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Community Home > 70 Unique Strategies to Land  
New Customers/Clients

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70 Unique  
Strategies to Land  
New  
Customers/Clients

Written By: Carol Roth

A business is nothing without customers. But with the tough economy and so much competition, landing new customers can be a big challenge to overcome.

So, to kick off 2011, I have asked my trusted network of experts and entrepreneurs to offer up their best unique strategy for businesses to land new customers and clients. Their answers are presented below in no particular order.

You may notice some similar strategies, but I kept their insights separate, as something in the way one is framed may resonate differently with you.

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## Bill for it

Too many people try to sell 'something' instead of something that their customers value. If you want to land a new kind of client, the kind that will be case-study worthy and help advance your own brand, try this. Before meeting with prospects, stand in their shoes. Sense their problems and develop solutions you might offer. Think about how to introduce your value-creating idea, and then do it. Don't worry about your idea being stolen; you can make a new one. Get the meeting. Then, close the deal.

*Thanks to: Mike  
Wittenstein of*



Oil and Water Don't Mix! Neither Do Sales and Marketing.

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## Degrees of Separation

The best strategy I have found for landing a new customer/client is to put a name on a customer you want to obtain, and tap into all the people in your sphere of influence to get an introduction to that specific person/company. So, instead of saying you would like to obtain XYZ company as a new client, find the name of the specific person within that company that is the decision maker, and ask everyone you know if they or someone they know knows that person, and ask for an introduction.

*Thanks to: Lori  
Friedlander of Flore*



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## Hard Truths

Never underestimate the value of "calling someone ugly to their face"! We ALL need someone to say the things that are hard to hear. Honesty CAN get you clients – when spoken with genuine caring & desire to help someone get better.

I've gotten lots of clients this way – especially professional services firm owners who can't answer the "why me?" question in any way that differentiates them from their peers. Calling them on it and providing a solution wins the business almost every time!



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## *Coaching.*



### 4. YellowPages.com

Some years back, I invited eight of my satisfied patients to post their comments about my work on YellowPages.com. All eight did so and now, years later, I am still getting new patient calls based on those eight evaluations. The YellowPages.com site has a hot link to my practice website.

*Thanks to: Susan  
Delphine Delaney  
MD, MS of  
[susandelaneyauthor.com](http://susandelaneyauthor.com).*



### 5. Show Some Ingenuity!

Every business has challenges to overcome. You can court a business

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finding some information to help THEM increase their business or solve a problem, and then send them a copy with a hand-written note saying that they might find this information useful. Of course, attach your business card.

I once sent a business owner a little sketch that came to me as a possible logo for his new division. He loved it, and I got a new client!

*Thanks to: Sheila Van Houten of New Light Consulting Corporation.*



## 6. Single Ingredient for Success

In an age of leadership shortcomings and scandal,

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surrounding  
yourself with  
people who  
embody integrity,  
you will build a  
culture of  
credibility. That, in  
turn, is the  
cornerstone for  
business trust and  
increased  
revenues.

*Thanks to: Jerry  
Dollar of Jerry V.  
Dollar, Author.*



## 7. Happy Birthday LeBron James!

Trickle down  
presents.  
For LeBron James'  
last birthday party,  
Spa 101 presented  
him and his  
girlfriend with some  
special treatments.  
Beside his personal  
presents, we  
included gift  
certificates for him  
to give away to his

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word-of-mouth,  
what better 'brand  
ambassador' than  
LeBron James  
himself?



*Thanks to: Patrick  
Van de Coevering  
of Spa 101 Miami  
Beach.*



## 8. Randomly Reach Out

Use a random system to choose several, new email subscribers from your email listing and ask them personally what problems they have. Customers are very appreciative when businesses take interest in them individually. Entrepreneurs are problem solvers, so earnestly seek to identify and resolve the problems of your audience and

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*Thanks to: Sheren  
Edwards of The  
Christian Women's  
Leadership Ex.*

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## 9. Be Your Best Customer

If you are trying to sell something, then you better believe in it, use it, wear it and live it. I design flip flops and I pretty much live in them. Who better to sell my product than me? If I am talking to a potential retail outlet, then I better walk into my meeting rocking my product.

*Thanks to: Sheena  
Edwards of Lizzie  
Lou Shoes.*

## 10. Crystal Clear Stunning Results

Spell out the  
stunning results

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that ease pain that  
is deeply felt and  
for which clients  
are eager to invest  
money to solve  
right now.

