

Giant Client Magnet

..... By: Pamela Slim



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Introduction

Your goal as a business owner is to feel great joy at providing a product or service to people you love serving, who have problems you love solving.

Finding clients can be extremely daunting. You may think you have the perfect solution to a potential client's problem, but unless you can communicate to them in a way that speaks to their deep needs and challenges, you may still fall short.

In order to build a thriving, sustainable business, you have to implement a number of marketing methods that will attract the right people to your business. Finding the methods that work for you and your unique business will take some testing and trying.

In this ebook, I've shared some frameworks and tools that I have used to build my own business, and those of my clients. Our end goal is to create a "giant client magnet" that attracts delightful clients on a regular basis. I am including my own tools, as well as tools from some of my smart colleagues.

In this ebook, in order to attract more clients, you have to have clarity on who your ideal clients is, and the value that they provide. Each topic in this ebook includes a specific challenge that will help you gain insight as you work through these ideas.

Ship Your Ideas

As small business owners, our clients and communities are the lifeblood of what we do. In order to support the people behind our businesses, we must better understand what is important to them and what they need from us to thrive. To do this, we'll break down and define who your ideal client is, identify the resources you need to better serve them and design an environment that supports the execution of your ideas. You have the power to attract folks to your work in a way that resonates with how you want your business to grow. Let's take action on building and shipping your ideas!



What I ask from you:

ENGAGEMENT: Your commitment to trying new things!

DISCOMFORT: Ability to flex, not look for instant formulas

FOCUS: Make clear choices around the kind of business that you want to attract

DOCUMENTATION: Keep track of your insights

SHARING: Let's make our community smarter! Use the hashtag #GiantClientMagnet to share what you learn!

Your Ideal Client

When you are in every stage of growing your business, you want to be very clear about where you put your energy. You can waste a lot of time and effort if you try to sell to anyone who has a pulse and a credit card. That is why defining the characteristics of an ideal client is so important.

That said, a lot of people agonize over finding the “perfect niche.”



“Susan Baier, Audience Axis”

My good friend and colleague Susan Baier of <http://audienceaxis.com> is an expert in defining your ideal customers. She has taught me that the most critical thing you need to understand about your ideal client profile is the set of problems that they are trying to solve, and why they haven't solved them already.

As an example, common problems faced by business people include:

- I need more clients
- I feel anxious and overwhelmed by the stress of running my business
- I am working a lot, but not making a lot of profit in my business
- Customers are signing up with me, but then they are not satisfied with the service they receive, so they are requesting refunds (or not getting good results, or not referring others, etc).

So when you focus in on your ideal client, I care less about a zippy tagline, and more about you focusing your time and energy on understanding and solving the particular problems your ideal clients face.

Challenge #1

- ◆ Describe your ideal clients, in terms of specific problems or challenges they have, or possibilities they desire.

Ie. “people who feel stuck in their career, and want a solid process for figuring out what’s next” or “people who want to make an impact in the world with their business, but don’t know where to find ideal clients.”
- ◆ Write down 3 specific problems or challenges that you help your folks with.
- ◆ Check out video lesson #1 from Pam Slim as you’re working through this challenge: [Video lesson #1](#)

