

LESSON 4: GETTING CLIENTS

EMAIL FRIENDS, FAMILY, ACQUAINTANCES, AND COLLEAGUES TO TELL THEM ABOUT YOUR BUSINESS

One simple but effective strategy for getting the word out about what you do and getting clients is to email everyone you know tell them what you're up to.

YOU are the brand ambassador for your business, so it's up to you to connect with your network, including friends, family, and former colleagues.

Because those you know may need your services or may know someone who does, when you email them, you want to be as specific as you can about what you do and who you help. (You've got your summary nailed, so you should be all set!)

When you email, celebrate what you're up to and convey your excitement. At the same time, keep it simple, friendly, and to the point.

You might be surprised by how many people in your circle will want to help you spread the word. This simple exercise will help you narrow down exactly whom to reach out to.

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HOW TO GET STARTED

First, grab a pen and paper or open a new text editing document and add the names of 100 people you know. (Yes, 100!)

After writing down all of the names, note that you have a few different categories of people.

- Those who will sing your praises, no questions asked
- People who would probably help you spread the word but may require a little more explanation about what you do and who you help
- Folks who you might be nervous to reach out to but will do anyway because you want to make your business work!

Once you see who you can email and what their situation is, you'll be able to customize an email for each person so you're making a genuine connection and giving them the info they need to spread the word for you. Use the scripts below to get you started.

Check off each person's name as you send the email, working through all 100 (or more!).

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EMAIL SCRIPT #1: PEOPLE HEARING ABOUT YOUR BUSINESS FOR THE FIRST TIME

Subject: I did it!

Hi NAME,

After many [months, years], I'm finally ready to tell the world about something big I've been working on.

As someone who knows me well, you were one of the first people I thought to tell.

The big news is I've launched a [industry-specific] business.

This feels like a perfect fit for me because I'm able to use [these awesome skills]. Even better, I'm getting the chance to really help people.

And that's why I'm writing to you today. I'm currently looking for new clients, and I was wondering if you'd be willing to introduce me to a couple of people that might benefit from the type of work I do.

The [specific people] I work with feel like they [are struggling in this area].

They're tired of feeling [like this]. And they know they have [this positive thing going for them]. They're ready to [accomplish this].

Do you know of a friend who would be a good fit?

If so, please forward this email to them.

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If YOU'RE interested and want more details about how I can help, simply reply to this email. I'd love to talk with you further.

Thanks so much,
SIGNOFF

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EMAIL SCRIPT #2: PEOPLE FAMILIAR WITH YOUR BUSINESS

Subject: Quick favor?

Hi NAME,

How are you?

I'm hoping you can do me a small favor.

As you know, I've been working on my [industry-specific] business for a few [months, years].

So far, it's been going really well. I'm able to use [these awesome skills]. Even better, I'm getting the chance to really help people.

Recently, I helped [this client accomplish this awesome thing].

And that's why I'm writing to you today. I'm focusing my energy on expanding my audience, and I was wondering if you'd be willing to introduce me to a couple of people that might benefit from the type of work I do.

The [specific people] I work with feel like they [are struggling in this area].

They're tired of feeling [like this]. And they know they have [this positive thing going for them]. They're ready to [accomplish this].

Do you know of a friend who would be a good fit?

If so, please forward this email to them.

If YOU'RE interested and want more details about how I can help, simply reply to this email. I'd love to talk with you further.

Thanks so much,
SIGNOFF

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EMAIL SCRIPT #3: PROMOTE A NEW SERVICE

Subject: Could you do me a favor?

Hi NAME,

How are you doing?

I quickly want to ask you for a small favor. I just launched [this service], and I have some open spaces for [this time period].

I was wondering if you'd be willing to introduce me to a couple of people that might benefit from the type of work I do.

The [specific people] we work with feel like they [are struggling in this area].

They're tired of feeling [like this]. And they know they have [this positive thing going for them]. They're ready to [accomplish this].

It usually helps to have specific examples, so here are some results I can help achieve during [name of service]:

[this tangible result]

[that tangible result]

[the other tangible result]

Do you know of a friend who would be a great fit for my offer?

If so, please forward this email to them.

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If you want more details about how I can help, simply reply to this email. I'd love to talk with you further.

Thanks so much,
SIGNOFF