

Finding clients – guaranteed success

Many practitioners tend to use a 'scatter gun' approach, hoping that the more leaflets, talks, and other advertising they do gives a better chance of finding a client.

Clever thinking and the right strategy will provide a much better return on effort. This fact sheets supports our workshop – How to find clients, and also links into the other fact sheets in this series.

Sustained success comes from a successful strategy

Part of your master plan

If we are going to create a successful strategy in finding clients – it must be part of your 'master' business plan. Any advertising needs to particularly reflect the service you offer and your overall marketing strategy.

Fit the strategy to your needs

Planning first

Who do you wish to attract?	Geographic region/socio-demo/age/condition/etc.
What do you want?	From the transaction or advertising – quantify (SMART)
What benefits do you offer?	Be it a collaboration (working with an osteopath), or to the targeted client

The chase is nothing without the catch – the pieces of the jigsaw

Where to find clients (the hunting ground)	How to secure your client (weapons of choice & tactics)
Networking Collaboration Advertising Specialising (See finding clients Mind map)	Leaflets Adverts Website Talks Etc.
	AIDA model Client magnets (See fact sheets)

Come to our workshops to discuss how this formula all fits together and maximise the number of clients you can get with the minimal of effort.