

## **Building Your Client Base**

Almost any local business could benefit from your services. Even a small local convenience store could bring in more business by having a website and email list!

No customer is too small to have an online presence, so don't worry about trying to approach "just the right type of business". In fact, any business is the right type of business for this system!

## **Ways to Locate Clients...**

There are many ways to potentially find clients. We're going to look at some of the best ways to find local businesses that might be receptive to your services...

### **Walk-Ins**

One of the best ways to find business is by just walking in and asking to speak to the manager: Talking face to face is a great way to establish trust.

### **Cold Calling**

Many people prefer to call businesses rather than hitting the streets and going door to door. It's less effective than walking in, but it's easier, especially if you don't have good transportation.

### **Flyers**

Flyers can be very effective if you word them well. Don't focus your marketing material on building websites, but on bringing the company more business. *Offline Insider - Get Paid To Help Offline Businesses Get Online!*

### **Direct Mail Marketing**

If you've ever received an advertisement in the form of a sales letter or postcard in the mail, (and who hasn't?) then you've seen direct mail marketing in action. A good direct mail campaign can be very effective.

### **Business Cards**

Some people get a great deal of business simply by giving a business card to every business owner they come in contact with.

Get a haircut? Give the salon owner a card. Just got your car repaired? Don't forget to slip your card to the owner of the shop!

### **Yellow Pages**

Start by browsing through the yellow pages of your local directory searching for start up business or mom & pop shops that could use your help.

You can also use online search engines to determine newly registered businesses in your local area.

### **Chamber of Commerce Meetings**

If your area has a local Chamber of Commerce or other business organization, be sure to attend as many of their meetings as you can.

Networking with other business owners is a fantastic way to pick up business, as well as referrals.

### **Seminars and Speaking Engagements**

One extremely effective way to find clients is to speak at seminars and other local events where you know business owners will be. If you can't find an event to speak at, set one up!

If you arrange a free seminar on how businesses can use the internet to get more business, you're sure to find a few people who will want your services after hearing your "expert" speech.

## Newspaper Advertising

Don't forget about the power of your local newspaper. An ad in the "Business Services" section is inexpensive, but may not be as effective as a larger ad. But either type of add should bring in enough business to justify the cost if your ad is well written.

## Look Online!

Regardless if your client already has an existing website, it may be in need of an overhaul or revision. Use the major search engines to find both local and distance businesses that need some work.

You could also browse through online business directories and marketplaces including [www.clickbank.com](http://www.clickbank.com) and [www.cj.com](http://www.cj.com) to find online businesses that could be improved through both web design, sales funnel, sales copy, list building, traffic campaigns and more!

## Building Your Outsource Team

Since you will likely want to outsource the majority of the work involved with each project, it's important to become familiar with online freelance communities and to build a profile that will welcome new freelancers into your business plan.

To start, there are dozens of freelance communities online but I personally recommend setting up an account at the following websites:

<http://www.fiverr.com>

<http://www.elance.com>

<http://www.Guru.com>

<http://www.Scriptlance.com> (especially if you are offering any custom programming services)

***For content providers, you could also include:***

<http://www.WarriorForum.com> (see "Warriors for Hire")

<http://www.Workaholics4Hire.com>

Your job as a middleman between a company and the professionals who can take their vision and make it a reality involves you being able to effectively manage each project carefully, and to ensure that project deadlines are met and that your client receives consistent updates and progress reports.

You never want to leave a client in the dark, especially if they have never hired a service provider like you before. You want to always be available to them should they have any questions or require a bit more help understanding the process.

The easier you make the entire process for them, the easier it will be secure ongoing work from each company