

{Digital Dining Room} 

[B&L] Find Your Ideal Clients

Understand what they're HUNGRY for...

Story  Bistro

Question:

Is there a secret easy marketing button to finding your right clients?



Your Questions...

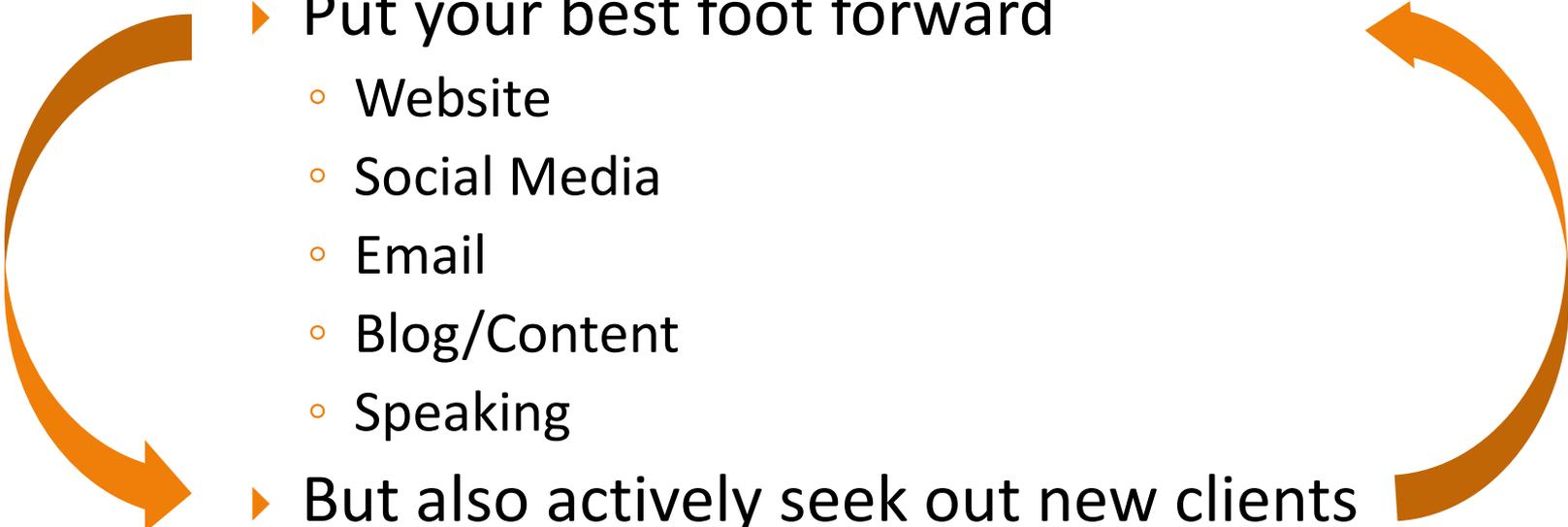
- ▶ Are there some good, free tools to use?
 - ▶ How much time should I spend per product in market research?
 - ▶ What else?
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Where do Clients come from?



- ▶ Referrals?
- ▶ Social Media?
- ▶ Your List?
- ▶ Repeat Clients?
- ▶ **What are the patterns?**
- ▶ (Do MORE of what works)

Clients = Attract + Find

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- ▶ Put your best foot forward
 - Website
 - Social Media
 - Email
 - Blog/Content
 - Speaking
 - ▶ But also actively seek out new clients **and referral partners**

Referrals & Word of Mouth

- ▶ 71% of online shoppers read reviews before buying. [[Forrester Research](#)]
 - ▶ 84% of consumers say they either completely or somewhat trust recommendations from family and friends about products. [[Nielson](#)]
 - ▶ On social media, 58% of consumers actively share their positive experiences with a company, and ask family and friends for their opinions on brands. [[SDL](#)]
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Start with
your
MINDSET

