

# How to Consistently Get Clients Online

WITH GILLIAN PERKINS

# How to Consistently Get Clients Online

## Clarify Your Message

In the simplest terms, what does your business offer?

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Who is it for?

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What positive results does your product create for your customers?

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Brainstorm your company's message:

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What is your company's message to your customers?

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How do your products fulfill this message? (general)

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How do each of your individual offerings fulfill this message?

- 1) 

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- 2) 

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- 3) 

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- 4) 

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- 5) 

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## **Create Compelling Offers**

What does your customer WANT?

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How does your product deliver what your customer wants?

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What does your customer want to AVOID?

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How does your product save your customer from what they want to avoid?

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How much are these results worth to your customers?

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How much does your competition charge? \_\_\_\_\_

What additional value can you offer?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

How much is your offering worth to your customers?

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How much will you sell it for? \_\_\_\_\_

# How to Consistently Get Clients Online

## Let the World Know

Which of these best options will you use to spread the word about your business?

- Blogging + Pinterest
- Guest Blogging
- Youtube
- Facebook Advertising
- Google Advertising
- Influencer Collaborations
- Other \_\_\_\_\_
- Other \_\_\_\_\_

How will your website turn visitors into leads?

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# How to Consistently Get Clients Online

## A Simple Sales Funnel

How will customers first hear about your business?

How will you entice them to learn more?

Draft your welcome message:

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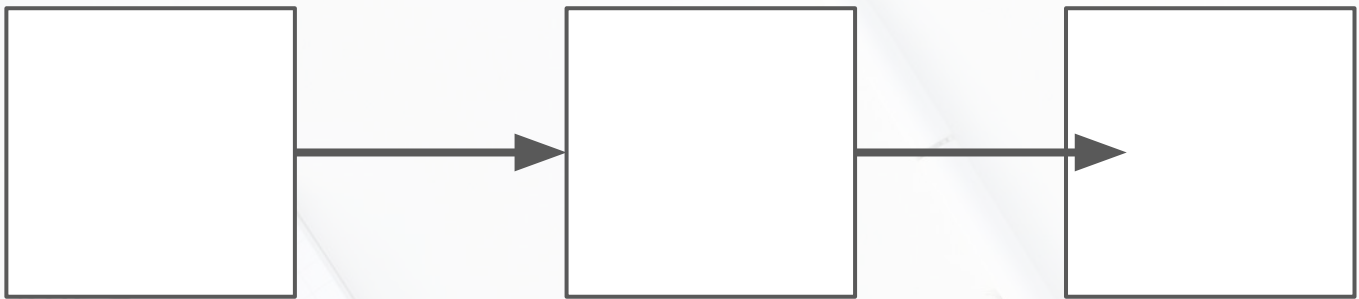
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What will your first (little) offer be?

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How will you continue to build the relationship?



When will you pitch your main product offering?

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HOW will you pitch?

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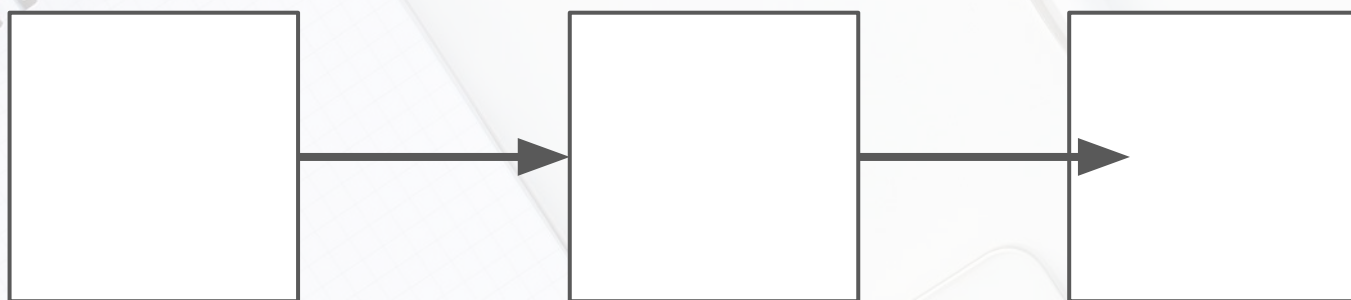


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Sales ACTION plan:

1. Where are you at now?
2. Why me, why now?
3. Where do you hope to be in \_\_\_ months?
4. What's holding you back from reaching your goals?
5. Are you interested in hearing about how I could help?
6. What will your next step be?

Draft your follow-up plan:



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## The Simple Art of Asking

Where could you find your ideal customer?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

Identify specific potential customers:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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# How to Consistently Get Clients Online

Hi \_\_\_\_\_!

I recently noticed you on \_\_\_\_\_ when you  
\_\_\_\_\_. I really liked/appreciated/loved  
your take on \_\_\_\_\_, because \_\_\_\_\_  
\_\_\_\_\_.

The reason I'm reaching out today is because I was just  
wondering if...

...you'd ever thought about hiring a \_\_\_\_\_.

...there's any chance you're looking for a \_\_\_\_\_.

...you're currently hiring. I'm a \_\_\_\_\_ and I'm  
really interested in possibly working with you!

If not, no problem at all. I just thought I'd ask, because I'd love  
to have the opportunity!

Sincerely,