

10 Ways to Find New Profitable Clients (From Fastest to Slowest)

These are the 10 most reliable ways I've found of attracting new clients to my service business. This is just what worked for me so let me know if there's anything I'm missing out on!

The first few on the list can be used to get new clients in a matter of days to kickstart your business while the slower methods will require more work up front so that it will be easy to drum up new business later in life.

1. Bark.com (1-2 days)

Bark is a website that allows people searching for services to post listings about their wants and needs. The service provider simply needs to browse through a selection of listings, choose the ones that best match the service they provide, and message the lead directly. Good leads can be expensive but that helps filter out anyone who isn't serious. You can find clients on here before you have any reputation in your industry or even a funnel set up.

2. Door Knocking (1-3 days)

Door knocking has to be the oldest trick in the book. It may seem primitive but I'll tell you one thing for sure - it works. One of my first ever job in sales was as a door-to-door sales rep. It was tough but it taught me so much about communication, determination, and perseverance - three pivotal skills in any business. It only costs you time so it's a great way to find clients when you're starting out with a small budget.

3. Cold Calling (1-3 days)

Cold Calling is another tough one that requires determination and perseverance. This is another low-cost solution to your money making problem. Like with door-knocking, you will experience lots of rejection here but it will be worth it when you figure it out. Prepare a good calling list before hand and don't worry about the outcome. Just make the calls.

4. Facebook Groups (2-5 days)

By this point you should have had a few clients and are starting to get pretty good at what you do. Facebook groups are great because you can find like-minded people who all share the same interests in a single place. Publish an introductory post in a few groups and you could find qualified leads the day you post. The best thing you can do in these groups is give people free value. Tell them your best industry tips and prove that you are an expert in your field. You should sometimes mention your offer, but just helping people out in those groups is what will help you get noticed.

5. Google Ads (1-4 weeks)

This one is fun cuz you can just throw money at the problem which is that your sales funnels aren't working. All joking aside this is a surfire way to drive more traffic to your funnel and get more data for improving the funnel. It isn't needed to build a good business but can speed up the process if you have the marketing budget. If you're reading this and thinking "what's a sales funnel" go look it up before you consider spending money on paid ads.

6. Social Media Marketing (1-3 months)

It can take time to build up a good portfolio of your work and grow your following. Content is king so keep posting as much content as you can without going crazy! This is the place to show your audience who you are. The thing you are selling has probably been done before and the only reason anyone is going to work with you is if they like you. Be personable and have fun! If you have fun creating content for social media, your audience is more likely to enjoy consuming it.

7. Client Referrals (1-3 months)

Once you've built a good relationship with your clients you can ask them to refer you to their networks, but if your product or service is good enough they will do this without being asked. This whole 'providing value' thing is really starting to feel like a theme.

8. Organic Search Results (2-6 months)

This is the bread and butter of your sales funnel. Creating good content that ranks for relevant search results is the only way to passively attract clients to your business. Some content can take a while to rank, but if it is good, it can provide you with business for years to come at no additional cost to you. Post more content and provide more value. When you see that a certain type of content is doing well, keep doing that thing.

9. Client Follow-ups (3 months - 1 year)

After some time in business, you will have a list of people who have bought your product or services. These contacts are hot prospects for special offers, repeat business, and new products. Find a way to give the people you've already served even more value! Return clients are the best to work with because you've already established trust and rapport, and you already know how they're going to treat you.

10. Email Marketing (6 months - 1 year)

Start building an email list. Your past customers should be on the list but there are other ways you can collect valuable emails. For example: you can place lead magnets like this one on your website to collect emails. Every time you develop a new offer you can pitch it to this email list and see who swings.

Try some of these out and let me know which one worked best for you!

Cheers!

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