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*Thanks to: Nancy  
Juetten of Main  
Street Media Savvy.*



## 11. Become a Social Media Warrior

I believe a steady,  
persistent, value-  
driven social media  
campaign where  
you consistently  
provide thought-  
provoking insights,  
tips and advice to  
your audience is  
both a unique AND  
unusual way to  
land a new client. In  
and of itself, this is  
neither unique nor  
unusual, but taken  
in its entirety -  
steady, persistent,  
value-driven,  
thought-provoking,  
advice - you will

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down on one of the  
five adjectives  
listed above.

*Thanks to: Shawn  
Brodof of Clarity  
Coaching.*

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## 12. Become Cozy with Your Avatar

Develop an Avatar,  
a portrait of your  
ideal client. Include  
gender, marital  
status, interests,  
profession, etc.

Learn where your  
client spends time  
i.e. trade shows,  
clubs, and  
activities. Go where  
your client goes.  
Attend the  
conferences,  
networking  
meetings and  
events she  
frequents. Network  
and talk with her  
about her interests,  
problems and  
listen to where you

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rapport, credibility  
and genuine  
concern. The  
clients will come.

*Thanks to: Loren  
Fogelman of  
InnerGameforWinningAthletes.com.*

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### 13. The Power of the Word of Mouth

I have had three  
new clients contact  
me in the past 3  
weeks – all  
because of word of  
mouth advertising  
– or Referrals!

I offer a 15%  
commission to  
anyone who refers  
someone to me –  
yes the 15% is built  
into my pricing.

If you do a good  
job for someone,  
then ASK for a  
referral, or entice  
them by offering a  
commission or  
extra value-added



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and then ask for a referral. It's as easy as that!

*Thanks to: Curtis Chappell of Qantum SEO Solutions.*



## 14. Listen and Learn

Be direct. Be brief. Ask for what you want.

"How can I help you and get some of your business?" Then listen. And listen some more. And answer questions.

*Thanks to: Selwyn D. Goodwin of Selwyn D. Goodwin.*



## 15. Networking

Business is about building relationships. If you focus on building relationships with

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So, become a part of your community and attend events in your neighborhood, meet people, make some friends and eventually, these friends will become your customers and recommend new ones too.

*Thanks to: Vinil  
Ramdev of StartUp  
Growth Expert.*



## 16. Tell 3 people About Us!

I ask every customer to tell three people about us. I tell them they are not just a customer at Haupt Antiek Market - they are now part of our marketing team. So many people come back to me and say - see, I brought my 2 girlfriends with me

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be included in the success of growing a small business. It is because of this wonderful word of mouth advertising that our business has been very successful.

*Thanks to: Debbie Haupt of Haupt Antiek Market.*



## 17. Follow Up and Follow Through

I don't know how unique it is, but I am amazed at how many of my large clients say that my competition does not know how to do these things.

FOLLOW UP and FOLLOW THROUGH.

We use a CRM software to diarize a follow up time that is convenient for the prospect and create detailed notes as

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through and contacting the client in a timely and professional manner creates a new level of credibility, which shows your value as a potential supplier.

*Thanks to: Ben  
Baker of CMYK  
Solutions Inc..*



## 18. Pay it Forward

Frequently, I've found the best way to land a client is to help them out before they are one. I've met with a number of people in the last year and a half, and when I can, I'm always introducing them to other potential clients. It may not come back to you right away, but people remember kind acts, and will

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you feel good too!

*Thanks to: Bonnie  
Buol Ruszczyk of  
BBR Marketing.*



## 19. Share the Wealth!

One unique way of bringing in a new customer is to partner with that customer on your mutual marketing. For example, Joe of ABC Tax Consultants wants Sally of XYZ Realtors to bring her 2010 tax business to him. Joe can interest Sally by offering her exposure as a new loyal customer of ABC Tax Consultants in its marketing -- online, print and simple brochures.

*Thanks to: Vicki  
Donlan of  
VickiDonlan.*

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We are bombarded these days with marketing messages. Want to be heard? Put your message where people don't expect it. It will snap people out of rote dismissal as they stop to process what is new and unusual.

*Thanks to: Haleh Rabizadeh Resnick of Little Patient Big Doctor.*



## 21. Add a Free Bonus

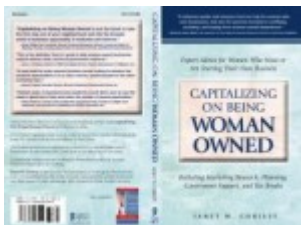
Add a free bonus to your product and the customer will appreciate the added value and feel that you are generous. The value of knowledge increases when you give it away. Provide an opportunity for the customer to

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additional bonus item added. This may come in the form of an e-mail address that the customer may use to contact you to have a personal question answered that applies to the product.

