

THE **TOP 5 WAYS** TO
**ATTRACT
AWESOME
CLIENTS**

Right Now



REALPROSPERITYINC

Penelope Jane Smith



THE TOP 5 WAYS TO ATTRACT AWESOME CLIENTS RIGHT NOW



By Penelope Jane Smith

Congratulations on taking the next step in learning the most effective and straightforward ways to attract awesome clients to your business!

In this report, you'll discover:

- The Top 5 Ways to **Attract Awesome Clients** Right Now
- Where to Find Clients Who are *4 Times More Likely to Sign Up* with You
- The 3 Proven Ways to **Boost Your Revenue** as a Business Owner
- How to Leverage Your Time to **Earn More** and *Work Less*

If you're like most of the clients I've worked with, you started your business not only make money but because you **actually care** deeply about changing your clients' lives for the better. You're here to make a difference.





I acknowledge you from the bottom of my heart for the great life-changing work that you do and for taking this next step on the journey of growing a lucrative business with lots of happy clients so that you can make the difference that you're here to make in the world.

I've worked with thousands of entrepreneurs from all over the world, and discovered that if you cut through all the noise and distractions, there are **a handful of highly effective ways** to attract awesome clients, which I'll share with you below.

I'll explain each strategy in detail and highlight the **biggest pros and cons** of each one so that you can decide which of them is the best fit for you.

Strategy #1

Offer Something New to Your Existing Clients

There are 3 ways to boost your revenue as a business owner:

1. Get New Clients
2. Get Your Current Clients to Invest More with You
3. Get Your Current Clients to Invest More *Often* with you





Of these 3 ways to boost your revenue, most people focus on getting new clients, which is actually the hardest one.

PROS:

What's so great about this strategy is that it's WAY easier to sell something else to someone who already knows you and loves your work.



CONS:

The main downside to this strategy is not having enough current or past clients to reach out to in the first place. If you're relatively new in business and don't have any clients yet or if you've only worked with a handful of people and none of them are ready to invest in themselves through this new offer, you're back to square one.

The other downside is that it can be tricky figuring out what to offer if they've already invested in all your programs and you don't have the bandwidth to create something new and fulfill on even more programs. You don't want to spread yourself too thin.





Strategy #2 Ask for Referrals



Reach out to your **Sphere of Influence**, all of the people in your life who already know and like you.

You might call them and say something to the effect of...

"I have some time right now to work with two new clients who would like to *[INSERT THE RESULT YOU HELP YOUR CLIENTS ACHIEVE]*. Before I invest in advertising to attract someone that wasn't referred to me, I thought I'd give you a quick call and offer my time to people you know who might need my help."

This works best if you can offer their friends a really great deal and if possible, do something nice for the person who referred them, too.

For example, one of my clients runs a massage studio and spa and she might consider offering someone's friends an extra 30 minutes





for free on their first session and an extra 30 minutes to the person who referred them on their next session, too.

PROS:

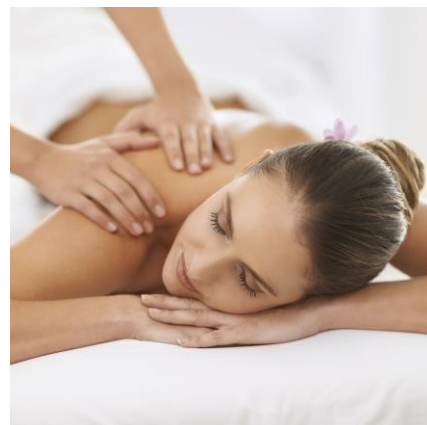
The biggest advantage to this strategy is that the likelihood of a referral becoming a happy paying client is very high because of the power of **third party endorsement**.

Clients who were referred by a friend are **four times more likely to buy** and invest over 13% more on average than someone who was not referred.

CONS:

The downside is that these conversations may feel awkward and you may resist doing them. If that's the case for you, **you're not alone**. It can be hard to ask for what you want!

