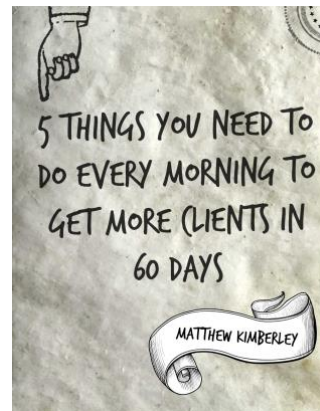


FIVE THINGS YOU NEED TO DO EVERY MORNING TO GET MORE CLIENTS IN THE NEXT 60 DAYS

Version 5.0 (what?)

By Matthew Kimberley



This guide has changed *barely at all* in the last twelve years.

Each update prior to this one was tweaked for visuals and verbals but the fundamentals remained the same.

This version - the fifth version - is the first major rewrite in its history. I've learned some stuff over that time. The Five Things are roughly the same. The way they're presented is different.

What remains truer than ever is that this guide will make you REMARKABLY more productive.

Not “*getting up at 3 am and fixing a protein smoothie, your hair, and all of society's ills*” productive, but productive in monetary terms, specifically because of efficient and simple business development.

If you're a technician: a provider of services and a holder of long-honed expertise, maybe in graphic design, or law, or medical sciences, or consulting or whatever, then it's probable that you didn't study too much about “how to make money from your craft” during your years of expensive education.

This guide is for you: it contains simple actions that will take you less than 30 minutes a day to execute and make you better at the business side of business.

If you run a marketing agency, you might find the advice that follows a little elementary, but you won't argue with its soundness.

If you're running paid ads, then you should still read and practice what comes next.

Money is only one of the currencies you've got to play with in business development. You've also got time and energy (which we have in abundance at the beginning of our careers, less so as we progress), and RELATIONSHIPS: the most valuable of all the resources we can tap into.

This guide pulls your attention to the most important relationships you have and puts them front and center each morning.

Everything that follows in this guide is easy to implement and you can get started immediately. Like, *right now* immediately.

However, statistically, you won't read this guide in its entirety. You've got lots of other guides collecting digital dust on your hard drive and there's no reason - yet - for this piece of virtual real estate to be any different.

And even if you do read it, you'll forget about it in under ten minutes (especially if you're currently reading this on your phone) and you'll never put it into action.

Which would be a shame.

What you're about to read (if you read it) will drastically transform the fortunes of your business ... or all your money back.

So PLEASE be the exception to the rule.

Become a statistical anomaly.

Be an outlier that reads, then implements, then profits.

Then let me know how you're getting on: hit reply to my last email and say hi.

(That's your first test to see if you're implementing.)

(Second paragraph in parentheses: if you're not getting my emails, [get them here](#).)

But now, dive in.

Read, prospect, prosper.

I'm Matthew Kimberley

... purveyor of independence, entertainment, delight, confidence, and control.

I'm the former CEO of Book Yourself Solid® Worldwide, an organization I liked so much that I bought the company.



In the past, I've started and exited a technology recruitment company, written [a book](#), (another one on the way – *look out for Book Yourself Solid for Coaches and Consultants*) created a few sales protocols, run a ton of online masterminds and programs – including the [world's most unusual and effective mastermind](#). I've spoken on stages all over the world, developed a systematic way of writing [Delightful Emails](#) and now spend most of my time working with six- and seven-figure business owners on creating more space, either through growth or restructuring over at [Delightful Business](#).

The rest of the time I'm a dad – and a dog dad – on a small Mediterranean island.

Glamour Magazine called me a “tough love business guru”, and the United States Citizenship and Immigration Services recognize me as an “Alien of Extraordinary Ability.”

But really, primarily, I aim to be useful. If you find *this guide* useful, share it with a friend.

And if you're a friend who's been the recipient of this guide, give me your email and I'll give you more stuff:

[Get The Third Best Emails On The Internet Here](#)

Let's do this. First Thing on the next page.

THING ONE: NURTURE

It's whatever time you start work. You've just got to your desk. Coffee is brewed. Dog is walked.

Time to get to thing one: **NURTURE**.

You're going to nurture one - or more - of your ***strategic relationships***.

A strategic relationship is a relationship you have with somebody who is probably NOT going to become a client but can help you GET to more clients in the future ... or in some other way help your business grow.

This could be a referral partner, a competitor, a peer, an association owner, a conference organizer, a journalist, a former client, a speaking agent, a literary agent, a vendor, a spy, a bank manager ...

... anybody who has better access than you have to things you might one day need access to.

Here's the protocol:

Open up your [personal CRM](#).