*Thanks to: Paul Scheatzle of Bailey Rehabilitaion.*



## 22. You are Not Important

Remember that the product or service you provide is not important. What matters to the prospect or customer is their need, problem, cost, situation, etc. Address what matters to them instead of "selling" your company, product or service. This particularly

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is.

*Thanks to: Janet  
Christy of Leverage  
& Development,  
LLC.*

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## 23. 3 Steps to Greater Sales

1. Listen to the prospect's pain/dreams.
2. Describe a similar situation you faced and the result you got (do NOT tell the prospect how you got the result. That's what they're buying.)
3. Ask one or two questions that allow the prospect to realize that there is more to the issue than they're considering.

The reaction you'll get is "Gee, \_\_\_\_ is not only listening to me, she's faced similar situations



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seen. I've got to hire her."

*Thanks to: Dale  
Furtwengler of  
Furtwengler &  
Associates, P.C..*



## 24. CUSTOMER to VENDOR

Become a CUSTOMER first. Go to the client and experience what a typical client/customer goes through. Be aware that the owner or manager cannot do this, since everyone knows who they are. Go in as a regular shopper. Note the details of your trip. Then, communicate with your prospect with a note like this: Came to your location yesterday as a shopper. You will be very

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When do you want  
to hear about it?

*Thanks to: John  
DiPietro of ABC/D  
Marketing.*

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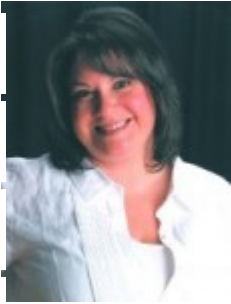


## 25. Fear Works

When presenting to potential dealers/franchisees, I always discuss in detail the unique and superior aspects of our products and service, and the benefits to them of this opportunity. If they are still wavering, I let them know that "We are going to dominate this territory - We want to do it with you on our team - But either way we are going to defeat the competition." Most then sign up, as they realize that they would rather have us supporting

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*Thanks to: Mitch  
Pisik of Breckwell  
Products.*



## 26. Feed 'Em and Then Hook 'Em

We aren't afraid to go old school. We buy our potential clients pizza, or cookies, or whatever is yummy and easy to eat. When people's mouths are full, they are more likely to listen to some good advice... it's the perfect time for us to sell our services.

*Thanks to: Elura  
Nanos of Laywer  
Up.*



## 27. Celebrate with Them

A great way to land a new customer is to celebrate a milestone with

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birthday, expecting a new child, etc., why not send them a small gift, along with your business card. If you sell a particular product that would help them with this milestone (i.e. a baby product for an expectant mom), send this along. Not only will they be surprised and thankful, but they will remember you when someone they know is celebrating a similar milestone.

*Thanks to: Robin McCoy-Ramirez of Inspired by Savannah.*



## 28. Give and You Will Receive

My ONE unique or unusual strategy or piece of advice on how a business can

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up front. When a customer is confronted with a new business venture, they tend to be very hesitant, because they already know that you want their business. By using this unusual strategy in a world where people want to get out of others all that they can, this lets the customer know that you are willing to give as well. Then, they will be more willing to give you their business.

*Thanks to: Kevin  
Benton of Kevin  
Benton Ministries.*



## 29. Thank You

Carry with you postcards with a Thank You message on them. When anyone does

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them with a  
message of thanks  
and a time limited  
offer for one of your  
services.

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The service will  
have a discount  
offer off the first  
visit and a promise  
of a follow up call.  
The offer can be  
transferable to the  
recipient or  
someone of their  
choice.

*Thanks to: Ernie  
Boxall of Balance  
Health and Fitness.*



### 30. Remember the Law of Karma

I volunteer in my  
community. When I  
volunteer and give  
back, new  
customers and  
clients come. The  
more you give of  
yourself, the more  
you get back in

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about spending  
time doing  
something  
rewarding for  
someone else. My  
business is not  
involved and I don't  
tell people that I  
run a business  
unless I'm asked; it  
is all about the  
human connection  
of giving.

*Thanks to: Eula M.  
Young, COO of  
Griot's Roll Film  
Production.*



### 31. Give a Little, Get a Lot

I support the ACS Relay for Life event in our community, because I'd like to see cancer eradicated. As a fund-raiser for the event, I'm offering a professional review with a full report: 10 pages for \$15, which is 60% off my

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me out for a great deal, make a contribution to a powerful cause, and I've already gained new business as a result! A win-win for everyone!

