



# Find & Attract Your Ideal Clients Right Now

Not finding the valuable clients that click  
with your goals. Let's change that!

made with  
*Beacon*

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# Don't Settle. Land the Best Clients for Your Career!



Whether you're a financial consultant or a session musician, your ability to line up new work or **bigger scopes of work** will drive your solo career.

Defining your client profile is one of the best ways to for attract new clients, and not just any new clients – the best ones you could possibly work with!

A client profile lists characteristics of your ideal customer – what they buy, how they act, the way they dress, and where they hang out (online and in real life).

Outlining these attributes gives you the knowledge to pursue the clients you really want in the most targeted way possible.

**In this guide we'll cover:**

- How to develop your client profile
- The right mentality for approaching higher quality prospects
- Creative and effective ways to win them over
- Powerful tools to make them come to you
- Effective strategies for following up



# Find Your Client Profile

Which qualities define the ideal client for you?



## Look closely at the clients you have

The best place to start with your client profile is to look at the people right under your nose (your current clients!). Which qualities make some of these individuals “model clients”? Knowing what you want more of, and also what you *don't* want more of is crucial.

- **List positive and negative traits of each of your clients** – How profitable are they? How long have they stuck with you? Are they responsible? Are they pleasant to work with? Do you like the work you do for them?
- **Describe their brands** – Which industries do they belong to? What do they look like? What do they like to do for recreation? What is their age? What do they excel at? Where do they need help?
- **Make a master list** – Highlight the best traits from your lists and consolidate them into a master list. (These are their VERY best traits in your opinion, so not too many items here. Not all of your clients will have them.)



Special Note: Mind the negatives – Are there common flaws these clients have that you need to look out for? Can you get the good traits of these customers without the bad in your new clients?

Make note of this!

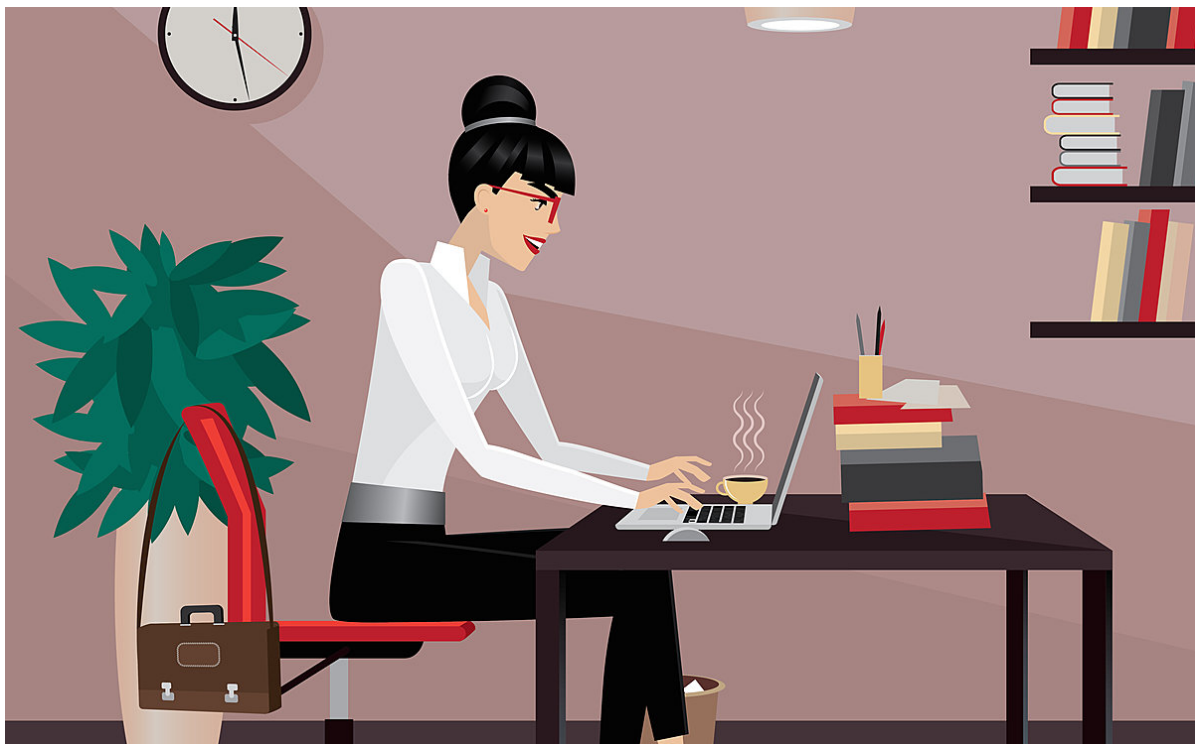
- **Identify the correlations** – For any client you pulled a “best trait” from, include their brand summary below this master list. Look for overlap between their brand descriptions. In a few sentences describe the picture these combined attributes create. You now have your client profile.

