

4 Success Strategies for Getting and KEEPING Ideal Clients

Strategy #1: Mindset

In building your business, you have to work as much on your mind as you do your actions. You have to have both. Books like Think & Grow Rich by Napoleon Hill never go out of style because they contain truths that stand up over time. Here's one of his quotes: "All the breaks you need in life wait within your imagination; imagination is the workshop of your mind, capable of turning mind energy into accomplishment and wealth."

The new psychology of mindset tells us that if you have a fixed mindset, you believe that your talents and abilities are set in stone—either you have them or you don't. You must prove yourself over and over, trying to look smart and talented at all costs. This is the path of stagnation. If you have a growth mindset, however, you know that talents can be developed and that great abilities are built over time. This is the path of opportunity—and success.

Strategy #2: Keep in touch with people who express interest in your services/products

Stay in touch regularly with your potential clients by giving them something of value. Some examples: Offer them an email newsletter like this one –send it out at least twice a month. Paper newsletters delivered by postal mail are also welcomed- these can be sent monthly or every other month.



Give small gifts. For example, I've recognized that during the last several months the fear level of many folks I'm in touch with has risen to an amazing crescendo. I also know that you cannot feel gratitude and fear at the same time. So, I offered to each of you (and the offer still stands!) a gift. Each of you who sent your postal address to patty@AuthenticLifeInstitute.com received a gratitude stone and a written meditation from me. The responses have been great! Another example is our recent "No Complaints Throwdown" where we sent folks silicone customized bracelets and instructions for how to free up your mind energy from complaints so you can focus on creating your ideal life.

For a small, creative investment, I am able to keep in touch with you all in a meaningful way.

Strategy #3: Form Joint Ventures

You do not want to be the lone ranger trying to make it alone! When you partner with someone else who has a client list that could benefit from your services, you can expand your own list quickly. Here's just one example of the joint ventures I've participated in. My self employment system is of interest to many folks who are on the verge of retiring after a long career. They are still vibrant and want to share their gifts with the world in a way that continues to bring in money while allowing them the lifestyle they desire.

I have partnered with a financial planner whom I admired and we've promoted each of our services to our lists. She often has clients who want more from her than just financial advice –they want to get answers to issues like “what’s my real purpose?” and “what would give me fulfillment once I retire?” She doesn’t feel equipped (nor does she want to take the time for these conversations) and I don’t have the training or interest to provide financial advice.

So we both expand the number of people we can reach by working together. We have given seminars together which were very successful –I do a section on purpose, passion and self employment after retirement and she does a section on the top financial decisions that need to be made at retirement.

Think about 1 or 2 folks you could partner with to create this kind of win-win-win situation!

Strategy #4: Referral Circles & Professional Consortiums

A referral circle is 5 or 6 professionals who agree to pro-actively and enthusiastically refer clients to one another. There is no compensation to each other –just a willingness to support and grow each other's businesses. I have this type of relationship with several women I've met at local networking groups.

A Professional Consortium is a group of people who serve like business partners. They may visit clients together, submit proposals that include each other's services, and deliver joint services under one contract. They may create a brochure listing each of their expertise. If one person in the group receives a large contract –they typically subcontract out some of the work to others in the consortium with specific expertise for each piece.

I'd love for you to take one idea from this article today and make it a specific action step you will take, with a vision for what it will look like when you've accomplished it and a deadline for when you will do it. Email me your commitment (ann@AuthenticLifeInstitute.com) – I'd love to see them AND it gives you great power to put your word into writing.