*Thanks to: Nancy Quatrano of On-Target Words.*



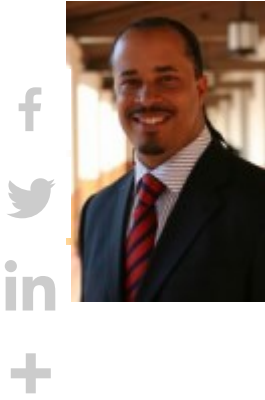
## 32. Yea! A New Client

There are many ways to get new customers or clients, but one of the best is to hold a contest. People love them and they can be as unusual as you want. They can be open to the public (your audience) and will expose your name and services to them. Then, make a big fanfare about the winner and



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*THANKS to: Gayle  
Carson of Carson  
Research Center.*



### 33. Post it!

To land a new client or customer, create a short video (30-60 seconds) using an inexpensive (\$150) high definition FLIP CAMERA (for easy upload) that clearly displays the benefits and rewards of your services. Then, post it on you tube, facebook and any other internet portal available to you.

\*\*\*Email it to everyone you can....

*Thanks to: Troy  
Campbell of  
TROYBOY  
INTERNATIONAL.*

### 34. Use Social Media

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online, meeting  
and sharing  
discoveries via  
Facebook, Twitter  
and YouTube.  
Business owners  
must have a social  
media strategy.  
Re-purposing  
existing marketing  
materials into  
podcasts and  
videos is  
inexpensive, when  
you have the right  
tools. Shareware  
like Audacity lets  
you make great-  
sounding podcasts  
and audio tracks  
for your existing  
PowerPoint  
presentations.  
Export the resulting  
videos to YouTube,  
and people will find  
you. Just  
remember to be  
helpful, not sales-y.

*Thanks to: Sandy  
Weaver Carman of  
Voicework On  
Demand, Inc..*



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## New Customers

Utilizing social media and our imagination, we have attracted a lot of attention and generated new business. Each week, we hold a contest in which participants collect points by sharing their knowledge of comic books, playing games, promoting our sale and E-bay items, and posting comments on Facebook, Twitter and our blog. We have been able to form great customer relationships and have given customers the chance to win great prizes, while getting recognition. Most importantly, we have fun!



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## 36. 4 Words to Win New Customers

TRY BEFORE YOU BUY.

It's hard to get people to switch to a new product or service. So, overcome this by giving them time to sample and experience the benefits firsthand BEFORE spending any money on it. Today's market (no matter the product or service) is a skeptical one. We all hate being "sold to", don't believe what we see on TV and are suspicious of false promises. That's why the ability to try-before-you-buy cuts through the noise in the marketplace to get your brand noticed.

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## *Secrets.*



### 37. Submit "Contact Me" Comments



I submit comments to web sites'

"Contact Us" page. I use an automated system that finds the pages and submits my comments. I've been able to make many contacts and create new business. I use an application that searches the web for sites based on key words, then I submit my customized message to each site. I'm treated as a 'guest' rather than a spammer because site owners always read (and usually respond) to web site comments.



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## 38. Great Expectations

The perception of success begins with expectations. Be upfront with your client about their expectations AND yours. Make sure your contract or agreement spells out what you will do for the client, but also what your client needs to do in order for you to serve them better. Make sure everyone is on the same page before you move forward—then get out there and over-deliver!

*Thanks to: Alex Greenwood of AlexanderG Public Relations.*



## 39. Business Tough? Go to Hawaii!

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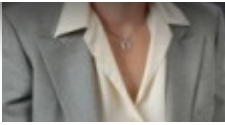


business from us  
with low ball offers.  
Our prospects were  
nervous about  
investing money in  
our sales support  
and sales training  
services. So, we  
created the  
PhoneSmart Hawaii  
UnConference to  
bring clients and  
contacts together  
to network, learn  
and make new  
friends in a  
fabulous  
environment...and  
to create a great  
marketing  
campaign for  
industry trade  
shows and news  
outlets. It worked so  
well the first time,  
we are doing it  
again!

*Thanks to: Tron  
Jordheim of  
PhoneSmart.*

**40. Simple -  
Ask for  
Referrals!**

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near zero. A few cautions:

1. Be sure the person you ask is a happy customer.
2. If someone says "be happy to give you a referral" be patient. If a reminder is needed, be polite and ask for a time-frame you can expect it. Could be they are dead-lining on a huge project or have a sick child at home.
3. Always say Thank You via a hand written note (not an email - though if it comes in via email, acknowledge it immediately) then send a card.