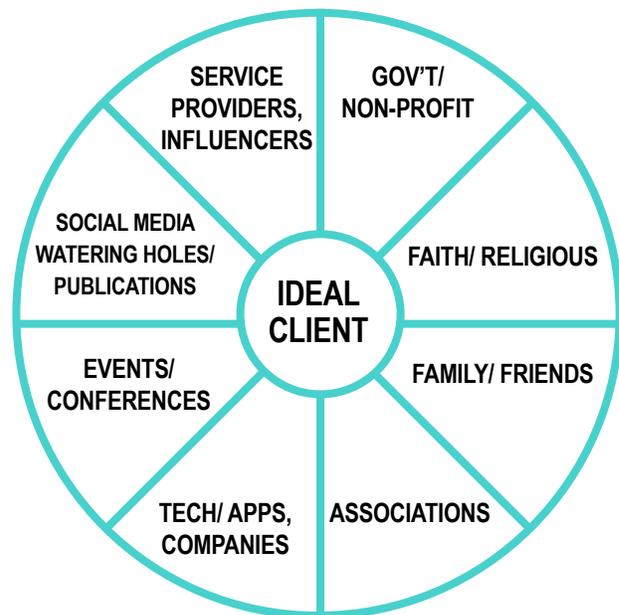
Client Ecosystem

A key concept that will help you to grow your customer base more quickly and effectively is knowing that your ideal clients live within a broader ecosystem.

They belong to associations, attend events, read books, follow Influencers, take training, use technology and look for answers in many places.

Many of these places are "watering holes" - places in person and online where large numbers of your ideal clients congregate.

When you research the people, organizations, events and technology that will help your ideal clients solve their problems, you will find excellent opportunities to connect one-to-many instead of one-to-one with ideal clients.



In doing this, there are a couple things that can happen:

1. It makes your efforts so much more effective when you know all of the players that are surrounding your ideal clients.
2. The people who you care most about serving get served better.

Challenge #2

Answer and document the following questions:

- ◆ Who are other people in your clients ecosystem?
- ◆ How can you begin to engage with these people (both online and in person)?
- ◆ Check out video lesson #2 from Pam Slim as you're working through this challenge:
[Video lesson #2](#)

Speaking to Attract Clients

Our ultimate goal is to be seen as a valuable part of this ecosystem for our ideal clients. Your clients need to believe that your skills, background and experience will help them solve problems they are facing. The better visibility that you have in this ecosystem, the more places you can connect and serve your customers.

Speaking is a fantastic way to attract the right prospects, build your community and get your ideas out to the broader world. The more people that are engaged with your content, the better.

There is a myth that great speakers are born. In reality, it takes practice and commitment. In today's competitive market, being positioned as an expert in your niche can lead to more business opportunities and increase engagement with existing clients.



Challenge #3

- ◆ Draft a 30 to 60 minute talk that would solve a specific problem for a group that you identified in the first challenge
- ◆ Pitch the talk to 3 groups by sending an email introducing yourself, your talk and the way it may benefit the group you want to serve. Don't worry if you get turned down a number of times -- you are aiming for 3 concrete speaking engagements, which means you are likely to be rejected 4 or 5 times before landing each gig.
- ◆ Check out video lesson #3 from Pam Slim as you're working through this challenge:
[Video lesson #3](#)

A Broader Topic of Networking

One of the most exciting aspects of being an entrepreneur is you can actively cultivate a community of people who share common interests and want to solve similar problems.

Networking happens naturally when we are open and authentic. And it is in this practice that you create a magnetic draw to your business as you become an invaluable resource to those around you.



Who to Connect With:

- 1.** *Ideal clients.* You will want to spend time in watering holes where your ideal clients will be, both online and in person, and start making yourself visible in these places.
- 2.** *Connectors.* As Malcolm Gladwell called out in his book *The Tipping Point*, connectors are the people who have a broad network of people, they know many people, and they also love to connect people. By networking with connectors, you have the potential to tap into entirely new ecosystems and environments where your ideal client may be.

Client Magnet Attraction Strategy: Symbiosis

Symbiosis is defined as a close interaction between two different organisms, typically to the advantage of both (ie. a clownfish and a sea anemone). I like the example of symbiosis when describing networking because I believe these are the relationships most beneficial to the success of our businesses.



Finding Mutural Partnerships:

There are particular people in your community directly related to your business that also serve your market. Who are the people that have influence here? Of all the people that do, who is aligned with your values and you would enjoy working with? Is there somebody who has a highly complementary offering to yours, where you can begin to refer business back and forth?