I STRONGLY recommend using [Dex](#) for this. I've tried just about every type of personal CRM out there, and at the time of going to press, [Dex](#) is the best. You dump everybody you know into it, and over time you tell it "I want to stay in touch with this person every week, every month, every couple of months" or whatever.

You'll get birthday prompts, follow-up prompts, and "you're neglecting this person" prompts. If you follow the prompts, you'll never be behind.

Now, contact somebody who is due to hear from you. I recommend a cadence of about once a month, for a dozen “touches” a year.

The goal here isn’t to make an ask ... unless your ask is timely and appropriate. It’s to raise your visibility with the people who matter to you and your business.

You don’t want to be one of those people who only ever shows up when you need something.

So what do you say?

Some suggestions:

- “How are you?”
- “Have your hemorrhoids cleared up?”
- “Saw this and thought of you.”
- “Want to grab coffee?”

Mark them as “done” and move on to the next Thing.

Of course, sometimes you’ll be presented with bonus opportunities for making contact: a birthday, or a random encounter at a football game.

Sweet!

Find them in Dex, mark them as “done”, and you’ll be reminded next month that it’s time to reach out again.

Sounds simple?

It is.

No caveat.

THING TWO: PURSUE

This can be a scary Thing. It might put you outside of your comfort zone. My therapist would tell you that's a good enough reason to do it.

You're going to **PURSUE** new strategic relationships and make friends with strangers.

Your network of strategic relationships is going to be a boost and a boon and a bolster for your career ... but if you've only got a tiny network, it will only go so far.

You need to keep feeding the beast.

That's why your second task is to choose someone who you want to get to know, and then let them know that you exist.

Using Dex, create a group, or tag some contacts, who you know OF ... but who don't yet know you.

Then fix that.

Start now and draw up a list.

Be tactical.

Identify people who you can help in the future, or who are well-placed to help you today. You don't even have to know their names right now. You can just put their job title.

For example, if you write for a living, you'll reach out to literary agents, editors, publishers, reviewers, and other authors. Perhaps you'll want somebody who has access to Oprah and her book club.

If you sell sausages for a living, you'll reach out to people who own supermarkets, or you'll reach out to farmers, butchers, or the chairman of the local Sausage Appreciation Society.

If you sell yoga to pregnant women, you'll want to make friends with people who sell maternity gear, other yoga teachers who work with regular un-pregnant people, or gynecologists.

But what do you say to somebody you've never met?

Start with the reason you put them on the list: you admire them.

Mention that.

Start with a compliment.

But not a gushing one, nobody likes a crazy.

For example:

"Dear Mr. Branson, I particularly enjoyed your autobiography. I am launching a commercial airline next week and it was a great inspiration to me."

Then ask a question that requires a very brief answer:

"By the way, where did you find the cheapest international hijack and yellow fever insurance?"

This gives them an opportunity to get back to you with a short answer that doesn't require too much thought on their part.

People are generally good (and people are generally self-interested).

For those reasons, as long as you don't come across as the kind of weirdo they would cross the street to avoid, you may well force an answer out of sheer courtesy.

Then sign off with "Thanks!"

When you make a concerted effort to add one person to your network each working day, that's more than 250 people a year.

(Plus, you've callously hand-selected these people to be useful to you one day. Smart stuff, Machiavelli.)

Do you know 250 influential people at the moment?

And more importantly, do 250 influential people know and like you?

Don't just send one email and then forget about it. Start a conversation with these people, especially if they go to the trouble of replying.

They're not going to be your new best friend overnight, but you should be staying in touch with them at least once a month.

Stalk them on social media. Double tap, like and comment. Leave reviews for their books and services. Refer them business. Do them a favor. Join their clubs. Buy their services.

It's going to be easier to make friends with the head of the local chamber of commerce than it is to make friends with Taylor Swift.

Aim both high AND low.

And then move on to the Third Thing.

THING THREE: PROSPECT

Boom! That's your strategic relationships taken care of. You've kept your warm relationships warm and you're applying heat to your tepid ones.

These people will be your greatest supporters for as long as you are their greatest supporter.

Reciprocity's real and it works.

Now you move on to your commercial relationships: future buyers.

The people who are going to fund your growth and your retirement.

The people who are going to become your raving fans.

The people whose backs you're going to fix and whose satisfaction you're going to secure.

Time to add new names to your PROSPECT database.

But first ... a word on databases ...

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DATABASES

Depending on your organization, how long it's been around, how tech-savvy you are, and how many people work with you, you probably already have something in place to follow up with your follow-ups.

If you don't, you need to fix that, stat.

[Dex](#) is going to be your own, personal relationship manager. You can put your mother-in-law in there and your various Tinder matches. It's the database that travels with you when you change jobs.

But your organization needs something to track sales opportunities. This CAN NOT be in the head of just one person or spread across various Post-It Notes and reminders apps.