*Thanks to: Heidi McCarthy of Toughest Customer.*



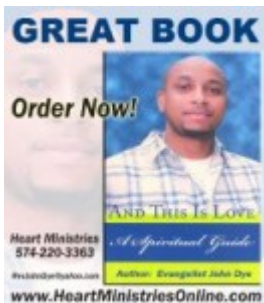


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I learned a valuable lesson a few years ago. I had no money, but I had ideas. The voice said give it away and see if they like it and if they like it, they will buy more of it. Giving allows you to be profitable receiver.

*Thanks to: Derrick Hayes of WOE Enterprises .*



## 42. Seeing Things Eye to Eye

Businesses should see things eye to eye with consumers by taking casual acquaintances to lunch to hear their perspective on your products: then you can explain how you & your products can help exalt them to

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tape it & put it on  
You Tube because  
people like to see  
interaction that's  
real.)

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*Thanks to:*

*Evangelist John*

*Dye of Heart*

*Ministries*

*Online.com.*



## 43. What's in it for Me?

Focus your sales/marketing message on the end result your customers will receive from your product or service. Both people and businesses buy a desired end result when they purchase a product or service. Focus on the valuable end result your product/service delivers to win the marketing game. Always remember

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me?". So, show them what valuable end result they will get when they buy from you and they are much more likely to buy from you.

*Thanks to: Peter Geisheker of The Geisheker Group Marketing Firm.*

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## 44. Keep the Old & Grow Some New

First a word of caution: "Do not neglect existing customers to get a new customer." This year, we are starting off with customer follow-up and communication and asking for referrals. We are also offering some new products and services for old customers. Your customer base is

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customers,  
testimonials and  
referrals are still the  
best way to  
maintain a healthy  
customer base.



*Thanks to: Thomas  
Hemphill of  
Hemphill Iron  
Works.*



## 45. Closing a New Client

Before I quote a price for programs or services, I ask the prospect what the success or accomplishment they want to achieve would be worth to them. They usually describe what the outcome would look and feel like. I then ask them to put a dollar amount on that value. I then quote my fee, which is usually less than what value amount they said. My fees

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*Thanks to: Susan  
Klein of Success  
Technologies Inc.*



## 46. Gain Clients by Clearing Karma

Before attending a networking event or prospect meeting, I use a modernized ancient spiritual process, ho'oponopono, which means to correct or set aright, to clear karma and past life memories existing unconsciously between myself and individuals involved. I also clear anything within my mindset such as fears, concerns, and limited ideas that could potentially sabotage optimal results. All then relate to each other

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negative  
memories.

*Thanks to: Joy  
Pedersen of Express  
Success.*

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## 47. Pay it Forward

My best advice is to  
give before you try  
to sell.

I have been able to  
build a large list of  
responsive career  
success coaching  
customers by  
giving away my  
book "Success  
Tweets."

Once people join  
me, I continue to  
give them free high  
quality information  
that builds their  
trust in me. By  
giving away my  
best stuff, I have  
created a group of  
motivated  
customers who  
want to buy my

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Good luck.

*Thanks to: Bud  
Bilanich of The  
Common Sense  
Guy.*

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## 48. Know Your Prospect

Become a profiler. Know your prospect inside out, upside down. Know their business, what they're trying to accomplish, where and how they've struggled -- and why. Know their competition and where they're vulnerable. Know how much value they would place on the benefit that your offering presents to them. Then, once you know what this big picture looks like, present yourself as

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THANKS TO: Stan  
DeVaughn of  
Turner DeVaughn  
Network.



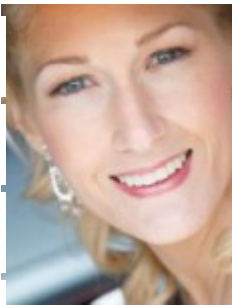
## 49. Boost Response with Doodles!

A great way to bring in new customers and clients is to use hand-written notes and hand-drawn doodles in your copywriting and marketing. They add attention-grabbing power to direct mail, websites, presentations, and videos, and have been proven to boost response. These time-tested strategies work because they stand out from normal, plain-vanilla marketing and will stop your readers in their tracks, so they



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*Thanks to: Mike  
Capuzzi of  
CopyDoodles.*



## 50. Be Your Own Best Advertiser

As a small business owner, finding creative ways to attract new customers is important. I always carry a small tote bag with my business name, logo, website, and a statement that says "Ask me about Permanent Cosmetics" printed on the outside of the bag. The tote bag has sparked conversations that lead to new customers. I had similar bags designed to give to friends, family, and past clients, since they are also

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THANKS TO: April  
Meese of  
Customized Beauty  
Ltd.

