

THE

Get Paid

GUIDE

THE ULTIMATE ONLINE MONEY-MAKING
FORMULA FOR THE SERVICE PROFESSIONALS
WITH AN OFFLINE BUSINESS

THE GUIDE

powered by



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INTRODUCTION

Running your own service business is a complicated balancing act. You need to market your business, attract and nurture new clients, and all while doing the actual work for your clients. We get it!

Finding new clients is a constant struggle but an important one. It's something you should do on an ongoing basis, even when you're busy.

This guide is aimed at you if you are a:

- Small service business owner or freelance professional
- Business consultant
- Business service provider, such as a virtual assistant, business manager or project manager
- Freelance creative such as a web designer, illustrator, writer, or other artist

You might be saying...but I'm up to my ears in work already!

There's a common mistake that's often made by service businesses, and especially by freelancers. When you get busy, you'll often stop looking for new business. After all, how can you start building a relationship with a new client when you're already swamped with work?

But searching for new leads and clients is something you should do continually, even when you have enough work, and there are several reasons why:

- Your ideal client, who will supply you with high-quality and high-paying work for years to come, can come at any time, even when you're busy. You'd hate to miss them because you are swamped with less exciting work.
- When you're constantly getting new clients, you have the option of dropping old clients you're not truly satisfied with or raising your rates. New clients can also help you grow the scale of your business.

INSPIRATION

“

*Growth and comfort
do not coexist.*

”

GINNI ROMETTY, CEO OF IBM

STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS:

DIGITAL STRATEGIES

The internet offers many ways to gain new clients. You are not restricted by location and you can work at home. The digital methods you'll see here are valuable and you can create an entire client list out of them.

- 1. Freelancer Sites (Upwork, etc.)**
- 2. Your Website**
- 3. Writing (Blogs, Case Studies)**
- 4. Social Media**
- 5. Email Marketing**
- 6. Webinars**
- 7. Videos**
- 8. Joint Ventures**
- 9. Online Groups & Forums**
- 10. Connection Calls**

STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS:

OFFLINE STRATEGIES

Don't restrict yourself to only digital strategies.

When you meet people off-line, you have the opportunity to create an even stronger relationship with them. You can open up your circle to potential clients you wouldn't have found on-line.

People you meet off-line have a higher know, like & trust factor. Generally, you close them faster and with less nurturing than digital leads.

1. Events and Meetups
2. Workshops
3. Public Speaking
4. Referrals
5. Chamber of Commerce
6. Coffee Meetings
7. Co-Working Spaces

THE GET PAID ROADMAP

Now, it's time to get started on the online and off-line strategies.

When you take action and implement these strategies, you'll soon have more clients than you can handle.

FIND YOUR IDEAL LEADS AND MAKE A CONNECTION

Using the Online and Off-line strategies find 5-10 leads. Then email and call each of them to get connected.

SCHEDULE A 30 MINUTE CONSULTATION

Send a questionnaire to find out more about your new leads and schedule a consultation within the next 3 business days.

SCHEDULE FOLLOW UP TO REVIEW PROPOSAL DETAILS

Proposals and numbers can be scary, review the details together.

FOLLOW UP WITH YOUR LEADS

Follow up with an email that provides resources and social proof of your work. Address any open questions.

CLOSE THE DEAL

Send agreement for signature and process your first payment.

CELEBRATE!

WORKING WITH SONAYA & TEAM

Here are a few people sharing their third-person snapshot of how supportive we are

Tiffany Manley



www.distilledchaos.com

Being introduced to Sonaya was one of the best things to happen in my business. She has a gift for putting together the right teams, and she makes the on-boarding process seamless. The clients I was introduced to by Sonaya are my clients to this day. I love working with them, and I feel that I am part of their business, not just their assistant.

I've begun working with clients outside of those Sonaya has partnered me with, and I can tell a difference in the initial process. From the interview process, to the meetings with Sonaya and the prospective client, to the meetings and documentation to make sure we're working together properly, Sonaya made the entire process work as smoothly as possible.

Noelle Carino



www.noellecarino.com

Before working with Sonaya Williams, I was willy-nilly in my search for ideal clients. I wasn't choosing clients who really lit my fire - and working joyfully is a must-have for this girl! Sonaya asked the right questions of me, as well as my potential clients, in order to ensure that we were good match for one another. Her interviewing process was elegant, streamlined, and thought-provoking. Her style was always professional laser-focused, + warm.

Because of the time + care that Sonaya took throughout the process, I was quickly hooked-up with a bright, smart, sassy female entrepreneur who I'm proud to say I work with still.

MEET THE AUTHOR

This is meant to be super quick information (a review for some of you and new stuff for others) and a reference point. If anything doesn't make sense or is confusing in any way...don't fret! I'll be back soon with more great stuff to answer any questions and make it all so-very- crystal-clear....and of course, you can always catch me on all social media [theceopartner or sonaya.williams] sharing more tips and tools so you can have greater breakthrough for you, your life + your business

SONAYA WILLIAMS

(Pronounced: so-ni-yah)

I hope you enjoyed the Paid in 5 Days Guide.



Sonaya Williams is the CEO Partner for the female entrepreneur who desires more flow, freedom and business success. Her 10+ years of experience supporting several six- and seven-figure online businesses led to Sonaya developing her Seamless Systems™ Process. Her client results include implementing strategic solutions that doubled revenues, providing quality training that led to empowered and high-performance teams and CEOs that finally experienced true off-line vacations.

Sonaya believes that when you understand that Systems + Support = Happy Business and Happy Life, you will find massive success and freedom.

Originally from New Jersey, she now lives in Copenhagen, Denmark where she is grateful to be exploring the simple things in life with her husband and young daughters.

Forbes

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