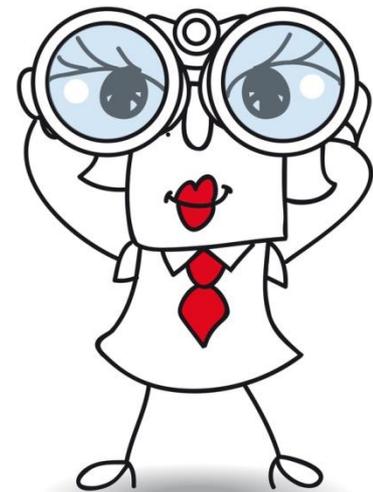


<http://storybistro.com/already-connected/>

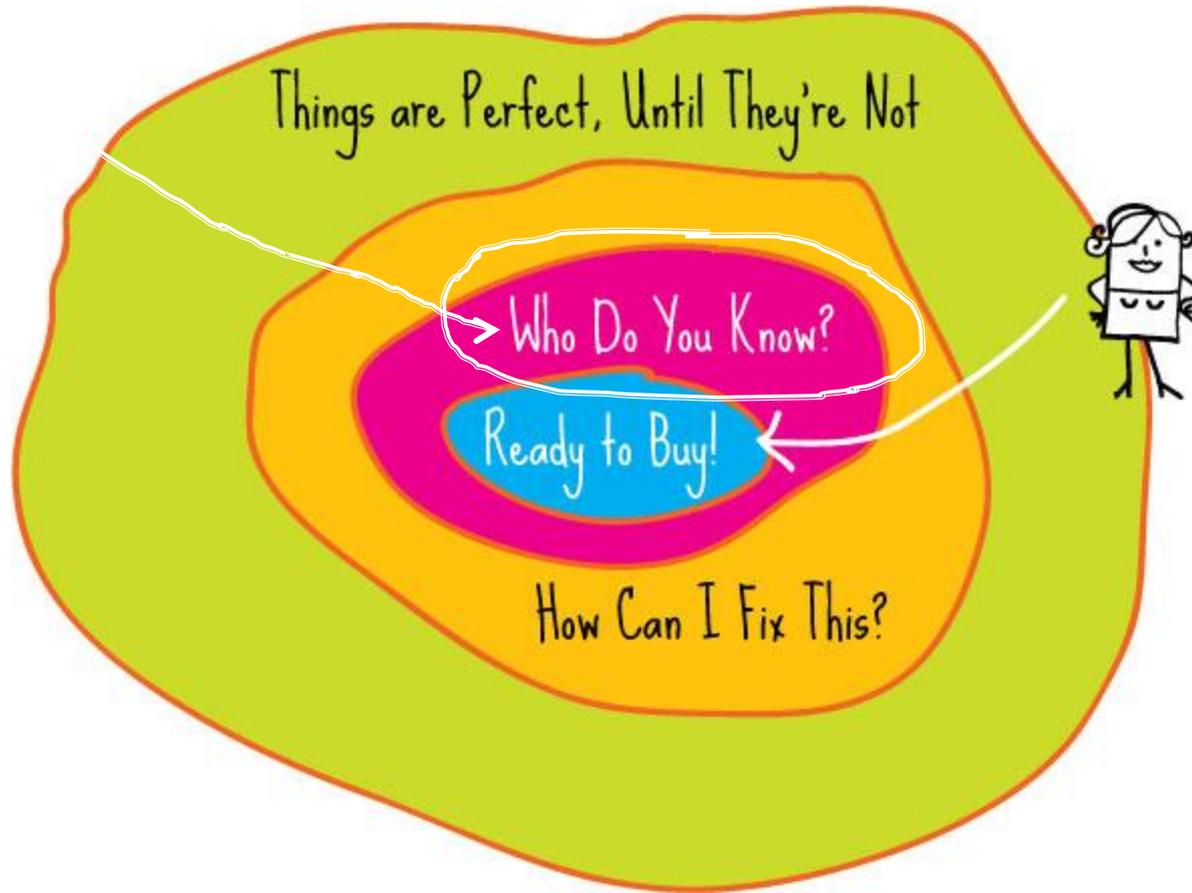
Nurture Your Curiosity

Ask questions like...

- ▶ Is this true? How do I know?
- ▶ What are they doing in other industries?
- ▶ How can I learn more about this topic?
- ▶ What would this look like from another angle?
- ▶ How can I BEST serve this situation?



Who are Your Right People? (And Who Do They Know?)

