

# 185 Ways

## TO FILL YOUR PRIVATE PRACTICE WITH IDEAL CLIENTS

By Simone Mitjans  
Business Growth & Marketing Strategist

Filling up your practice and keeping ideal clients coming in consistently can be an overwhelming task.

Who has the time to do it all these days? That's why it's important for you as a solopreneur or practitioner to know exactly what you need to do to constantly put your expertise in front of the right people.

Here are ways your marketing will help you become accessible in town and around the world:

- Envision your practice full
- Have a marketing plan
- Strategize what you need to do daily, weekly, monthly, quarterly and yearly to get the word out
- Follow up with prospects right away
- Define your YES client profile
- Craft your Unique Selling Proposition
- Define your business differentiator
- Always provide your best material, make people's time worthwhile
- Write as if you're talking to your clients, not at your client
- Sit with people one-on-one to make the sale
- Focus on building strong, long-lasting relationships in networking - not selling
- Never push or sell in networking
- Figure it out who is in front of your clients and become referral partners
- Stop procrastination on its tracks, now! Be stronger than your excuses
- Share your expertise on social media
- Get a press release out once a month
- Have 10-Six Second speech prepared and ready to go
- Use video marketing
- Create a blog
- Learn how you are uniquely designed to succeed
- Be aware of what can take you off track
- Make time for marketing
- Be humble & play big
- Diversify your marketing strategies
- Integrate online and offline marketing
- Write 7 articles on your expertise
- Build a strong list of ideal prospects
- Join a morning networking group
- Start doing workshops
- Get paid to speak engagements
- Have a business card that makes the sale for you
- Create a website that pulls in clients
- Simplify your brochures and flyers to one-sheet
- Send clients birthday cards

[info@SimoneMitjans.com](mailto:info@SimoneMitjans.com), [www.Simonemitjans.com](http://www.Simonemitjans.com)

141 Thomas Dr., Clark, NJ 07066

Client Care Toll Free: 800.251.6821

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- Implement a referral program
- Incentive & Reward referrals
- Niche to be rich
- Add value with bonuses
- Master the art of dissolving objections
- Have your rates on a sheet
- Diversify your offers
- Decide your working hours
- Cluster clients appointments
- Block time on your schedule for marketing
- Notice where your best clients come from
- Get out there! Stop being a best kept secret
- Get referrals from your top 5-10 clients
- Scratch the word ~~discount~~ out of your vocabulary
- Whenever possible offer guarantee
- Take advantage of technology to get clients on demand
- Follow up with your warm leads
- Have a plan to consistently feed your pipeline with ideal prospects
- Announce you're open for business with an introductory letter
- Ask your network for introductions
- Share who is your BEST lead
- Share who is your WORST lead
- Get raving reviews from current clients
- Focus on sharing benefits & results
- Position yourself as an expert
- Charge more
- Partner with successful people
- Get a dynamic, practical and down to earth marketing and business growth strategist
- Stop selling: show how you can solve problems and add value
- Focus on building a strong foundation now that will grow later
- Help clients speak about their results in a tangible way
- Connect with influencers
- Get clear on who is already in front of your ideal clients
- Create Joint Venture partnerships
- Make them laugh
- Aim for 100% referral based practice
- Send a gift card to people who send you referrals
- Send out mailing and postcards regularly
- Create an efficient office flow
- Give yourself credit: Make a list of 10 reasons why you're the best choice
- Set up and get feedback from a trusted board of directors
- Give your prospects the chance to sample your products and services
- Add a lead capture to your website
- Offer Private Laser Calls or meetings
- Create info products

