



ATTRACT
— **AND** —
BOOK 3
NEW PAYING CLIENTS
WITHIN THE NEXT
30 DAYS

If your leads are dried up and no one is knocking on your door for information, it's time to revisit your marketing plans. Are you marketing every day? How many people are you personally reaching out to in order to make a connection? Are there older contacts or leads that you let drift away? How can you reconnect with them now?

As with most things, some of these ideas will be hits and some will be misses. That doesn't mean they aren't all worth trying! You won't know the hits vs. misses until you analyze each ideas' performance

That said, you don't need to implement each of things together. If you're tracking results, it's actually better to try one idea at a time so you can track the results. This plan also allows you more time to plan each idea and your Virtual Assistant (VA) extra time to implement it properly.

1. CREATE A CHALLENGE.

Challenges are all the rage these days and it's one of the easiest pieces of content to create



You can run this challenge throughout the year with few changes because all the lessons are delivered according to your pre-chosen schedule.

Treat any free challenge as a lead magnet: Get those people into your sales funnel first, then make them offers.

Try creating a longer, paid challenge a bit further down your funnel that would appeal to those who are on the fence about your coaching. Create a strong call to action to spur people to become clients.

2. ASK FOR THE BUSINESS.



Did you know that about 64% of sales don't happen simply because no one asked for the business? People get hung up on knowing the benefits of their services and who they serve but rarely do they practice the art of asking for the sale.

In written form, asking for the sale would be the call to action; telling the reader what to do next. But if you spend time on the phone giving your sales pitch, how often have you practiced the closing part? Don't be fickle. If you want someone to sign on, tell them, "You should sign on with me for these reasons..." and then listen for their response.



3. CREATE A SALES FUNNEL.



It's wonderful to have a library of products and programs that you're passionate about, but how do they all link together? When your clients finish one program, what's their next step with you? Herein lies the beauty of a sales funnel.

When funnels work correctly, they attract people to your business with your lead magnet, then you keep them engaged with your regular emails and interactions on social media. During this time they get to know, like, and trust you, so they're ready to buy a product. But what happens next?

Clients who have already spent money with you are the easiest people to sell to, simply because they already know, like, and trust you. So, set up your funnel with follow up products so they don't disappear; instead, they'll remain a loyal customer for years to come.

4. CREATE A MEDIA OPPORTUNITIES DATABASE OR CALENDAR.



You need to step into the spotlight if you want your business to grow and what better way to do that than to search out media opportunities. This is a perfect task to give your VA every month. She can search out media contacts, add them to your database, and take notes of any special opportunities they're advertising.

Be on the lookout for upcoming opportunities as well. Just like print magazines work at least 3 months in advance, the same is true for online summits or speaking opportunities. So, while these opportunities may not happen for months down the road, the exposure is well worth the wait time.

5. RESEARCH PODCASTS THAT SERVE YOUR COMMUNITY.



Podcasts are more popular than ever and many hosts are looking for guests to interview. Research which podcasts serve your audience and contact them about being a guest.

The beauty of podcasts is that people will find your interview for years to come and you'll have a backlink to the podcast host's website. Plus, you'll have a new media appearance which you can promote and add their logo to your "As Seen On" section of your website which builds your credibility.

6. HUNT DOWN GUEST BLOGGING OPPORTUNITIES.



Blogging is still a relevant way to share your expertise and grow your audience. Guest blogging is when you create kick-ass content and share it on someone else's blog.

This exposure to a new audience should give you more email subscribers, which can lead to future clients.



Much like with podcasts, you'll want to research your list of dream blogs before you approach them. Know what kind of message they bring to their audience and ask yourself if your message is a good fit. Look at their demographics and read some of the other posts.

Lastly, practice good guest blogging etiquette by responding to comments on the blog and interacting on the blog's social media, especially when they promote your article. Ghosting someone who gave you an opportunity never leads to other opportunities.

7. HOLD A LIVE EVENT - EITHER IN PERSON OR ONLINE.



What better way to introduce yourself to your audience than live and in person? People can see you in action and experience your personality first-hand before following you online or becoming a client. If you can't organize an in-person event, hold it online, similar to how you'd schedule a webinar.

Don't panic; a live event could be a friendly meet up at the local coffee shop with locals you've met on social media. It could mean a presentation at the local community center one evening. Or it could be a webinar or a Zoom meeting. Live events do NOT have to be conferences of 10,000+ attendees. Give yourself time to work up to that type of event.

8. SHARE YOUR TESTIMONIALS.



Words of praise from happy clients go a long way to convincing a new prospect to coach with you. Do you make an expensive purchase before reading reviews of the product? Consider these testimonials your reviews.

Asking for testimonials is painless but you may have to follow up a few times before you receive it. Life can get in the way, so people forget. A simple follow up email is all it takes before you receive your response. Post them on your website and across your social media platforms. Go one step further and ask people to leave online reviews, too.

9. RUN AN ADVERTISING CAMPAIGN.



Facebook ads are the most economical ads to purchase online as they allow you to set a daily budget. Experiment with sending traffic directly to your coaching page vs. to your lead magnet page or to an on-demand webinar. If you set your demographics properly, you will draw in your ideal audience.

Track your ROI so you'll know if you need to make tweaks anywhere. And always drill down in your demographics. Showing your ad to a million people sounds nice but how many of those will actually click through or buy? Drill down to a smaller demographic group so you can qualify them as being your ideal client who is more likely to buy than a random person out of a million views.



10. NETWORK IN YOUR LOCAL COMMUNITY.



The World Wide Web is a remarkable place but don't forget to look in your own backyard for clients. Start up conversations with businesses you frequent. Become active in your Chamber of Commerce or business development committees. Look for local chapters of BNI or other widely known networking groups.

