

# THE *Get Paid* CHECKLIST

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

THE CHECKLIST

powered by



# STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS: ONLINE STRATEGIES

## Freelancer Sites

- Create your freelancer profile
- Search for projects that match your skills
- Apply for projects that are a fit
- Follow up with your leads

## Your Website

- Tell clients what's unique about your business
- Interest and engage clients
- Use a platform like WordPress to make it easier
- Use the main page to get clients to sign up
- Ask current or former clients for testimonials
- Include your URL everywhere you appear

## Writing (Blogs, Case Studies)

- Try using a platform, adding a blog to your site or writing as a guest blogger
- Write about topics that interest your client
- Put yourself in the shoes of a potential client

# STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS: ONLINE STRATEGIES

## Social Media

- Search for terms that clients might use
- Add them as contacts and send an introductory message
- Search for terms a person may use when looking for your service
- Post regular content
- Participate in groups
- Make sure who you are and what you offer is clear
- Be real, honest and don't try to sell

## Email Marketing

- Make most content non-commercial
- Sometimes make some special offers
- Build a list by asking visitors to your site to provide their name and email

## Webinars

- Choose a topic your clients really need
- Teach them how to increase their business
- Make an offer to participants
- Prepare and test your webinar

# STRATEGIES TO FIND AND CONNECT WITH THE RIGHT CLIENTS: ONLINE STRATEGIES

## Make Videos

- Make and edit a video yourself before sharing it on video sharing sites such as YouTube
- Make instructional videos
- Make videos short and easy-to-digest
- Distribute them everywhere
- Provide help and value

## Joint Partnerships

- Promote each other
- Find someone whose audience is also your potential audience

## Online Groups and Forums

- Find where your clients hang out
- Participate in the conversation
- Try to be helpful and don't try to sell
- Know the rules and observe interactions

## Connection Calls

- Create a list of people (clients, leads, partners)
- Schedule time to make 15 mins calls to each
- Do your research - see on social media what they have been up
- Be a resource on the call, it's not about sales here

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

## Events and Meetups

- Find events that are related to your services
- Prepare material to pass out
- Follow Up
- Make yourself visible and prepared at any event
- Create your own events
- Figure out what your clients want

## Workshops

- You can charge a small fee for attendance
- Have a well-planned curriculum with exercises
- Avoid situations where you're just lecturing
- Collect contact information and follow up

## Public Speaking

- Find events where you can speak or host your own events
- Focus on some task or problem for clients
- Publish engagements on your site

## Referrals

- Do your best work for all clients and exceed expectations
- Put a system in place for referrals

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

## Your Local Chamber of Commerce

- Join your local chamber of commerce or other business groups
- Find other businesses that could benefit from your services
- Benefit from referrals, discounts and access to exclusive events

## Coffee Meeting

- Schedule time to connect with client or lead over coffee
- Be a resource, this will lead to other sales

## Co-Working Spaces

- Create time to go work in different spaces
- Start conversions and connect with with others
- Follow up and nurture the relationship

## Conclusion: Review and Action Planning

- Start off with a handful of tactics
- Gradually add more
- Monitor everything closely
- Mix everything together for great results