You need a bulletproof system that mitigates against your best salesperson getting hit by a bus (even if you're a one-person business today).

I'm going to be very prescriptive here, and say that if you don't already have a solution that works for you, get the following solutions immediately:

- A mailing system. [I recommend Mailerlite.](#)
- A sales CRM. [I recommend Pipedrive.](#)

Other solutions exist. Some combine the functionality of both of those tools with other bells and whistles. If you know that what you've got serves its purpose, that's great. If you don't, or the concept of a CRM is new to you, then those two solutions are MORE than sufficient.

The tool that works for you is the tool that you use.

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Back to thing three, Prospecting.

Prospecting is the art of identifying and luring potential customers.

You're going to choose your bait and your fishing spot: your method and your platform, and you're going to add new names to your prospect database.

This activity is critical because it takes care of tomorrow's business, today.

Tomorrow's business is too frequently neglected by small business owners who are caught up in the busy-ness of today's stuff: the client delivery and pending deadlines that fill their calendar.

There are a THOUSAND ways to prospect. Some suggestions below.

- Run ads to your lead magnet (*what's a lead magnet? This thing you're reading right now is a lead magnet*) and add ten new people to your mailing list.
- Post a thought-provoking post on whatever your social media platform of choice is and ask people to contact you if they need your help. Add them to your database.
- Go door-to-door with flyers that include your telephone number. Incoming calls mean new leads for the sales department.
- Host an event and get people to register in exchange for their email so you can follow up with them.
- Ask for - and get - five referrals from your current clients.

A salesperson in a structured organization will know that new leads are good news. They might be *hunters* (which means they need to find the leads) or they might be *farmers* (which means they follow up with the leads generated by the marketing department).

In your case, you're doing all those jobs.

I suggest you measure this activity in terms of hard metrics.

What I did today:

- Added five new leads to my prospect database.
- Grew my mailing list by 20 names.

At this point I'd be ENTIRELY remiss if I didn't mention my most-brilliant and unusual and effective and downright weird productivity program:

[The Single Malt Mastermind](#)

The Single Malt Mastermind is task management on steroids, and more fun than you should be able to have with your clothes on.

I have space for a couple of new members every month ... and at the time of writing more than SEVEN HUNDRED people like you have bitten the bullet.

[Get on the waiting list here.](#)

Once you've done that, it's time to move on to the Fourth Thing.

THING FOUR: MOVE

This bit's super simple.

You're going to **MOVE** your prospects from the left-hand side of the screen to the right-hand side of the screen.

Using [Pipedrive](#) (or whatever your tool of choice is), you can visualize your sales pipeline as a series of "stages" that move from left to right.

Left is tepid. Right is smoking hot.

Your job, in fact, your **ONLY** job as a sales advancement professional is to move people across or out of the pipeline.

- Prospect A raised her hand for more information, so you give her more information and move her to the next step, closer to the other side of the screen.
- Prospect B has qualified for a meeting, so you set up the meeting and move him to the next stage.
- Prospect C has completed their meeting and is waiting for the proposal ...

You get the picture.

There is no place for constipation in your sales pipeline.

Your job is to be a laxative for healthy deal flow. ([More on that here if you dare.](#))

You'll get BEAUTIFUL clarity and eliminate overwhelm when it comes to knowing "what to do next" to move a sale forward.

With visual representation, you just move them forward (from left to right.)

That done, time to move onto the final Thing.

THING FIVE: MAKE

MAKE an offer. Remind your prospects that you're running a commercial operation.

Too many self-employed folks confuse themselves with their businesses. They are afraid of coming off as pushy and as a result, have under-nourished offspring¹.

In addition, the current generation of online business owners has been peddled the pernicious lie that they need to “deliver value” before making the ask.

If you fed your local insurance broker, funeral director, or hairdresser that line, they'd laugh you out of the room.

Not making regular sales offers is a critical, business-bulldozing error.

Get out of your own way. You are not your product.

Strategic disassociation is your best friend. Wear your “let's satisfy the shareholders” hat and get serious.

You're in business to do business. That requires that your prospects become customers and your leads become prospects.

So the final thing you do before you get to fighting your daily fires is to move people off your “interested” list into your “hungry” list.

The MOST effective way to do this at scale is to send out an email to your list.

Fire up Mailerlite.

¹ “Timid salesmen have skinny kids” – Zig Ziglar, or Winston Churchill, or somebody

Or whatever you're using.

Write a delightful, welcome, interesting, and entertaining email, with a solid call to action.

It doesn't ALWAYS have to be a "*raise your hand to buy my thing*" call to action. But frequently it should be.

Get people into your sales pipeline or straight into your shopping cart.

