

# 5 KEYS TO FINDING YOUR IDEAL CLIENTS

## WAITING AT YOUR DESK FOR CLIENTS TO FIND YOU?

It's time to meet the right clients for you and your business.

Make the first move, step away from your computer and find the clients you'll love (and who'll love you right back).



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## 5 KEYS TO FINDING YOUR IDEAL CLIENTS

1.

### MAKE THE FIRST MOVE

Go where your clients hangout and engage. Create a database of 10 potential clients, contact them by phone or email to introduce yourself and set up a quick chat. Start with referrals from friends and family.

2.

### MEET IN PERSON

Catch up for a coffee or drop in for a face to face chat. Develop a relationship and find out what they truly need. Be confident and back yourself with a killer pricing strategy and portfolio.

3.

### YOUR PASSION = THEIR SOLUTION

Pitch to the right clients with the right product. Offer what you love to do and what will solve your clients problems in return.

4.

### LEARN TO SAY NO

Always make the best decision for you. Work for the passion, not the money. Follow your gut, and if it doesn't feel right, don't take it.

5.

### FOLLOW UP

Keep your business top of mind. Ask for feedback and updates to find out how you can improve and potentially open up new opportunities. You never know unless you ask.



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