## Working with a client profile is a win-win

Clarifying your target saves time and energy in your efforts to attract new clients, helps you create a niche, and makes you more desirable to your most relevant prospects. Your marketing efforts will demonstrate the time you took to understand their needs.

# Think Like Your Client Profile

What kind of outreach would your ideal client respond to?



## Think before you pitch

You're now ready to find your new prospects. But before you go off pitching yourself to potential clients, shift your perspective from "I" to "you."

We live our lives in the first-person. "*I* will do this for you — *I'm* great at that." In the gig economy, we tend to talk about ourselves nonstop. But this can backfire, as business strategist and mentor Richa Jain illustrates in a recent Envato blog.

*In the pitch, [freelancers] talk endlessly about themselves, about how great they are — with statements like:*

*“I can create a website for you. I code perfectly compliant HTML and CSS3. I know JavaScript, AJAX and PHP. As a bonus, I’ll make your site responsive.”*

*Does that look like a winning pitch?*

*Hint: It isn’t.*

Many new and even veteran freelancers fall into this trap — in effect, they act as if their prospects behave differently from normal human beings.

You won't win over clients by using buzz words and speaking at length about yourself. You build meaningful professional relationships by making an effort to understand your ideal clients, their deepest desires and your use to them.

## Understand what your client profile really wants

While what you’ve done does matter, it isn’t what your prospect cares the most about. Potential clients want to know *how* you can help them and what your project amounts to as a return on their investment.

Successfully pitching yourself to clients means finding the meaningful intersection between their challenges and your abilities. Start with the problems you'll solve for their business, rather than the skills you have.

Which kinds of problems does every new cafe have that you can solve? What kind of creative thinking is missing in the marketing of most tech startups? Your pitch will stand out if it focuses on specific concerns that are real to your desired clients. Consider interviewing some of your best clients to sharpen your understanding of these needs.



# Actively Pursue Your Dream Clients



## Connect in person

Because your client profile identifies the places your dream prospects likely hang out, you can now create valuable opportunities to connect with them in person. All businesses benefit from expanding their networks and acquiring new skills. Local gathering spots also like having more warm bodies coming through their doors.

Coffee shops, bookstores and restaurants are typically very happy to host

events for other local businesses — often at no expense to the solo. Hosting a web development explainer lunch at a restaurant or bar could really pay off for your brand.

How many business owners hate the confusion of making changes to their websites and wish they could be more self-sufficient? This is a great chance to sweep them off their feet and make yourself their first call for larger scale projects that come along.