- Free up your time by delegating
- Set yourself up for success with efficient systems and automation
- Make your marketing message memorable by using short sentences and buzz-words
- Create scripts to avoid reinventing the wheel
- Automate your calendar
- Put your knowledge in a book
- Be part of a local networking group
- Participate in fund raising events
- Develop a Signature Talk and become known for it
- Set intentions before every action
- Make sure to get people's business cards
- Follow up with people you meet
- Invite people you meet for a couple of coffee
- Help professionals to get business. They will remember you!
- Take advantage of email marketing
- Create & Share your freebie
- Create a lead database
- Have an idea book: focus on 3 ideas at the time
- Connect with power partners
- Walk your talk: make sure you use your own products or services
- Share your clients' results in your sales conversations
- Talk about what is missing in your industry
- Be selective: only spend time with positive, productive and down to earth people
- Prioritize your actions based on ROI (return on investment)
- Focus on serving
- Create a morning mantra to attract ideal clients
- Have a clear business purpose
- Offer packages
- Block Time IN, Time ON & Time OFF on your schedule
- Follow your schedule
- Do what is easy for you
- Delegate what is hard for you
- Do a happy dance when you sign up a new client
- Offer teleclasses & webinars
- Do facebook LIVE
- Give interviews
- Ask top clients for suggestions and feedback
- Work with clients in groups
- Be a connector
- Adjust your fees if you need
- Create a memorable #800
- Make branding a priority
- Be the host of clubs, meetings and/or associations

- Introduce yourself to hosts of clubs, meetings and associations
- Be a contributor to a newspaper, magazine or blog
- Create an Ezine or newsletter
- Be a guest blogger
- Use your email signature as a marketing tool
- Use your voicemail as a marketing tool
- Make your best clients feel special
- Have a marketing plan instead of winging it
- Have a professional, upscale and up to date brand image
- Get a professional logo
- Spot master networkers and become their best friend
- Accept credit cards
- Do 3-5 one-on-one breakfast or lunch to spread the word
- Make introductions whenever possible
- Have all the necessary equipment to run your business
- Check for organizations that need speakers
- Lead workshops and events
- Implement a client appreciation yearly event
- Create group programs
- Keep your marketing materials language simple
- Focus on 3 short term goals a month
- Get clear on your price
- Make it irresistible for clients to pay you in advance
- Give 25% off for clients who pay in full
- Avoid jargon in your communication
- Provide one specific call-to-action at the time
- Write as if a 6 year old was going to read
- List what makes you credible
- List 5 ways you can bring in clients easily and inexpensively every month
- Use images bright, high-end images
- Have a list of the top 7 topics you can talk about ready to go
- Be famous for one thing
- Create a call-to-action that inspires them to act now
- Present your services in a way that clients say "I need this now"
- Make it clear you only work with cherry pick clients
- Make your services exclusive
- Give clients options for how they can work with you
- Give them an estimate
- Let your marketing do the selling for you
- Be prepared to address and eliminate objections
- Give clients an estimate of how long you'll be working together
- Speak clearly and slowly

- Make eye contact and have a firm handshake
- Use a memorable tagline
- Envision you closing the sale
- Be bold, be different, be unique
- Don't let perfectionism stop you
- Make PROGRESS your priority
- Improve as you go
- Keep in touch with past clients or prospects
- Offer flat fees packages
- Ask your clients what networking groups they belong to
- Create a 3, 5 and 10 year vision of your business that will inspire you to keep going
- Networking: the more you practice the better you get!
- Provide prospects with enough to make an informed decision without overwhelming
- Put your marketing on autopilot
- Set boundaries with clients, let them know their success is their responsibility
- Have a strategy to let clients go in a respectful way when needed
- Step up clear procedures and policies
- Have strong boundaries around your schedule, appointments and time spent with clients
- Observe yourself, notice what might be holding you back and take necessary next steps

- Let them know how much not working with you is costing them in terms of money, time and effort
- Use the calendar, reminder and timer feature on your phone
- Let your passion and purpose take over when you are speaking and watch the fear melt away

You might have already implemented some of the strategies and it is working for you. Congrats!

Or might be thinking, I've implemented some of these and it didn't work for me...I wonder why?

The great news is ALL strategies work, but ONE SIZE DOESN'T FIT ALL.

Did you know you are uniquely designed to succeed? What might work for one solopreneur or practitioner may not work for you or your kind of business.

It not only important what to do but HOW to do it in a way that honors who you are.

You are more productive when you are in your comfort zone - doing what energizes you.

If you want to learn more about

- 1) how you are uniquely designed to succeed
- 2) what strategies you'll bring you the best ROI
- 3) what actions must be delegated so you are not wasting precious time

I invite you to apply for a complimentary best next step call with one of our strategy coaches, anytime. You can apply for a best next steps session at

[www.SimoneMitjans.com/apply](http://www.SimoneMitjans.com/apply)