

THE *Get Paid* GUIDE

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

THE WORKBOOK

powered by



GOALS

1. Clarify your goals.

Be as specific as possible, stating things like how many clients you'd like to gain, how you'd like to go about getting clients primarily, and what you'd like to see happen in the future.

	Goals
1	
2	
3	

STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS: DIGITAL STRATEGIES

Go through each of the tactics listed below.

Ask yourself:

- a. Would this be effective for finding potential clients for my business?
- b. Is this something I could work into my regular marketing for my business?
- c. List how you can implement these to reach your goals.

Freelancer Sites	
Your Website	
Writing (Blogs, Case Studies)	
Social Media	
Email Marketing	
Webinars	
Videos	
Joint Ventures	
Online Groups & Forums	
Connection Calls	

STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS: OFFLINE STRATEGIES

Which of the ideas could you potentially use to get more clients? Which are feasible and within your means? Which sounds the most interesting to you?

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

THREE POSSIBLE TACTICS