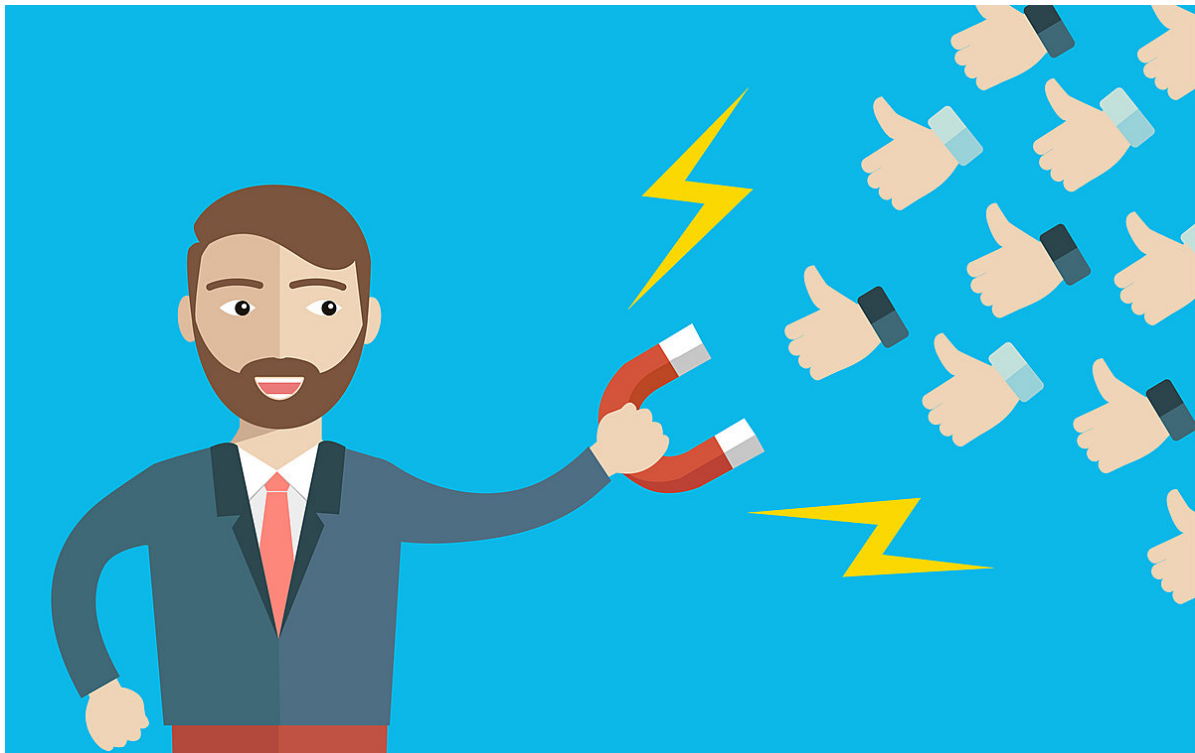
## Engage them in their online "hangouts"

Of course connecting in-person isn't always practical, especially in the gig economy. Many dream prospects will live time zones away. If you did the exercise above, then you know where your ideal clients spend their time online. You can capitalize on these insights by:

- **Following prospect on Twitter** and opening a conversation by responding to and sharing their tweets.
- **Joining LinkedIn groups where your desired clients spend their time**, and posting information, articles and your own useful content. And do some "LinkedIn Peeping" (attract influencers to your profile by visiting theirs first!)
- **Examining potential clients' Facebook pages and websites** and offering them your recommendations in a low pressure, no-obligation consultation.
- **Showing them your expertise on Quora** by answering their questions or commenting on their answers.
- **Finding industry-specific forums relevant to your client profile** and establishing yourself within them.
- **Not underestimating the power of email** — Email is still the most direct way to reach most of the people you want to connect with, and many high-ranking professionals make their contact information very public. Sending an email to let a prospect know that you love their brand or have promoted their work can start a very fruitful conversation.

# Passively Pursue Your Dream Clients

Passive self-promotion isn't a bad thing. In fact, it's awesome!



## Reel in prospects with un-refusable content

One of the best ways to open a relationship with prospects in your client profile is to create lead magnet content that they receive in exchange for your email.

This opens conversation with your prospects via email, while also giving them a resource that enhances your credibility. Let's explore the most effective lead magnet formats below.

## How-to guides

If you have even a few clients, chances are you have figured out how to do [something](#) that other people struggle with. A well-crafted guidebook is a great opportunity to make the case for your services while educating your prospects. As we've said before: *if you give out the recipe, many people will be happy to have you do the cooking.*

We're quite fond of [Beacon](#) at Nation1099 (it's how we made this lead magnet!). It's a free service that allows you to easily create attractive ebooks and store them online as downloadable links. Handy indeed!

## Email courses

These are simpler than the name may suggest. Email courses share several common traits with ebooks, but instead of delivering your resource as a downloadable PDF, you break your knowledge into a sequence of bite-sized chapters that you deliver to your email subscribers.

Email courses reduce cognitive overload for your subscribers, and they keep you on their radar for as long as the sequence is running!

## Video lessons

While making slick, completely professional video lessons is expensive, yours don't have to be. Aesthetics matter, but the quality of content comes first. Don't write off video just because you aren't a pro videographer. If you have something great to share, break out the whiteboard and share it!

## Unique research

What kinds of topics most capture your curiosity? Are there some big questions in your professional life that occupy your thoughts — even off the clock? If you can identify a specific area of inquiry that hasn't already been explored, then you may be the perfect candidate for some original research.

Reach out to influencers — professional or clients in your industry — and get their perspectives on your unique question. People love seeing how industry leaders feel about topics they care deeply about.

