

8 GREAT WAYS TO ACQUIRE NEW CLIENTS

Here's a list of 8 different ways to acquire new clients (or sell to old ones) without having to break the bank.

1. Get a decent business card. If you can't design one, make sure you hire someone who can. Often times you'll be at the bar or even at a meet-and-greet, perfect occasions to drop off a card. Don't let the first impression of your company be a bad one.

2. Build a Website for your company, or have someone build one for you. A home on the Internet gives any business more legitimacy. Not only that, but it increases your market as far as you'd like to make it. Sales generated by Google search users are easy, efficient, and make your job that much easier.

3. Redundancy and consistency. This might seem like a no brainer, but many companies fall into the trap of wanting to go 10 different ways on 10 different issues. Make sure your business is sending one static message throughout your branding, marketing, customer service, and sales. This can be as simple as making sure your business card design matches your Web site, or creating a motto or slogan that you use on everything. You're building an identity.

4. Redundancy and consistency. Can't stress this enough. If a potential client sees a rainbow of marketing materials, none of which match one another, they will be immediately turned off by your lack of attention to detail. Match your materials so well that the person viewing them notices their content, not their basic layout elements.

5. Don't follow every new trend. People are going to ask you "Do you have a Facebook page?" "Do you use Twitter?" "Are you 100 percent eco-friendly!?!". The question you need to ask yourself, "Is the time I'm spending doing these new trends making me more money than if I was cold calling potential clients?"

6. Believe it or not, marketing is important. You should be spending between seven to eight percent of your gross sales in marketing. That money should not only be going into prospect and client communications, but also perfecting the methods in which you're communicating. Do you have a sure-fire method to collect leads? These things don't have to be solved all at once, but they need to be addressed sooner rather than later. Make sure you invest in your own business.

7. Simplicity is key. Don't confuse your prospects with too much information. People tend to provide too much information. This causes problems in several ways. The message is often lost on potential clients, you lose sight of your own goals, and often you're serving up your business strategy to competitors -- who are very happy to take your ideas for their own profit. If you're selling something specific, let the customer know. Put a big picture of your product on your documentation. Have a nice one-sentence tagline to summarize the whole thing.

8. Know your competition better than they do. Finding out more about your competitors gives you an immediate advantage. Start a checklist of things to improve, then get to work. You might decide to invest in Google ads that show up when someone types your competitor's name. You might offer new services based on what everyone else is doing.