



Module 4

Acquiring Clients



Now that your business is all set up, it's time to build your clientele.

When I first started, I had zero clients. I had to figure out how to attract people to what I had to offer.

It was a challenge for me because I had no one telling me what to do.

Thankfully you are in luck because you have me and this week, you will learn several ways to grab your niche/target audience!

Let's get started!



Overcoming Fear & Objection

Telling Your Story

Top Ways To Find Your Clients

**Social Media & Email
Marketing**

Overcoming Fear & Objection

First thing's first, you MUST believe that you are the best at what you do! It does not matter that you've just started your business. You must have the confidence to face fear and objection and know that you will and can deliver to your clients.

Let's go over a few common objections you may face during your journey as a digital agency owner.

Overcoming Fear & Objection

Price

Example: "Your services cost too much. I can get the 'same' service from someone cheaper."

If a client already has the lowest price they believe they can get, you need to help them justify the difference in cost. One of the key ideas here is to know your competition. Know the reliability rates and review the statistics for the competition's services to help you establish superiority.

Overcoming Fear & Objection

Make sure you focus on the unique value of your products and services that the client won't be able to get from any other provider.

Complacency

Example: "I'm okay with the way things work right now."

When complacency is coming from your potential client, you can try to use just a touch of fear to get the client to see why he needs to start thinking about making changes. Share some research about the competition and some of the changes they have made in their businesses. There is often nothing like a look at what the competition is doing that someone isn't to motivate action.

Overcoming Fear & Objection

Fear of Change

Fear of change can make the decision-making process a difficult one for many business owners. One way to overcome this objection is to demonstrate past examples of change and how it was positive.

For example, show the client a list of different ways the industry has changed over the past 10 to 15 years, and how the potential customer can adapt to those changes. This can help them be less fearful and more confident about changing things up

Overcoming Fear & Objection

Trust

Example: "It seems like you know what you're doing, but how do I know you really have the necessary experience to do this?"

Trust is something that takes time to build, so if it is a hurdle for your potential client, you need to be honest and consistent across the board to overcome the objection.

Be forthcoming with information and share testimonials, case studies and references that will take away some of the uncertainty and give the client confidence in your ability to get the job done.

Overcoming Fear & Objection

External Input

Example: "I need to run this by my wife/business partner/mentor before I do anything else."

This can often be a positive outcome, assuming the client is truly consulting with others and not just using it as an excuse. One way to make sure it doesn't end up as a deal-ending sales objection is to attempt to stay in the process.

Try suggesting a joint sales meeting between the client and their counterparts in order to answer any questions and help facilitate the decision.

Overcoming Fear & Objection

Timing

Example: "It's too much for me to take on right now; I'm too busy; Call me again in six months."

If time management or lack of time is an issue for the client right now, chances are it will still be an issue in six months or a year. To overcome this objection, you need to make the decision to hire you an easy one.

See if you can find out what is keeping the client so busy. It sounds as if the client doesn't have time to make decisions. You may have identified a need. Demonstrate how your services can create more time for them. If this is simply a case of disinterest, schedule a call for three months from that day.

Overcoming Fear & Objection

Knowledge in the Power of Sales

Keep in mind that your potential clients may have more than one objection so it's important to be able to identify each one as you see it occur. Once you know what is stopping the sales process, you can arm yourself with the right arguments that will tip the scale in your favor.

If you know your market and your prospects, you stand a better chance of making sales with them. The key concept behind all these methods is knowledge. If you have done your research and homework and studied the competition, you will be able to overcome all of a prospect's objections. Their indifference and fears will be overcome and satisfied. It's time to close on the client.

Telling Your Story

It can be difficult for people who are not part of your company to understand your culture, mission, and vision. Storytelling can help them connect and understand how your company works and what it stands for.

It's the perfect way to get your brand story across.

Brand storytelling also helps people feel more connected to your business because they get a deeper understanding of what makes it special. They are also able to relate this understanding to their own lives, which helps them feel connected to the company.

Example Brand Stories:

<https://www.columnfivemedia.com/7-examples-of-super-creative-brand-storytelling-for-very-boring-products/>

Top Ways To Find Your Clients

- Ask your business friends
- Find mom & pop shops in your area 14 day, 30 day free trial
- Post gigs on Fivver & Upworth
- Facebook Groups
- LinkedIn Groups
- Ads
- Going Live and giving away a freebie
- Conduct Social Media Audits

Social Media & Email Marketing

This lesson will be via zoom on Wednesday