Then, relax. Your work is done.

And of course ... if you're stuck on writing easy emails that sell, I can totally help you with that.

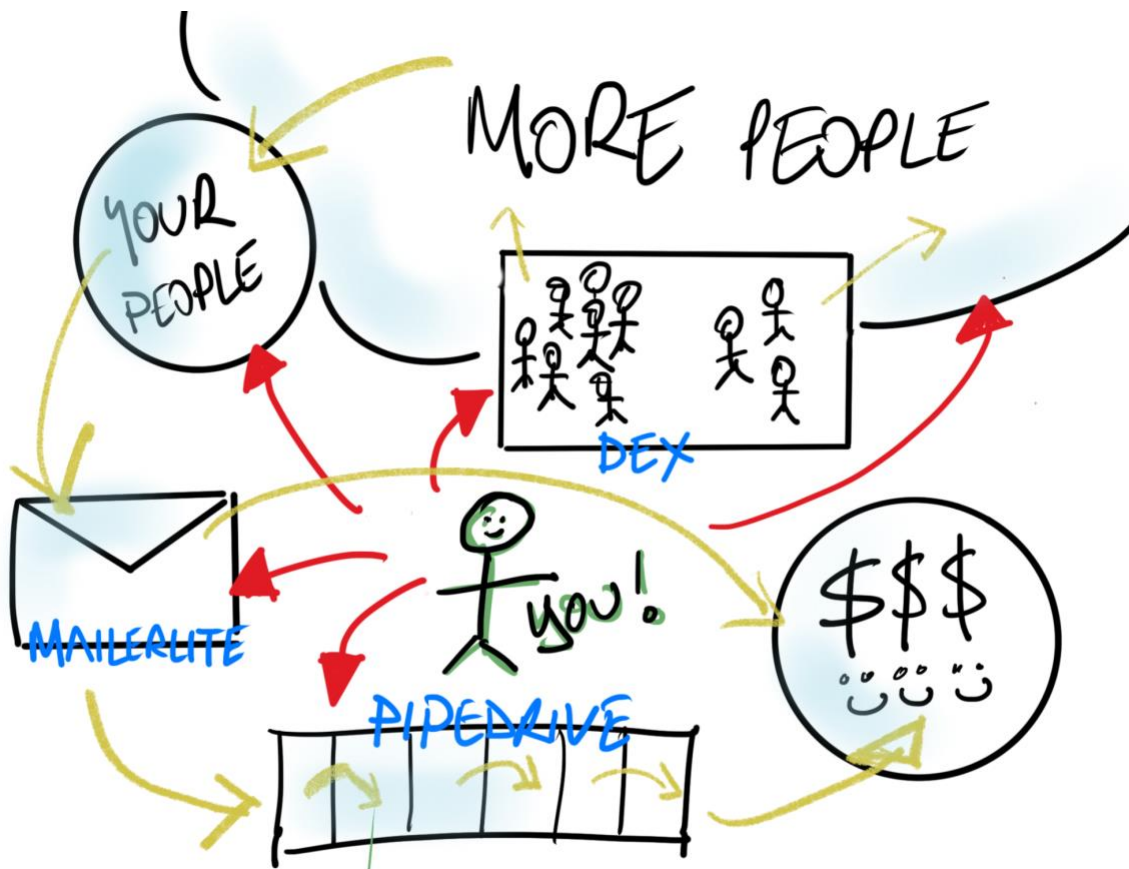
[Check out Delightful Emails here.](#)

POSTSCRIPT, SUMMARY, AND CLOSING THOUGHTS

Each morning, before you do anything else ...

1. You use Dex to **nurture** your existing strategic relationships
2. You use Dex to monitor your efforts to **pursue** new strategic relationships
3. You **prospect** out in the world to add new leads to your mailing list and CRM
4. You **move** potential clients from the left of the screen to the right of the screen in [Pipedrive](#)
5. You send an email (using [Mailerlite](#) or similar) to **make** new opportunities.

It's simple. Your world looks like this:



But simple isn't always the same as easy. And you might need more help.

After all, information is free and freely available.

It's making it work *for you* that's critical.

If you need help making this happen, or you need it customized for your situation, or want to explore working together on another project, hit me up.

You can get in touch by hitting reply to the email that delivered this document.

And if this is a forwarded copy, you can get your own here:

[Download Your Very Own Five Things](#)

If you enjoyed this, please share it with your friends.

If you'd like to work together, I'd love to explore making that happen.

But, mostly, thank you for reading this far and being that statistical anomaly. Try it for a few days and let me know how you get on.

Go forth and multiply your sales.

MK

Matthew Kimberley

Head of Things, Delightful Business

Stalk on [LinkedIn](#) or [Instagram](#)