And this is also a high-risk proposition for the person giving the referral. If they refer their friend and their friend has a bad experience with you,





it makes the person who referred you look bad.

The biggest downside to this strategy is that your impact is fairly limited because you're only enrolling 1 or 2 clients at a time. It can be a big time investment for the results.

Strategy #3

Speaking Gigs

In this context, a "Speaking Gig" is an opportunity to present to, share with, or educate a group of people. Here are some examples:



- Local Networking Groups or Clubs
- Meetup Groups
- Industry Trade Shows
- Seminars, Trainings, Workshops, Retreats
- Radio Interviews and Podcasts
- TV Interviews
- Teleclasses, Webinars, Google Hangouts
- Tele-Summits
- Corporate Trainings





How this works is... you **deliver amazing value** for your audience in 90-95% of the time that you're allotted to speak. And in 5-10% of the time, you **offer them the opportunity to work with you** at a deeper level. If you have 60-90 minutes of stage time and permission to make a paid offer, you can *enroll paying clients right there on the spot!*

If you don't have much time (maybe only 10-20 minutes) or you don't have permission from the event host to make an offer, one strategy that works well is to offer a free one-on-one strategy session with you to see if working together is a fit. Then, if it's appropriate, offer them a great deal on your paid programs.

PROS:

There are plenty of entrepreneurs that have created 6 figure businesses JUST doing this... speaking at little local networking events and Meetup groups, offering free strategy sessions, and enrolling clients in premium programs, anywhere for \$1,000 - \$10,000 (or more), per client.

Imagine if you did 1 little speaking gig a week on average and each one generated 4 strategy sessions for you. You'd be talking to 16 potential clients per month.





If half of them (8 people) sign up for a \$1,000 package or program with you, that's \$8,000 per month or almost **\$100,000 per year**. If your package was \$2,000, that would be \$16,000 per month, or \$192,000 per year.

The biggest advantages to this strategy are that you have **instant credibility** as an expert when you're on stage, and you can leverage your time to enroll a bunch of clients or potential clients all at once.

And **someone else has done all the marketing** to put an audience in front of you... all you have to do is show up and deliver a rock star presentation!

CONS:

The biggest disadvantage to this strategy is that it can be difficult to find speaking gigs... this is one of the biggest frustrations of the vast majority of speakers that I know.

There are programs out there that teach people how to find gigs, but there's no getting around the fact that **it takes time, energy, and sometimes even money** to get speaking gigs, just like it does to get clients.





Also, it's almost never a quick process... so this strategy is a great way to attract clients right now if you already have one or more gigs lined up or if you're able to get booked quickly.

Every now and then, you might get a call from an event organizer like, "my speaker for tomorrow flaked out on me, can you fill in?"

But typically, organizers book speakers 4, 6, or 12 months out, and you have to wait until then to see results.

Strategy #4

Host Your Own Events



This can be a webinar, teleclass, Google Hangout, or a live and in person event, like a 2-3 hour intro seminar, or a 1-3 day workshop.

PROS:

With speaking gigs, there is an event promoter, conference organizer, or





group leader that decides whether or not you will speak at their event and whether or not you're allowed to make an offer.

When you host your own event, you **don't need anyone else's approval or permission** to speak or make an offer. And you can schedule them at a time that works best for you.

Events give you the **leverage** of being able to building relationships with, create value for, and enroll multiple people at the same time.

They can be awesome way to sell a high-ticket program without doing a gazillion one-on-one sessions.

I have multiple friends that offer 3-day live events where they upsell programs for \$10,000-\$100,000. This is a major part of their 7-figure business model.

CONS:

The biggest downside to hosting your own events is that the responsibility falls 100% ON YOU to **market and fill the event** in the first place.





And if you've never done this before, I feel like it's my responsibility to give you this heads up...

Most people think that all they have to do is 1 thing (like send an e-mail) and they'll get 50 people at their event. While some entrepreneurs have a big enough e-mail list to make this happen, for MOST people, it feels more like you have to do 50 things to get 1 person at your event.