The right partners can broaden your ecosystem and enhance your brand. Start by looking for unique and interesting ways in which you can support others within your community. Connecting with the right people is all about strategy. I am a huge fan of doing research before any public engagement. It is often better, especially in a startup, to be spending your time with select key players, rather than trying to meet everyone that you can. As your business grows and your value grows, you can grow with them.

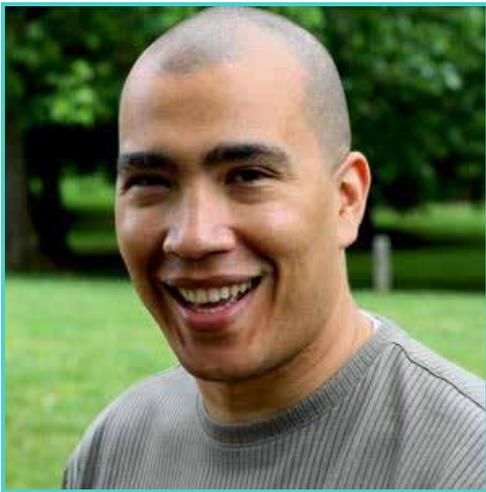
Challenge #4

- ◆ Identify 3 people in your local or virtual network who have a highly complementary offering to yours
- ◆ Reach out to schedule a 20 minute “get to know you” meeting (zero pressure at first to “close deal” or “pitch”)
- ◆ Check out video lesson #4 from Pam Slim as you're working through this challenge:
[Video lesson #4](#)

Tap Into More Opportunities

We generally get so focused on future leads and generating new traffic, that we miss capturing the opportunities already there. This is actually where a ton of potential clients get lost. You may not need to be looking for 100 ways in which you can get new clients. You may just need to be maximizing the way in which you're very thoughtfully staying in touch with people and following up.

Client Magnet Attraction Strategy: \$1000 in your Inbox



⋮ *"Charlie Gilkey, Founder of Productive Flourishing"*

My dear friend Charlie Gilkey, founder of <http://productiveflourishing.com>, has a wonderful tool that he calls "**\$1,000 in your inbox.**"

Very likely, there are opportunities sitting in our inboxes right now. People may have reached out before and tried to connect, but we either missed it or forgot to respond. Charlie calls this the "\$1000 in your inbox".

What opportunities did you forget about, miss, ignore or forget to reply to?

We want to create strong operations in our business, so that things do not slip through the cracks. As opportunities come through in the future, make sure they're tagged, they're categorized, and you have some sort of methodical process in which you're following up.

Maybe Land

“Yes’ are great, nos’ are great, maybes will kill you” - Skip Miller



⋮ *“Skip Miller Founder of <http://sellingadvantage.net>”*

This is a quote often said by my friend Skip Miller, founder of <http://sellingadvantage.net>. Skip describes the place in the client's decision making process between “yes” and “no” as Maybeland.

It is when you have people in your system who say they are possibly interested in working with you, but you haven't heard back from them in a while. You had a lead but then it just goes cold. You follow up a week later, nothing. A month later, nothing. Staying in this Maybeland is a big danger zone for entrepreneurs.

Get Out of Maybe Land

If you have potential clients in your funnel who are stuck in Maybeland, you will want to create strategic procedures to get them out and through your sales process.

Skip has a great tool to help you get out of Maybeland, called the ABC email. The ABC email is a brief, call-to-action that will get you out the spinning cycle of waiting for an answer, while proactively engaging with and respecting your busy clients time.

I have used this exact email template on numerous situations and it has worked like a charm.



ABC EMAIL

Subject: "Input requested, A B or C"

Hi (Name)!

Quick question: A/B/C please.

I haven't heard from you in awhile and need a favor about our pending project. Can you please respond with:

A: I've been busy, but I'll get back to you ASAP

B: Snags with the project, so hang on and I will get to you soon

C: We are going in a different direction, thanks, but not now.

That would help so much. I need to know whether or not to hold the date in the calendar, so please let me know A,B, or C.