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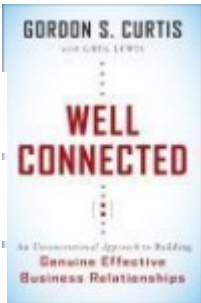


## 51. Back to Basics

My one unique or unusual tip for landing a new customer or client shouldn't be unusual or unique: ask them. Ask your prospect what they need or at least want. It's amazing how many of them will tell you exactly what they are looking for in a product and/or service--giving you the key to deliver to their expectations. Knowing what your prospect is looking for is an invaluable piece of information, allowing you to focus your efforts toward meeting

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THANKS TO: SCOTT  
Harris of Mustang  
Marketing.



## 52. One Connection = Many Clients

Hunting for new clients, most businesses shoot directly and repeatedly at prospects. With a target in their sights, why not? Unless, there was just one person who already had close relationships with your target market for reasons uncompetitive to yours? And what if you could approach them in a compelling way motivating them to refer you highly to many clients? Would that be better than the direct, shotgun approach? Well Connected shows

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methodology.

*Thanks to: Gordon  
Curtis of Curtis  
Consulting.*



### 53. Be a Resource for a Prospect

Every workday, contact one potential client with a relevant piece of information for them. This may be a congratulatory note on something they have done, an article that would interest them, or connection with someone who they should get to know. No pitching of your product or service is allowed when doing this.

*Thanks to: Deborah  
Munoz-Chacon of  
Sonoran Oasis  
Landscaping.*

### 54. Developing

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prospect is not getting from their current supplier. Develop a product, which not only meets those needs, but exceeds their expectations. Make a sizable sample run of the product and send it to them at no charge. Follow up with the customer to determine their reaction. If the feedback is favorable, you have your foot in the door. This is much more concrete than just promises. Now, you are in a better position to negotiate pricing and terms and conditions.

*Thanks to: Robert  
Papes of Papes  
Consulting.*

## 55. Giving to Get



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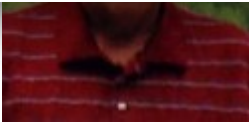


and ask if they would be interviewed on my business blog or a guest on my monthly webinar series. Showing this interest and asking them to share their expertise, I have been able to close 3 new client accounts out of the 10 I've approached thus far. One company approached is now a major key influencer. Those who have appeared on my blog have shared their appearance with their networks, further increasing Sūmèr's exposure to new prospects.

*Thanks to: Michelle Salater of Sūmèr, LLC.*

## 56. Making More Sales

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"offer a sales tip" or other advice, like this one here, and then I can plug my business, which results in more exposure and more sales at my site.



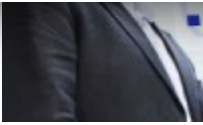
Always look for ways to contribute, to share a business tip that has helped you. What you share can help others to get a foot hold, and they'll go on to be successful, and help still others! And, they'll always remember and thank you for your assistance!

*Thanks to: Gary Christensen of Christensen's Delivery Service.*

## 57. Make Yourself Discoverable

Make your website discoverable and

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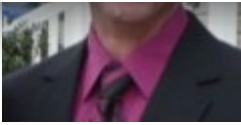
name. Valassis, a well-known name in the media and marketing services industry, learned this firsthand when it created a consumer-facing brand. The Valassis name wasn't resonating with consumers, so the company chose a new domain: Redplum.com. Now, in a span of less than two years, Redplum.com receives 3 million unique visitors every month, and the company sourced over 160 million coupons just last year.

*Thanks to:  
Jeremiah Johnston  
of Sedo.*

## 58. Refer Them to a Competitor



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client, I'll look at them at the beginning of the conversation and say, "If I determine that I can't help you, don't have the skills you need, or that I think you'd be better served by working with someone else I know, will you be ok with me referring you to them?" 9 times out of 10, their defenses immediately come down... they know I'm not just looking for money. I'm much more likely to land their business, and it generates a lot of referrals.

*Thanks to: Bob Steinkamp of Finger Lakes Media Strategies.*

## 59. Becoming the Super Sleuth

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keeper.