## Ensure you're making the right lead magnet

Before you dive in and start hammering away at length about a topic you know well, ask yourself: *Does my target client really care about this?*

Your time will be wasted on your list builder, and your lead capture will fail if you don't understand what your potential clients really want or how they want to digest this information.

Consultant and career coach [Chris Lema](#) has a fabulous phrase for getting into a prospect's psyche — "[marinating in the problem space](#)." Put yourself in their shoes and ask yourself these questions:

- What are the most urgent issues currently hurting my ideal clients?
- What do they feel that they need to fix right away?
- Is my solution something they will want to act on immediately or put off for a while?
- Is there a difference between what my prospects think they urgently need, versus what I know they really need?
- Do I need to make them aware of this difference and frame my informed position as a solution to their faulty assumptions?

Clarify these items before you invest your time in creating any list builders. The more urgent and actionable the topic is to your client, the better your lead capture strategy will fare.

### **Is there demand for your solution?**

- Google your subject and see how many relevant results it yields.
- Search your subject in Google Trends.
- Check the search volume of terms related to the topic.
- Search it as a question in Quora.

# Follow Up Effectively With Your Prospects

The client sales process happens in phases



## The art of the follow up email

Many of us have a hard time selling ourselves to new clients. While there are no second chances to make a first impression, an artfully crafted “keep in touch email” can afford you another opportunity to present yourself in a positive light to potential clients, put yourself out there for future projects and maybe even seal the deal.



## Work with a message, not a template

Freelancers love email templates for some reason. We think, “*if I can find just the right template, no one will notice and I’ll save a ton of time.*” It’s a nice theory, but it rarely works.

Even with the right names and adjectives plugged into the right blanks, most prospects can smell an email template from a mile away.

## Keep it personal

People appreciate being treated personally. If you read back your message and it feels like it could be sent to many other contacts without much changing, the email will not work. If it visually looks like a general, fill-in-the-blank announcement, it will not work.

Your outreach has to distinguish you in the mind of this potential client. Dive into their world and talk to them as an individual.

## Keep the focus on the client

If you’re going to send an unsolicited email to a prospect, make sure that the focus is mostly on them.

As Curtis McHale explains in his splendid guide to [saying no, and getting more consulting work](#), defaulting to the “I am awesome speech” is rarely an effective strategy. Past a certain point, prospects do not want to hear about you. They want to see you engage with their problems and propose unique solutions to them.

## Push information; not sales

What is the email marketing equivalent of “*show; don’t tell*”? Here it is — “*educate; don’t sell.*”

Sales is stressful for both parties involved. In the email marketing world sometimes going right for the sale makes sense, but this is not one of those occasions.

You obviously want prospects to hire you, but high-pressure sales lingo won't help you if they don't yet understand *how* you can help them. Perhaps there's an information gap that's keeping them from pulling the trigger.

You can use the "un-refusable content" explained in the last section as your key to closing that gap. We'll illustrate that in the example below.

## An example:

*Hello Clienty Clientson,*

*Last time we chatted I remember that you voiced some frustration about your website's underperformance in lead generation. I've noticed that many of my service clients have had similar difficulties in the past, especially with the layout and styling of their landing pages. I put together [this quick guide](#) that I think could be very helpful to you and make a big difference in your website's performance going forward.*

*Please let me know if you have any questions or would like to talk more about some of the points I raised in the guide.*

*"Hyperlinked Guide Title"*

*Looking forward to hearing what you think!*

# In Conclusion: Show Them You "Get It!"



Using a client profile saves you time and energy in attracting new customers, honing your niche, and making yourself desirable to your most relevant prospects. It shows that you took the time to understand their needs and positioned yourself to give them the best results possible.

Client profile strategies also give you the ability to determine your own career path, which is probably why you started freelancing to begin with!

# Spread The Word!

Know an independent who could benefit from our insights on Nation1099? Let them know about us via Twitter!

Join The Conversation!





# About Nation1099

## Why did we create a forum for freelancers and consultants?

Nation1099 is made up of people who started out selling our creativity, skills and expertise on a project basis and gradually realized we are business owners.

We are “freelance by choice,” tech powered, creative, interested in getting smarter about business and interested in expanding the network of other freelancers we work with.

**Our vision for Nation1099 is a community that encourages and empowers entrepreneurial independent contractors.**

We strive to be the premier publication for consultants, freelancers and other gig economy workers who want to go from surviving to thriving. To learn more and how you can use this collaborative resource to help your business, [start here](#).