Stay on top of local events that would cater to your ideal audience. Look for sponsorship or speaking opportunities at local conferences that your idea clients would attend. Any way to get your name known in your community is a chance to attract a prospect's attention.

11. INVESTIGATE SPEAKING OPPORTUNITIES.



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12. UPDATE YOUR BUSINESS CARDS.



Doing so much business in the online world often makes us forget about the real business world. Business cards are still the standard way to leave your mark with a prospect or networking partner, but you don't have to settle for a boring card.

Using both sides of the card is now a standard practice. Add your contact info on one side and all your services on the flip side. Or add a QR code for a special deal. The sky's the limit in terms of designs but make sure it melds with your business image.

13. GET BACK TO BLOGGING.



Blogging is a quick and easy way to showcase your expertise while adding new content to your website. Don't get bogged down with trivial posts or Throwback Thursday memes; write in-depth articles about topics your ideal clients care about.

Show your readers the correlation between their worries and your services. Highlight success stories and case studies to give readers inspiration. Encourage questions in the comments section and then answer them, thereby boosting your approachability status. Consider blogging the first step to attracting people into your sales funnel. Prove to them that you're an expert and they need your help.



14. WRITE A BOOK.



You'll need longer than 30 days for this task but it's well worth the time and effort. Being a published author brings immediate credibility to your audience. Bump that up a bit by becoming an Amazon best seller and you'll open yourself up to millions of potential readers and prospects.

An eBook has a shorter publication timeframe but if you've always dreamed of holding your book in hard cover, explore self-publishing routes. Hold a book launch party, in person or online, and plan a book tour to meet your readers.

15. JOIN A COWORKING SPACE.



Even if you work from a home office, sometimes a change of scenery can bump up your productivity. In coworking spaces, you become friendly with the others working in the space, so you have the opportunity to become the group's expert in your field.

Investigate different coworking communities near you. Some really go all out to create a community of workers who share their expertise or even collaborate on projects while others are simply a desk and chair for you to rent. A community-minded coworking space gives you access to new people in your network as well as business assets, like wi-fi and meeting rooms.

16. BE ACTIVE IN ONLINE GROUPS OR COMMUNITIES.



Facebook and LinkedIn groups can be a great source for finding new clients, provided you use the proper etiquette required for groups. No spamming and being helpful with advice are among the top rules for remaining in the group.

Don't forget about other forums or networks outside of social media, such as industry networking sites. Networking with other coaches is surely beneficial to gain more referral partners. Show that you can be helpful, and people will remember your name.

17. INCORPORATE SLIDESHARE INTO YOUR MARKETING



[SlideShare](#) is a platform by LinkedIn that allows you to upload any PowerPoint presentation. It's free to upload and free to browse. Users simply click on your presentation, read your slides, and either implement that lesson in their business or call you for more information.

[SpeakerDeck](#) is a competitor that offers the same benefits: Reach a new audience with your content. Whichever platform you use, carefully plan out your slides. Viewers don't have the benefit of hearing you speak, just reading your slides. So beautiful graphics without text are considered a waste of space. Likewise, it's still good practice to NOT make your slides text heavy. Reading your slides should be an enjoyable experience.



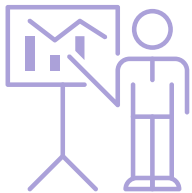
18. ANSWER QUESTIONS ON TWITTER



Use the Twitter search function to find questions related to your industry and answer them. This simple process gets your name out there in front of people who need your services or programs right now.

Search by hashtags, or phrases with your keywords in it. For example, "Hiring [keyword]" will bring up anyone who's using that keyword phrase. You can respond quite easily. Answer questions. Suggest your products where appropriate. Mention your services.

19. EMBRACE A CONSISTENT SOCIAL MEDIA PLAN.



No more thinking that social media is a necessary evil! Create a plan of when to post and what type of topics you want to post about. Always keep your ideal client in mind while writing this plan and mix up your posts to create a balance of educational, informational, and promotional posts.

A social media manager or VA can assist with this task, especially in creating the actual posts. Utilize automated schedulers to ease the stress of posting every day.

20. INVESTIGATE RETARGETING.



We've all had the experience: We're browsing online, click on a few items, maybe even put those items in our shopping carts, then click away. Minutes later we're browsing Facebook and the first ad we see is the same item we just put in our shopping cart. That's [retargeting](#).

The purpose is to remind people about what they were just looking at. The computer algorithm has no idea why you clicked away but seeing the image again so quickly keeps that item foremost in your memory. The same can be done with your business, by retargeting anyone who visited your site but clicked away without purchasing.

21. START YOUR OWN YOUTUBE CHANNEL.



YouTube is the number two search engine behind Google, so if you're not using that power to market your business, you should. You don't need a production staff or fancy equipment. Just a mobile phone camera, some good lighting, and actionable tips your viewers can put into action.



Allow your creativity to flow with these ideas. Morph these into something completely unique. The biggest take away is: You need to market your business or else no one will know you exist. Even the big wigs still market and advertise. Take McDonald's, for example. Everyone knows who they are and their golden arches logo, yet they still spend mega bucks on advertising every year. Why? Because they want to grow their profits and they want to remind you they're still in business.

You need to do the same.

So are you ready? I mean really ready to attract your dream clients? If you are looking for more tips and support do not hesitate to reach out to us at www.GiftFromBarb and talk to us in person. This is not a sales pitch. It is a high value call where you will get some more ideas and tips from our top strategists. Think about this - What if one gift could change your life? Well guess what? Go to www.GiftfromBarb and find out!