Develop obligation with the gatekeeper. Be interested in the gatekeeper- what do you share in common? Don't ask about the customer, get to know the gatekeeper. Can you find a way to get friendly- nothing as blatant as lunch? Become a friend, bring coffee or tea. Just stop in to say hi.

Remember that giving creates obligation and that's what will get you in. People hate to be obligated, so they will pay back as soon as possible.

*Thanks to: Lisbeth Calandrino of*

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## 60. Talk to Old Customers

People generally love to help others. By talking to old satisfied customers about how you want to reach out to others in their market segment (non-competitors, of course), you'll often find them passing along the name of a colleague to you. Now you have a warm lead to work with.

*Thanks to: Paul Shrater of Minimus.biz.*



## 61. QR Codes That Build Business

Use Google Places to Create A Coupon. Then Create a QR Code directly to that Coupon. Put that

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that gets them to view the QR Code. The QR code takes them to coupon that has a direct call now button on it, so they will call and buy your stuff.

*Thanks to: RK  
Castillo of Purpose  
Concepts.*



## 62. Curiosity Counts

An important attribute in selling is to be curious about other people. Scan local news sources to find decision-makers featured for their work in their communities or honored for their company's performance. Reach out and introduce yourself to these folks and congratulate them with an email or phone call. Show

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organization. This is a chance for you to meet them and start up a strong relationship that can lead to future sales or references.

*Thanks to: Michael Denisoff of Denisoff Consulting Group.*



## 63. Give Ideas Away

I share my gifts to help inspire and empower others. I help them find their gifts inside that will help them make a difference. When you meet someone and give first without asking to receive, it makes others appreciate meeting you even more.

*Thanks to: Derrick Hayes of WOE Enterprises.*

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be better than the competition. You have to make an impression. You have to be memorable, even outrageous. One powerful way to stay top of mind is to use humor. Funny works. Funny sells. I once did a YouTube video dressed as Moses and delivered the 10 Commandments of Online Video. I got more new clients from that one fun video than from all of the emails, brochures and Google AdWords combined. In a sea of sameness, humor helps you stand out. To land new clients, make 'em laugh!

*Thanks to: Lou  
Bortone of  
OnlineVideopolis.com.*

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## & Clients

Each of us is born with all four temperaments (Earth, Air, Fire, Water) and develop them based on our education, parents, religion, experience, etc. The temperament that LEAST describes us is our fourth, called our shadow temperament. The behaviors associated with our shadow typically tick us off and we avoid people with that temperament -- or fight them! We avoid clients whose dominant temperament is our shadow. Learn about your shadow and find new clients in the ones you've been avoiding.



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## 66. Giant Spine Parade Costume

To promote my chiropractic office, I built a 100 foot long giant spine costume for my town's annual parade. Each of the 24 vertebrae was worn individually and we marched in unison. We were the hit of the parade and it resulted in hundreds of new patients for my office. I provide free instructions on how to build and use this on my website.

*Thanks to: Dr Tom  
Potisk of Whole  
Health Products  
LLC.*

## 67. Have Booth/Will Travel





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lures... tenacious  
obstacles when  
courting new  
clients. As a Realtor  
for 20 years, I  
created a booth to  
exhibit at specialty  
expos like  
Equestrian or Sport  
Shows. My original  
booth even  
changed how  
Chicago Bridal  
Fairs do business.  
Keep the message  
in your booth  
simple with a clean  
look. Hawking  
attendees in the  
aisle is unhealthy.  
Thoughtful prizes or  
freebies work.  
Patience & friendly  
first encounters will  
ensure solid leads  
& happy clients.

*Thanks to: Jerry  
Grodesky of United  
Country Farm and  
Lake Houses.*

**68. Give Your  
Client Their  
Wish!**



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what they want. I'll explain. What is the one thing your potential client needs the most? In my business, it is often new customers or the chance to meet with a leader in their industry. I often send them a referral or aid in setting up a meeting with a potential partner, as a way to demonstrate my services. You can do the same thing! Help the florist land a wedding; be creative helping your clients and they will flock to you!

*Thanks to: Phyllis  
Nichols of  
SoundAdvice Sales  
and Marketing.*

**69. New  
Clients in  
Bunches**

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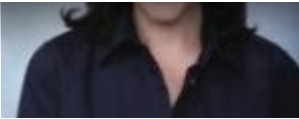


focus on one of your services, the more narrow the better (i.e.: Ethics in Leadership). Now take a narrow focus on a specific group that can use that service (i.e.: construction companies of a specific size). Find the organizations/associations that specifically work with them (i.e.: General Contractors Assoc). Approach the association with a training/education program that you'll provide. Give them great value. You now have prospects experiencing you.

