

Client Acquisition Templates

We all need to new clients to make our businesses a success. It's important that you have a way to get and retain customers, no matter what size your business is or how many clients you want. And you need a way to do that that can be done quickly and easily. Using templates for your communications is one way.

Finding Clients

Client acquisition is the process of persuading another person to purchase your services or products. You need these clients to grow your business.

But how do you find these clients?

Here are a few tips:

Ask for referrals from your current clients don't wait for them. Word of mouth is one of the best ways to get new clients because you have already built trust and a relationship with the referring client. The potential referred client will be more likely to work with you based on that relationship.

Partner with agencies to find clients. Agencies often turn down clients for various reasons. They will refer these clients to a new company in their network.

Browse job boards like Indeed.com to find jobs and new projects.

Follow up with inactive clients or previous clients that you haven't spoken to in a while. Send them an email asking how their project or business is going. Reconnect by being helpful and showing them that you care about them as a client.

Follow up with potential clients you've met at networking events or conferences. Ask about their company or project and how you can help them. You can offer some small form of help such as giving feedback or tips on their project. The important thing is to build a relationship with them.

Start blogging and networking on social media. Blogging is a great way to begin building your authority and getting the attention of potential clients. Blogging and social media helps you build relationships with them.

Write an eBook that solves a challenge your potential client has. Give it away or sell it on your website.

These are just a few ways to find clients.

Getting Their Attention

Once you find clients you want to work with you need to get their attention. One way is to send a cold email to them. Of course, you have to get their attention. You can do that by making your

email personal. That means using their first and last name. Include something about their personal interests such as sports or hobbies.

You'll want to connect with potential clients in some way. Mention how you discovered them and how it connects to you. Do some research and find more information about your prospects. Look at their website, their social media public profiles, search LinkedIn for their professional profile. Then use one small tidbit to connect with them.

Your cold email should be brief but offer enough information that the potential client understands what you want.

If you don't get a response from the first contact, don't hesitate to send a follow up email. Keep it short. It can be as simple as saying, "I forgot to tell you about. . ." This email can be sent few days after the initial email.

If you've met someone at a conference or networking event, send them an email follow up. You've connected with them and learned about their needs and their company. Follow up by offering them something useful such as a link to free information on their topic. You want to make it personal and show them you remember them by mentioning something they told you about themselves at the conference.

You may have gotten an initial consultation but haven't heard anything from them since. That's the time to send out a follow up consultation letter. In this you want to convince them to hire you by giving them the benefits of working with you and how you will help them save money, time, stress or whatever their need is. You'll want to reiterate what you initially discussed and give them options for meeting times with you.

Connect with potential clients by asking for referrals and testimonials from your current clients. Ask them to refer you to their clients or business associates who may need your services. Have them give you testimonials about their experience working with you. Make it easy for them to give referrals by providing them with marketing materials and links they can share easily. Send them links to your testimonials page.

Once you get a referral or an introduction, send the person an introduction email telling them about your services. Keep it personal by mentioning something about their business. Mention how you can help them. Don't forget to include your contact information.

Do you have clients that aren't active or only purchased once? Send them a re-engagement letter to get more work with them. Express how much you enjoyed working with them and that you would love the opportunity to do so again. If it's been a while since you worked together, mention something personal about the person to remind them of the previous trust and connection you shared, as well as something you have in common.

If you have a client that you do a lot of work with, send them an offer to get them on a retainer. Mention how they can save them money by buying your packaged deal. As a service provider, you save them time because they don't have to get quotes. Guarantee them you'd be available when they need you month in and month out.

Another way to connect is through a new client engagement letter. You send this welcome letter after the client has agreed to use your service. It should include the agreed upon standard operating procedures, as your policy on revisions, payment information, and what methods you will use to communicate. Make it easy for the client and yourself. You are both busy so setting your operating procedures, will help you both be more productive.

Building Relationships

Once you have clients, you need to build and maintain relationships with them. They may begin coming to you for products and services. But, you work together, your customer will often seek your input as an advisor, teacher and problem-solver. It takes time to build relationships with your clients.

Speak and act with confidence. regarding your abilities, knowledge, and growing skills. Your confidence is contagious.

Show your clients they can trust you by being dependable, that you follow through and keep your word. Demonstrate your expertise in your field and your services.

Be open and honest in your communications to foster a relationship with your clients. Have them be the same. If they are unhappy with a service, they should let you know.

Make it easy for clients to work with you. Give new clients guidelines for what to do if they have problems or questions.

Be you. People do business with people. They want to know about you. Show an interest in them as well. Be attentive to what they share and say and to their needs.

Once you've built a relationship with your clients, you can begin asking for referrals and testimonials. If you've built a trusting relationship, they will be more likely to share their friends and business contacts with you.

With this information along with this month's tools, you'll find communicating with your existing and potential clients to be much easier.

Let's Talk About the Client Acquisition List Templates

Client Benefit List

Show potential clients your services and offers benefit them. Use this list of 30 benefits to help you get started.

30 Ways to Get Referrals From Your Clients List

Referrals help you build credibility and relationships with potential clients. Use this list to help you get referrals from your existing clients in ways you may not have thought of.

Personalize Your Client Letters List

Use this list of 30 personalizations to help you create great client letters that will help you convey your message as well as make solid and meaningful connections.

Client Acquisition Email Templates

Cold Email & Cold Email Follow Up Templates

Use these email templates to reach out to potential clients you are interested in working with.

Event Follow-Up Email Template

Use this email template to follow up with a potential client that you met at a live event.

After Consultation Email Template

Use this template to send a thoughtful follow up after a consultation meeting.

Request Testimonials Email Template

Use this email template to request a testimonial from clients you've successfully worked with.

Request Referrals Email Template

Referrals help you build authority and credibility with your clients. Use this template to help you request referrals from your existing or past clients.

Get More Work Email Template

Use this template to offer gifts or incentives to clients you'd like to work with again.

Offer for Retainer Email Template

Use this template to offer a retainer package to your clients and explain the benefits.

Introduction Email Template

This template can be used to reach out to a potential client who was referred to you by a mutual friend.

Client Engagement Email Template

Use this template to send to your clients after they agreed to start working with you.

As you can see, everything included in the Client Acquisition Templates will give you what you need to communicate effectively with existing clients and reach out to potential clients to grow your business.