every Business Needs a Website
- Design Inspiration For Your Next Website (Spoiler: Stunning Images Ahead...)
- 20 Reasons Good Design (Really) Matters To Your Business
- A Beginner's Guide to SEO
- Get Targeted Referral Traffic Flooding to Your Site: The Guide to Guest Blogging
- How to Get More New Clients ASAP With Google Adwords Express
- A Step-by-Step Guide to Using LinkedIn to Find and Land New Clients
- Case Study: How an Immigration Attorney Uses Facebook to Generate 5 New Leads a Day and 118,000 Page Likes

Chapter 6
Get Clients Using Creative Tactics

Although there are traditional ways to build a business, the truth is that clients can come from truly unexpected places. We've compiled some of the best, most unconventional, and creative ways for finding new clients and generating new business.

- 10 Unusual Ways to Find New Clients
- How to Find Clients using Twitter (A Step-By-Step Guide)
- Case Study: How One Cold Email Landed This Man A $15K Consulting Project
- Case Study: How This Business Owner Built His LinkedIn Group to Over 5000+ Potential Clients in 15 Months (And Got 77 Paying Clients Through It)

Chapter 7
Scale Your Business

So you've implemented all the strategies. You're flooded with new business. You've likely reached the time to start scaling up. It's time for real growth. The exponential kind. Ready to explode?

- 4 Keys to Growth Every Service Business Needs to Adopt
- 6 Practical Ways to Scale a Service Business
- Case Study: How this Entrepreneur Scaled Her Service Business to Over 82 Employees

Bonus Video
How to Get More Traffic to Your Site

Bonus Video
How to Convert More Leads From Your Site