*Thanks to: Harlan Goerger of AskHG.com.*

**70. Use the Buddy System**

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clients, when they should be looking closer to home. Rather than cold calling for your next client, try a warm handshake with a current client who knows you well. Offer an incentive, such as a discounted rate if they send you leads. The connections you already have can be your strongest asset in new client acquisition. Even if your client seems in an unlikely position to refer you, who people know is always surprising--so always ask!

*Thanks to: Sherrie  
A. Madia, Ph.D. of  
Author,  
S.E.R.I.A.L.PRENEURSHIP.*

Do you have a unique strategy that wasn't included? If you do, please

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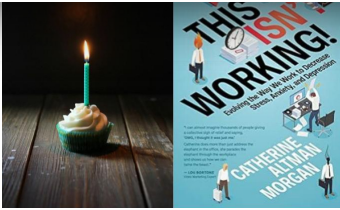
## Article written by Carol Roth

Follow @caroljsroth

Carol Roth is a national media personality, 'recovering' investment banker, investor, speaker and author of the New York Times bestselling book, The Entrepreneur Equation. She is a judge on the Mark Burnett (Shark Tank, The Voice, Survivor, The Apprentice) produced technology competition series, America's Greatest Makers, airing on TBS and Host of Microsoft's Office Small Business Academy show. Previously, Carol was the host and co-producer of The Noon Show, a current events talk show on WGN Radio, one of the top stations in the country, and a contributor to CNBC, as well as a frequent guest on Fox News, CNN, Fox Business and other stations. Carol's multimedia commentary covers business and the economy, current events, politics and pop culture topics. Carol has helped her clients complete more than \$2 billion in capital raising and M&A transactions. She is a Top 100 Small Business Influencer (2011-2015) and has her own action figure. Twitter: @CarolJSRoth



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## Was Published One Year Ago

Written By: Catherine Morgan

My book was published one year ago yesterday. Yes, my brain child; This Isn't Working! Evolving the Way We Work to Decrease Stress, Anxiety, and Depression; was published on January 31, 2023. And oh what a year it has been... I started out all starry eyed and filled with excitement and possibility. Author friends and other thought leaders were incredibly supportive. My blurbs were fantastic. If you don't know, I dedicated my book to Carol Roth. Without her and her support, it would not have been possible. Here is what Carol said about This Isn't Working! Yes, Carol said...



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## Group as a Proxy

Written By: Catherine Morgan

As renowned coach Martha Beck said in this article, "As every life coach knows, the way we do anything is the way we do everything." One of the best things I have done for me and for my clients is create a job search coaching group that meets twice a week. We meet twice instead of once so people won't have to spend more than 3 days in a bad headspace. After almost three years, here's what I can tell you: The people who make attending a priority get a ton of support and value. I have been wanting...



## Inside Scoop on Running a Doggy Daycare

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Morgan

If you love dogs,  
you may have  
thought about  
being in a business  
where you could  
spend more of your  
time with dogs. You  
may have even  
considered starting  
a dog walking  
service or a dog  
grooming business  
– or maybe even a  
doggy daycare. I  
put on my  
consultant hat and  
talked with Bob  
Duncan who is the  
owner of Dog Days  
of West Hartford in  
Connecticut.  
Duncan shared  
how a corporate  
downsizing led him  
to buying an  
existing business  
where he had been  
a customer. This  
was a smart move  
because he  
understood his  
customers since  
he...



Morgan  
Rabas on  
How to Hire  
the Right  
Sales Rep  
for Your  
Business



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consultant hat and talked with sales leader Morgan Rabas, who shared her best advice for how small business owners can hire the right sales rep. We began our conversation talking about what you need to know in your business before you hire a sales rep. You have to be realistic regarding the current state of lead generation and understand your lead conversion rates in order to set reasonable expectations and appropriate compensation for the sales rep. We talked about the different types of sales reps you might need, depending on the...



## 5 Ways To Grow Your Small Business Using AI in 2024

Written By: Chuks  
Chukwuemeka

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spread like wildfire, penetrating all aspects of human endeavor. 2024 is here and predictions are that it will play a major role in the business world, especially in the United States, as small businesses are expected to leverage it to grow at a faster rate. You probably have heard of AI, but you may not know how it can help you as a small business owner. In this post, I will share 5 different ways you can grow your business in 2024 using AI. 1. Customer Insight ...

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