I hope you are having a great quarter!

-Pam



Challenge #5

- ◆ Go back in your inbox at least 60 days and star any emails that could lead to potential business
- ◆ Follow up on starred emails
- ◆ If a project is stuck in Maybeland, use the ABC email (see example above)

Planting the Seeds

We often think about business marketing in epic terms, like coordinating a six-figure launch, or undertaking a massive Facebook advertising campaign. In fact, most stable, enduring businesses grow one small seed at a time. One helpful tweet at a time. One presentation to a small audience at a time. One prospective client call at a time.

Always be planting your seeds. We want to identify as many ways for us to be connecting and engaging with our ideal client. Be patient. It can take anywhere from 2 days to 2 years for you to start seeing fruition from that kind of contact. Focus on planting small seeds in the right places every day, and you will see real, sustainable business growth.



When I did a tour to 25 cities teaching community building skills to entrepreneurs in 2015, my group in Sunnyvale at Nancy Duarte's headquarters at Duarte did a brainstorm to think of ways to plant seeds to connect with and support their community. Here is their list:

25 Ways to Seed and Support Your Community:

- 1.** Create a YouTube video with helpful content
- 2.** Follow up via email with a valued contact and let them know how much you believe in them
- 3.** Showcase a photo of them with an expression of success on your FB page
- 4.** Highlight the story/accomplishment of a member of your community
- 5.** Offer individual help
- 6.** Create a Meetup.com group to support them
- 7.** Give free talks to groups where your community gathers in person
- 8.** Create webinars on topics of interest to your community
- 9.** Conduct interviews and share podcasts with experts your community would find valuable or inspiring
- 10.** Invite someone to a 15 minute Skype date
- 11.** Create a challenge for x number of days to rally people together
- 12.** Be a curator of books/articles/events that they would love
- 13.** Conduct coffee dates
- 14.** Novel concept: look them in the eye and talk!
- 15.** Send thoughtful gifts
- 16.** Post kudos on a community member's FB page
- 17.** Share encouraging comments on FB page
- 18.** Create a list of your favorite places and share with your community
- 19.** Follow up with individuals that you meet at a community event
- 20.** Write a Yelp review for a fellow business owner you admire
- 21.** Make lots of valuable introductions
- 22.** Write a LinkedIn recommendation
- 23.** Invite the sharing of stories and traditions
- 24.** Offer pro-bono services
- 25.** Get out there, meet new people and be involved

Challenge #6

- ◆ Identify a core offer that you want to sell in the next two quarters
- ◆ Clarify the ideal customer for this offer
- ◆ Review the ideas for planting seeds and choose three that you are comfortable implementing on a consistent basis.
- ◆ Plant two seeds every day
- ◆ Check out video lesson #5 from Pam Slim as you're working through this challenge:
[Video lesson #5](#)

Press (& Even Cold Pitching)

We sometimes give reaching out to people we don't know a bad rap. But amazing things can come out of this. One of the most effective ways for you to become visible in your market is to be featured in credible publications that are read by your ideal clients. Like the speaking tactic, press is a great way to establish yourself as an expert in your field.

Client Magnet Strategy: Be Relentlessly Helpful

Every day, journalists receive tons of cold emails from a laundry list of business owners and publicists, hoping to get their content featured in their publication. At the same time, journalists are responsible for constantly generating new stories and content.

The best way for you to be eventually featured in the press is to introduce yourself as a resource for their stories.



