



HOW TO FIND CLIENTS

A SHORT GUIDE TO FINDING YOUR DREAM CLIENT
BY AMY LESTER



WHO?

HOW TO DECIDE WHICH CLIENTS TO TARGET

Spend some time thinking about the type of people you've enjoyed working with before.

Now think about those people and answer:

- What do they do?
- How much do they earn and what disposable income do they have?
- What do they look like?
- What is their family / personal dynamic like?
- Where do they hang out (online and / or in life)?
- What do they do in their free time?
- What problem(s) do they have that you can solve?
- Are they in a particular industry or type of role?

Once you've identified them, it's time to FIND them.

WHERE?

FINDING WHERE THEY HANG OUT

Once you've identified your ideal client, the next step is to find them.

Following the pandemic, a lot of people have become more tech-savvy and reliant on it than ever before.

This means it's now easier than ever to find and connect with your ideal client online.

If you're focused on a particular niche (for example, Medical or Recruitment professionals) do you know where they spend their time online?

- Do they scroll TikTok on their lunch break?
- Are they updating Facebook groups?
- Or do they hang out on LinkedIn?

Pick 1-2 places to focus on first of all. It's better to do fewer platforms amazingly than all of them poorly.

You want those ideal clients to SEE you and WANT to speak to you.

How do you make that happen?

We'll focus on LinkedIn for this next step (as it's likely where you first heard about this guide) and is the best way to find almost anyone in a professional role.

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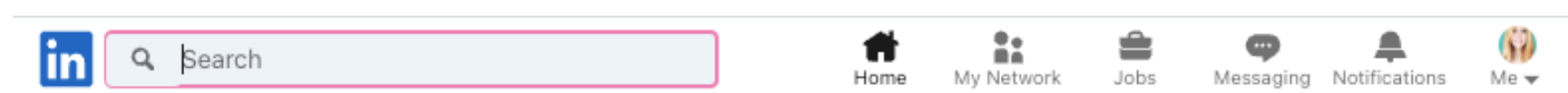
USING LINKEDIN

MAKING THE MOST OF THE PLATFORM'S SEARCH TOOLS

LinkedIn is a fantastic platform to find just about anyone in a professional capacity.

This guide assumes that you already have a completed LinkedIn profile, but if not, make that your first step!

LinkedIn has a great search function that is available to anyone, regardless of having a "free" or "premium" level account.



There is a search bar at the top of the screen (screengrabbed above), where you can search by name, job role or company name and a tonne of filters that you can use to filter results by location, "degree connection" as well as things like who they're following.

For me, if I'm looking for people on LinkedIn I would generally start with **job title, location and 2nd Degree Connections.**

Connect with anyone who looks like they fit with your target client or anyone who's content resonates with you. Not everyone feels comfortable connecting without knowing you, but as LinkedIn is a networking platform, you will find a lot of people will be happy to connect with you without knowing you.

Look out for their content and engage with it by leaving a comment, so they get to know you.

Personally, I'd avoid sending an inbound message to them as soon as you connect - get to know them first!

The next few pages contain content ideas to get started with posting on LinkedIn. Consistency is KEY, so make sure you're posting on the platform at least 3 times per week, every week.

Things to consider:

- Connect with people who are well connected, who match your values or you have things in common with.
- Engage in other people's conversations - you're more likely to be rewarded by LinkedIn's algorithm and your post engagement will increase!
- Don't send LinkedIn messages touting your service, wait for the leads to come to you.

YOUR NETWORK

UTILISING PEOPLE YOU ALREADY KNOW

Identify at least 10 people that you know that would either be your ideal client OR may be able to refer you to them.

They don't need to be your target client, but ideally, they'll KNOW people.

NEVER underestimate the power of a referral – the connection you made today / last week / last month / last year may just recommend you to a potential client and the rest is there for you to follow up.

There are some amazing connections waiting for you, so get yourself out there.

I've shared with you below the exact email (minus my specific details) that I sent out to my network when I first started, I hope it helps you!

Hi [contact name],

It's been quite a while since we last spoke, I hope you're doing well.

I'm writing to you as I have made the decision to set up my own business and wanted to formally introduce my services to you, to see if you or someone you know may need any support either now or in the future.

I am looking to offer [your service and how it works]

To begin with, I will be working [part time/full time] and will be dedicating my free time (19:00 onwards weekdays and all weekends) to establishing this business and turning it into a full-time career.

As someone who has worked with me previously, you know I am a born problem-solver and I always aim to exceed expectations when it comes to delivering on an assignment.

I hope we can work together one day soon and appreciate you taking the time to read this email.

Please do let me know if you have anything I can help you with or if you can recommend anyone who may be in desperate need of my services.

Thanks [contact name]!

NETWORKING EVENTS

GOING INTO THE REAL WORLD

What else can you do?

You could sign up for face-to-face networking.

It's a personal thing – but try closer to home first – check out your local Chamber of Commerce.

Whilst it can feel terrifying – remember everyone else had to turn up for their first meeting, and they came back!

As a minimum, you'll get to work on a quick pitch. You never know, you may create some useful leads and find someone who will help guide you as a mentor in the process too.

It's up to you. But there's no harm in trying.

Here's a few for you to look at:

- BNI
- Small Business Networking
- FSB, The Federation of Small Businesses

If it helps you to feel less anxious about it, think about it as building relationships and trying to help people rather than selling. The relationships you make at networking events may not automatically turn into business, but they can help to position you as the "go-to" person in your industry and should someone require your set of skills - you'll be the first person they think of.

ASSOCIATES, AGENCIES AND OTHER WORK

GETTING LEADS FROM OTHER SOURCES

There are many other ways to get clients from other people who are already generating leads, below are just a few.

Associate work is where you sign up to subcontract work from another Provider. Typically, they'll charge you a lower rate than what they charge the client, and you will complete the work on their behalf. You're still self-employed but may also operate within their company. It's a great way to get experience without finding your own clients. Associate work is easy to find on a number of Industry-Specific Facebook groups.

Agencies are another useful way to get experience but this would be an employed role. These roles can be part or full-time, depending on the agency, but would again be an easy way to get some experience without having to find your own clients.

Memberships are another avenue you can pursue. There are a tonne of different accreditations and members-only groups for different sectors. Speak to other freelancers you know and see what they're a member of. This can also help to improve your reputation as shows you are linked to others in the wider network.

Absolutely, under no circumstances, start looking for work on Fiverr or Upwork. Both of these sites have a lot of international workers who are happy to work for a massively reduced rate vs. the typical freelancer. As a one-off, this may be a good way to generate some income, but I beg you not to adopt this as a long term strategy.

THANK YOU

for purchasing this guide

Find me on linkedin: www.linkedin.com/in/amyjanelester

To find out more about what I do and how I can help you on your journey, follow the link below to my website or contact me at hello@typingandtasks.com