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**STEP
GUIDE
TO FIND
CLIENTS
NOW**

My Five-Step Guide to Find Clients Now

by Amy Yamada

Welcome to **My Five-Step Guide to Find Clients Now!**

As a coach, trainer, and/or entrepreneur, you likely already know the challenges of owning a business and marketing your brand to your target demographic.

I certainly remember what it was like to launch my own coaching business back in 2011. Even with an extensive background in advertising, sales, marketing and business development, I had some challenges getting everything up and running!

I found myself doing what most new coaches do... I launched a website, created a handful of coaching packages and started telling people what I was doing.

In addition to my website, I created my social media sites, started blogging, hosted events and workshops, did some public speaking and a bunch of networking.

Even with all of that, things were happening very slowly. I was beginning to worry about how I was going to make this a sustainable business!

Sure, I'd bring on several coaching clients here and there... but I found myself taking on projects that related more to my old career than my new business. I'd provide marketing services to corporations; I'd set up e-mail marketing for small businesses and actually write their blogs and e-newsletters. I'd come up with promotional ideas for businesses and help them create special events.

The problem was that I wasn't focusing on growing my coaching business; I was spinning my wheels with so many projects all at once... and there wasn't any consistency or clarity of the direction I was heading!

It wasn't until I invested in my own business coach and that things really started to heat up. With the right guidance, I began to set boundaries on the services I provided and I removed things from my "to do" list that were simply NOT a priority.

Instead of the menu of services I once offered, I began to focus on one, premium coaching package.

And then I used my background to do what I do best...
authentically connect with people online and in person to build my business.

As I became more streamlined, focused and managed my time more efficiently, my business began to grow with less effort and more consistency! And I was able to help my clients be more and more efficient with their own time and productivity.

And what I've realized over the years is that clients come to me for one primary reason: **to Find More Clients!**

This was an easy area for me to mentor my clients, as I've worked with every size of business, from large corporations to "solo-preneurs" with this specific challenge.

I've created strategies that have been efficient for well-known brands (such as Expedia, Disney and Elizabeth Arden) as well as medium and small businesses -- that have **grown awareness, connections, and ultimately, revenue.**

And now, I love empowering coaches, trainers and entrepreneurs -- such as yourself -- to do the same!

With all that being said, here is my gift for you:

My Five-Step Guide to Find Clients Now!

The key here is to carve out time in the coming weeks to take action immediately *and* consistently—so you can see the magic begin to unfold.

STEP 1: Get crystal clear with your message and who your ideal customer is.

It is crucial that your messaging tells your ideal client who you are and what solution your products or services provide. As one of my clients, I go deeper into defining the specific area in which you and/or your team really shines.

I'll ask questions like, "What is unique to you and your business? Why would someone choose you over a competitor? What is your ideal client's biggest pain point? How does your product, program, or service provide a solution to that problem?"

At the end of the day, we are not focusing on what our competition is doing—it's more about determining your unique positioning statement and making sure it's resonating with your ideal client.

STEP 2: Create one signature package (or determine your most popular product) that creates long-lasting results for your client AND recurring monthly income for you!

For example, for coaches and trainers, create a 6-month or 12-month program and make this your signature program.

I can't tell you how many new coaches, trainers and entrepreneurs (myself included) believe they need to start off with a menu products, programs, different levels of services, one-off sessions, etc., and they find themselves working endless hours and not generating much revenue!

You can always *expand* your offerings as you grow your business—but why not focus on mastering ONE service or product at a time and ***really maximizing your profitability?***

Plus, it's much easier to communicate who you are and what you offer when you are focusing on one signature program or product, versus multiple offerings, especially when you are still within the first couple years of your business.

I go deeper into this topic with my A-Listers (my private business mentoring clients), so we can customize the ideal package, determine pricing and timeframe for your business.

STEP 3: Be consistent with your messaging and signature package description at EVERY connection point.

Once you've gotten clear with Steps 1 & 2, it's time to let everyone know what you're doing! Be consistent across your website, blog, speaking engagements, social media sites, events, promotions, networking, etc. The last thing you want is for people to be confused about what you do (trust me, I know from experience when I used to do fifteen different things! It was exhausting telling people ALL the things I was doing... and I wasn't coming across as the confident "CEO" of my business).

You also want to be consistent with your logo, colors, fonts, images and marketing communication, so your audience really gets an idea of who you are and what you do. My team and I work with my A-Listers and my Coaching Masters Academy clients to make sure that they look and sound amazing, online and offline!

STEP 4: Master your "Network-Ability" online and in person!

I can't tell you how often I'll work with new clients, and they will say, "Amy, I'm doing all these things I know I should be doing, but nothing is happening! I have a website, blog, Facebook page, Instagram, LinkedIn and I do a TON of networking... and it's just not working!"

I always smile when I hear this, as I know I've met my next client! I always reply saying, "Okay. Now let's dig deeper and assess what you are doing with each of these connection points—and I will tell you WHY it's not working."

I will ask, “What are you writing about with your blog? How are you driving traffic to your website? What are people doing when they get to your website? What are you doing when you go to networking events? How are you building a following, and how are you growing a relationship with your audience?”

What I’m looking for with these questions (and many more) is what’s the missing link between you and your ideal clients.

Connecting authentically online and in person DOES work to build your business, so long as WHAT you are saying, WHY you are saying it and HOW you are getting in front of your clients are all aligned with your brand’s core mission.

STEP 5: Schedule in-person or Skype/phone appointments with those you want to further connect with to grow your business. I organize my appointments in two categories: Connecting or Consulting. Essentially, I’m scheduling these two types of appointments to grow my network and automatic lead generation (through my “Connecting” appointments) OR to find out if my coaching services are an ideal fit for a business owner (through my “Consulting” appointments).

This way, I’m not assuming that everyone I meet is my ideal client. And at the same time, when I meet with other well-connected people, I know that I can really get to know about them, and they can really get to know about me—and the next thing I know, we are planting seeds FOR each other! It’s a beautiful thing when people begin to reach out to YOU on a consistent basis saying, “I’ve heard so much about you and I want to meet with you!”

There is a formula behind scheduling these appointments that I teach my private mentoring and Coaching Masters Academy clients, and it's customized to who you are and what solution you offer people.

BONUS STEP 6: Okay, now that you've read through My Five Step Guide to Find Clients Now, it's time to create a streamlined action plan, carve out time in your calendar and start taking steps towards growing your clientele.

Once people know who you are, what you do, understand your signature offering and feel connected with you (at any connection point), your business WILL grow!

All that being said, if you are really ready to make the next 12 months YOUR year to shine, let's jump on a free strategy call to come up with a customized plan.



I have a limited number of free strategy calls I offer throughout the year, so don't stay stuck another minute in any area of your business! Let's jump on a call and make things happen!

I look forward to chatting with you!!
To your success & happiness!

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