⋮ *"Tim Grahl, Founder and Author at Common Insights"*

My friend Tim Grahl of <http://timgrahl.com> defines marketing as **"being relentlessly helpful."**

This works great for journalists. Do a bit of research into what types of information, statistics, experts and resources journalists may need in order to do their job. Then help them get this information, and you will be seen as a helpful expert. This strategy has been

extremely effective for me, and you can see it has helped me to get a lot of big coverage over the years: <http://pamelaslim.com/press>

The key to getting press is:

- A) know your publications
- B) know your journalists
- C) know your niche
- D) be relentlessly helpful

Challenge #7

- ◆ Identify publications you would like to be featured in:
 - Podcasts
 - Magazines
 - Newspapers (local is great!)
- ◆ Introduce yourself as a resource for a specific journalist
- ◆ Explain the kinds of information you have that could be useful (research, access to interviewees or other experts)
- ◆ If they come back to you with a request, take care of it right away, since they are always under a tight deadline
- ◆ After a couple times of being helpful, it is likely that the next time they write a piece that requires an expert with your background, they will consider you.

Implementing Strategies

Hopefully, these ideas have inspired you to try some new things to attract your ideal customers. It will take time, effort and consistent practice to find the methods that work for you. You will greatly improve your odds for success if you organize your research and tools.



Organize your Research

In order to be efficient and effective, you will want to identify the kinds of research and information to keep track of for your marketing plan.

- Where do you store information about watering holes to reach your ideal customers?
- How will you keep track of new ideas for marketing?
- Where will you note great books, influencers and events that would be beneficial to your ideal customer?
- Where will you keep email templates that you use to reach out to partners, or pitch talks?
- How will you keep track of and share press mentions?

Challenge #8

Answer and document the following questions:

- ◆ What web tool will I use to save great articles?
- ◆ Will I use something like Google Docs or Evernote to save information?
- ◆ How will I set up email templates to make communication quick and effective?
- ◆ What rules or tools will I use to be sure that money is not sitting in my inbox?

Thank You

Thank you for taking the time to invest in the health of your business.

I have been a small business owner for 20 years, and I learn something new every day. Cultivating a rich ecosystem of clients, partners and mentors takes time. It is a fun, enjoyable and energizing process that does not need to be rushed.

It is not a race to build your business as fast as you can. Your objective is to create a healthy, viable business, and a strong, engaged community who has a great experience with your company, and will refer great customers to you on a consistent basis.

Test and try different marketing tactics, but be sure you give each one enough time to show results. If you speak once a year, you are unlikely to create much magnetism for new clients. If you speak once a month in a watering hole of ideal clients, you are much more likely to see results in the long run.

The very best marketing strategy is always to care deeply about the problems your ideal clients face, and stay committed to solving them. This is so much more important than tricking them into buying from you. In the long run, your success is not measured by the money in your bank account, it is measured by the solutions you have provided to people you care about serving. When you do this, money, success, pride and joy will follow.

Please let me know what worked, or didn't work, with the ideas I shared in this ebook by sending an email to: support@pamelaslim.com.

I wish you great success!

About the Author



Pamela Slim is an award-winning author, speaker and leader in the new world of work. She spent the first 10 years of her solo practice as a training and development consultant to large corporations such as Hewlett-Packard, Charles Schwab and Cisco Systems, where she worked with thousands of employees, managers and executives. In 2005, she started the Escape from Cubicle Nation blog, was named one of the top career and business sites on the web. She has coached thousands of budding entrepreneurs in businesses ranging from martial arts studios to software

startups. Her first book, *Escape from Cubicle Nation*, won Best Small Business/Entrepreneur Book of 2009 from 800-CEO-READ.

Pam's latest bestselling book is *Body of Work: Finding the Thread That Ties Your Story Together*. It addresses the key skills required to be indispensable in today's uncertain work environment.

In August, 2016, Pam opened small business idea and community laboratory called **K'é, A Place to Grow Small Business** in downtown Mesa, Arizona. In this space, she will test the very best strategies for solving pervasive problems faced by small business owners around the globe.

A proud suburban mom in Mesa, Arizona, Pam enjoys the look on people's faces when she tells them she is also a black belt in mixed martial arts. (It comes in handy when fighting for the last good bunch of kale at the grocery store.)

Find Pam at <http://pamelaslim.com/>

Pamela Slim