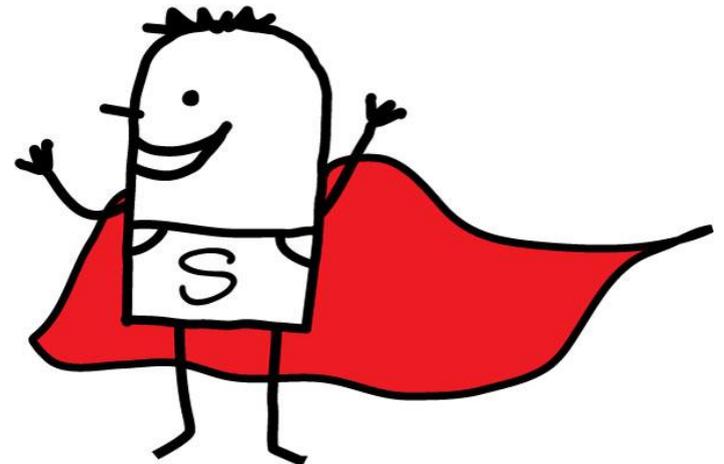


First, Choose Your Ideal Client

- ▶ Who do you love to work with?
- ▶ Create a character sketch (give them a name)
- ▶ Make up a back-story
- ▶ **Use this as the filter for accepting work AND for digging deeper**