And of the people that register, not all of them are going to show up!

The biggest live event that I've hosted to date had over 200 people, and it took me and a key team member a YEAR of working our butts off to fill that event.

At the end of the day, we did over \$500,000 in sales, so it was worth it, but that was a *lot* of hustling!

The other scary thing about hosting a live event specifically is that it can be **very costly** to put on. For that event I just mentioned, the hotel bill alone was over \$26,000.

And if you're allowing people to come for free, which a lot of people do to





get more people to the event and in front of the paid offer, it's **stressful** to be putting all that money out and hoping that you'll make enough sales to more than cover it.

And it's absolutely devastating if you've poured a ton of time, energy and money into putting on this amazing event and people don't sign up.

Strategy #5

Make Offers to Your E-mail List



If you have a list of potential clients who have given you permission to e-mail them, you can send them special offers or invite them to an online event, live event, or strategy session with you where you then offer your paid programs.

PROS:

Having a big, profitable e-mail list gives you a new level of **financial security** because you can even out your cashflow and make more money any time you need to, just by sending out messages to your list.





For example, I e-mailed my list an amazing deal on my List-Building Success Kit, which is available on my website for \$297. I allowed the people on my list the chance to get it for 90% OFF, only \$27 as long as bought it within the next four days. Through this one sale, I made over **\$5,000 in four days** from a little \$27 product, just by sending e-mails to my list.

In this case, I also love that the product delivery is already automated so it doesn't take me any more time to fulfill on what I've sold... it's just extra money coming in.

If you do have some time to fulfill on a program and want to make even more money, a great way to monetize your list is to send out an e-mail **inviting people to apply for a strategy session** with you to see if working together is a fit.

My friend **Anastasia Netri** decided that she wanted to launch a new high-level coaching program. She didn't want to create, market, and deliver a live event to fill it. And she didn't want to use affiliates or JV partners. So what she did was send out a few e-mails to her list, letting people know that she was launching a new program and inviting them to fill out an application for a strategy session with her to see if





the program would be a good fit for them. She filled the program and generated **\$65,000 in income** in just a few weeks!

So you can see how having a big e-mail list makes the previous 4 strategies that I've mentioned WAY easier! You don't have to hustle anymore.

If you already have a big list, you can model the case studies I've shared with you to attract more clients and make more money immediately.

CONS:

The biggest downside to this strategy is that **you need to have a list** for this to work!

Also, some people feel overwhelmed by the technology involved in setting up their e-mail list, like choosing an e-mail management system and creating a way for people to join your list automatically online (if this is the case for you, make sure to check out my program on [**How to Build Your E-mail List**](#)).

Here's the direct URL in case the clickable link doesn't work on your device:
<http://www.realprosperityinc.com/buildyourlist.html>





CONCLUSION:

Hopefully, you can see that by choosing one of these strategies or even combining several of them, you can attract awesome clients right now.

Of course, I highly recommend that as you implement any of the first four strategies, you make it a point to **build your e-mail list as you go** so that you can get Strategy #5 working for you!





NEXT STEP:

Check out my **How to Build Your E-mail List** Program...



This Program Is For You If You:

- Are tired of constantly having to hustle to **attract clients**
- Want to build a **thriving business** *without driving yourself into the ground* in the process
- Have a desire to reach more people with **your message**
- Are **working too hard** for the money you're making because you don't have a big enough e-mail list!

For more information visit:

RealProsperityInc.com/BuildYourList





ABOUT PENELOPE:



Penelope Jane Smith works with speakers, authors, and coaches to gain **clarity and confidence** around their finances.

She is a certified trainer with over 16 years of teaching experience, the author of the Little Book of Prosperity, the co-author of Make Your Connections Count, and the host of the **List-a-Palooza** 90-Day List-Building Challenge.

Through her signature programs, like **Prosperity 101**, she has helped thousands of entrepreneurs to improve their relationships with money.

For more information visit:

RealProsperityInc.com