<http://digitaldiningroom.com/your-ideal-client-as-hero-the-character-sketch/>

<http://digitaldiningroom.com/market-research-your-ideal-client/>

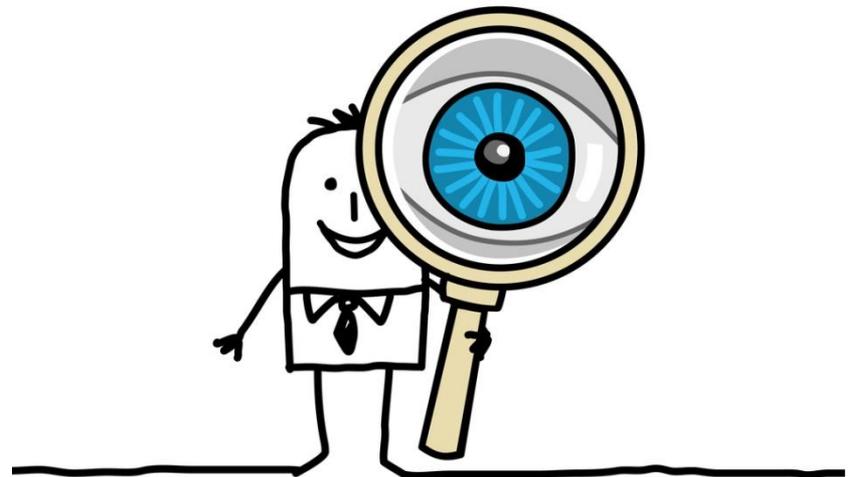


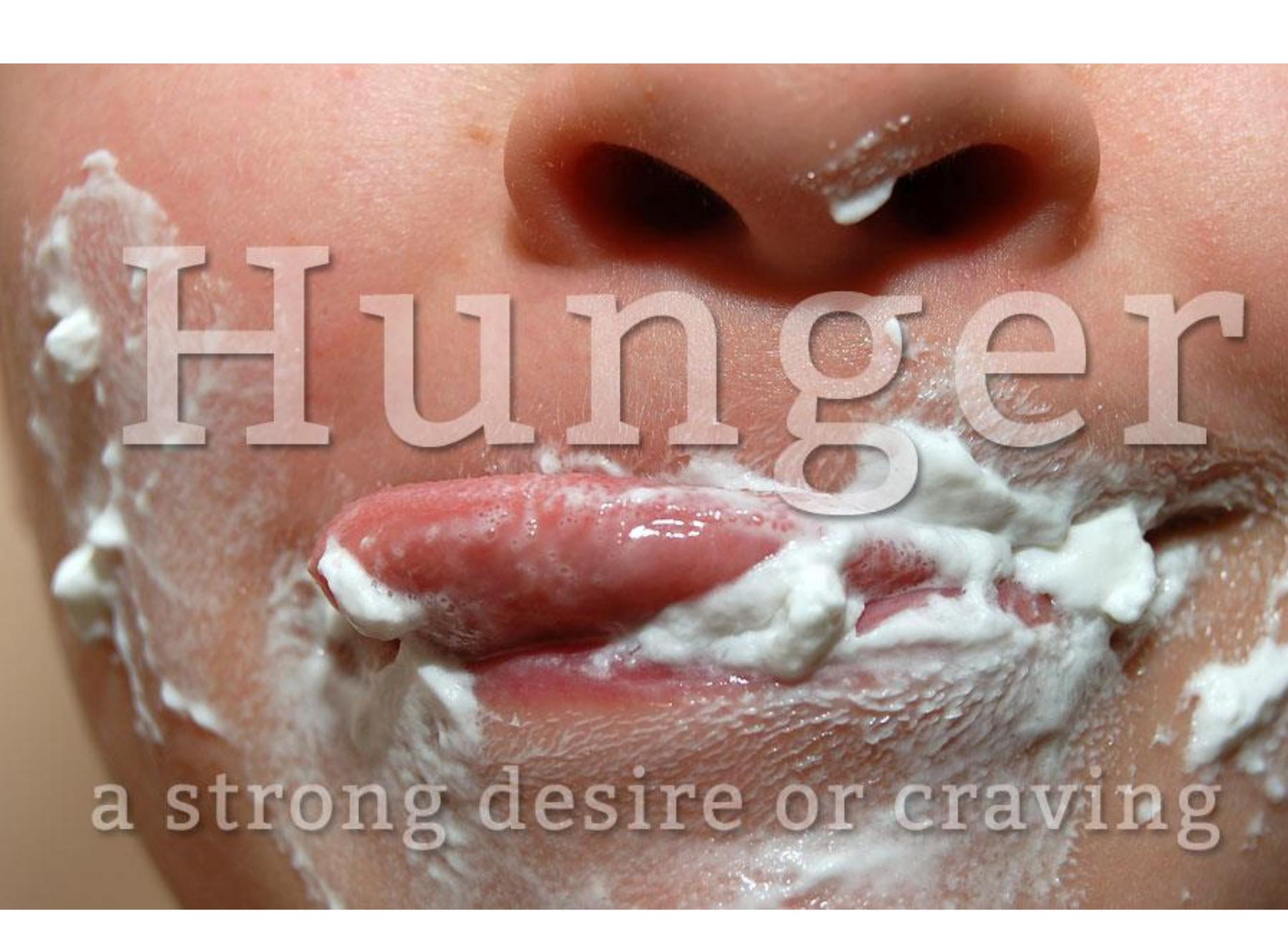
Become a Sleuth

- ▶ Start with current connections
- ▶ Gather clues
- ▶ Take notes
- ▶ What are they most hungry for?

See Taylor Swift:

<http://hope.ly/1DpfmRc>





Hunger

a strong desire or craving

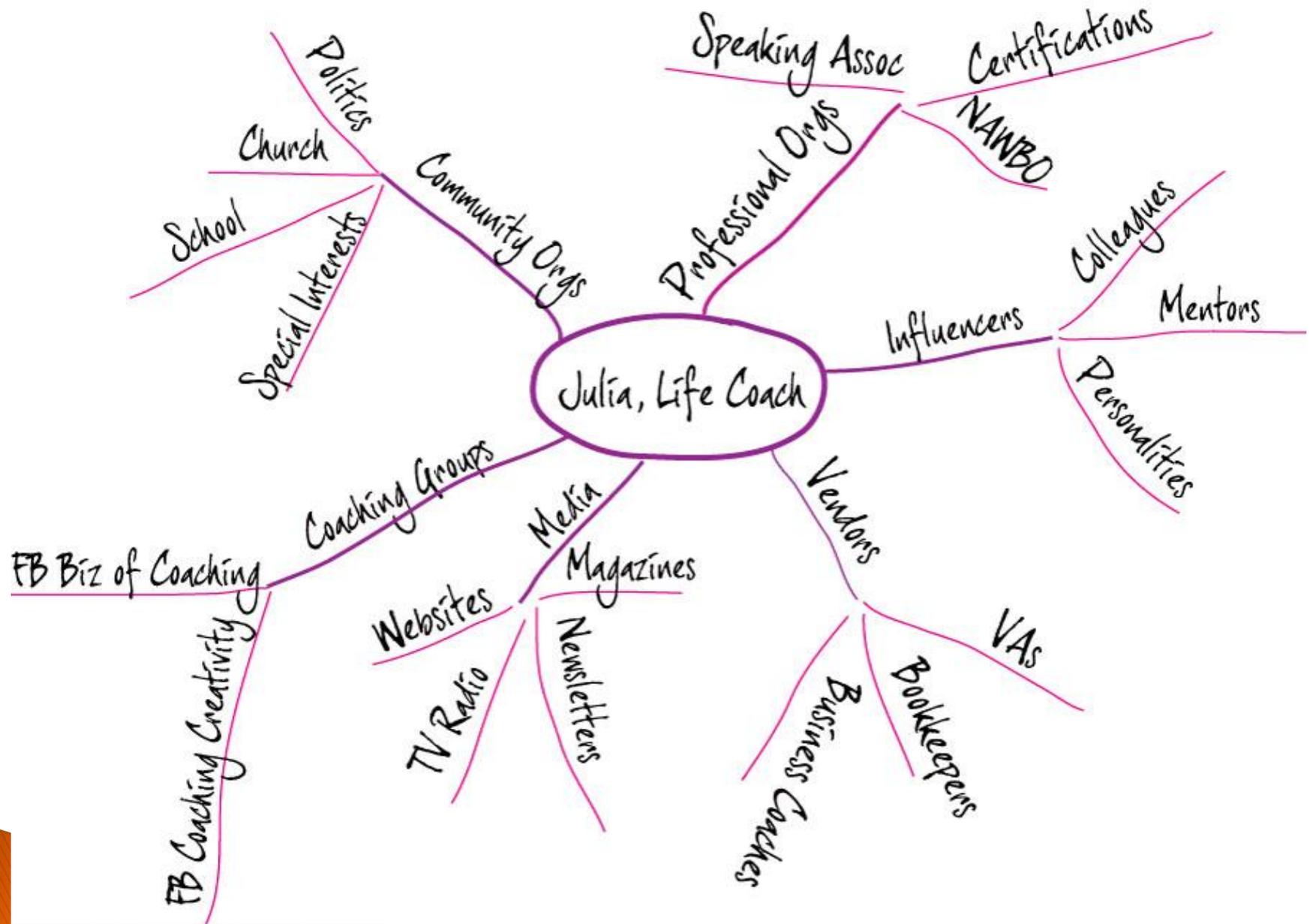
Know their Hungers

- ▶ How do they want it (DIY, DFY, or DWY)?
 - ▶ When do they want it?
 - ▶ Why do they want it?
 - ▶ What benefits are most important?
 - ▶ What kind of person do they want to work with?
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Know their Landscape

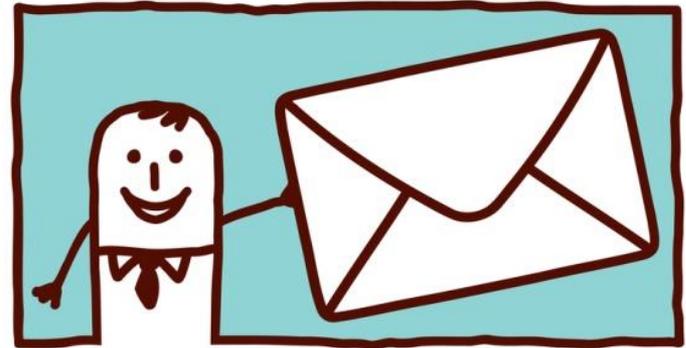
- ▶ Where do they live? Work? Play?
- ▶ Who/what exists in that world with them?
- ▶ What websites do they frequent?
- ▶ What newsletters do they subscribe to?
- ▶ What groups do they belong to?
- ▶ Who else do they do business with?





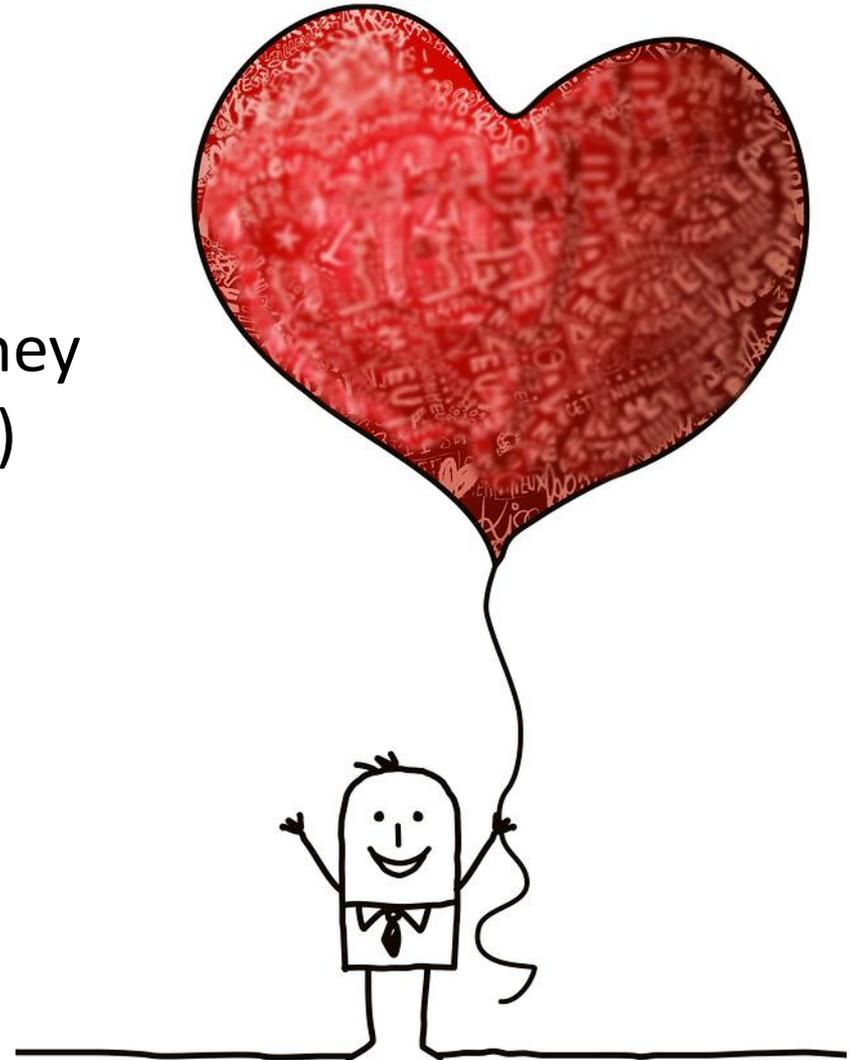
Clues: Check Your eMail

- ▶ Which subscribers opened your last 5 emails?
- ▶ What did they click on?
- ▶ Are you connected to them on social media? (Social Pro @ Mailchimp; Contactually; Rapportive)



Build a List of Prospectors

- ▶ Identify ACTUAL people (not just the org or business)
- ▶ Start with 100
- ▶ Include Major Influencers (they may be able to connect you!)
- ▶ Learn all about them; take notes



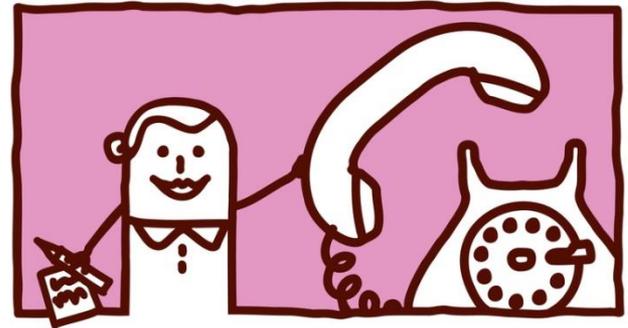
Reach Out

- ▶ Send 6 to 8 multi-channel messages.
- ▶ Thank them for connecting
(include a helpful link if you have one)
- ▶ Share connections and referrals
- ▶ Share information (blog posts, articles, news)



Connect Offline

- ▶ Once you've established rapport, ask for a phone call or skype meeting
- ▶ Ask how you can be more helpful
- ▶ Surveys!



Your Assignment

- 1. If you haven't done the Ideal Client Profile/Hero Character Sketch, start there.**
 2. Create your List of Top Prospectors.
 3. Mindmap & Sleuth their hungers.
 4. Mindmap & Sleuth their landscape/ecosystem.
 - 5. Identify your top 3 online AND 3 offline locations for connecting to them.**
 6. Outline your weekly strategy for researching/connecting (time spent, day(s), etc.).
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The Prize

1. Post your answers to the forum no later than NOON Monday, January 19th (PST)
2. **Each person who meets the deadline wins: 250 pg. journal and will be entered into a drawing for a free 20 min strategy session.**

For More...

▶ DigitalDiningRoom.com

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