

# 8 Ways to Build Great Client Lists

By Eventus Coaching



## About Eventus Coaching...

Eventus Coaching principal Business Coaches have worked with Executives, Business Owners, World Trade Centres and Governments throughout the world helping perfect strategies for growth, profit and durability.

They specialise in only using tested and proven coaching techniques and tools, cutting straight to the heart of the matter and allowing clients to deal with complicated issues in easy and clear ways, this allows them to fully overcome their obstacles and to maximise their potential and to achieve their goals.

Eventus is about deliverability and client success. They have a huge resource of industry leaders and experts to call upon to help implement the leading innovations in all areas of your business, such as sales, marketing, finance, leadership, management and individual's career.

Whether you are business owner, responsible for a corporation, or an executive looking to develop their position or careers further - you now have the potential to exploit the use of Eventus Business Coaches to elevate you to new business and personal levels and achieve those business and financial goals.

Check the end of this book to find out what people are saying about Eventus and its principals.

Start now with a [FREE 30 Minute Business Check Up](#) – You'll not only be amazed at the insight you will get but they will also give you some personalised strategies and tactics to give you instant results!

## **About this Book: 8 Ways to Build Great Client List.**

Did you know that one of the most powerful ways to grow your business is to build a list of clients who are interested in what you have to offer?

Over the last few years businesses have latched onto the fact that a website is no longer a luxury, it's now one of the vital tools to ensure commercial success. In matter of fact, if you haven't got a website then you could be potentially miles behind even your weakest competition.

However too many people including some of your competition don't understand how to use their website to truly capture client information. There's far too many websites setup without a clear understanding of what it takes to get clients to signup, owners just simply expect people to come to their website and throw their details at them.

After a few unsuccessful months they then realise that actually it's not as easy as they thought, people just aren't signing up for their dull newsletter or non-inspiring offer. You might have been one of these unfortunate soles...

Well now its all about to change for you, this book represents only a fraction of detailed knowledge and application of the subject matter that Eventus Coaching can offer you. If you are looking for a successful way to improve profits, maximise growth, develop strategies and tactics to leave your competition standing, become the best manager and leader then you need to be speaking to Eventus now!

***You now have the edge over your competition!***

## Strategy 1 – Entice them to signup on your website

Getting people to your website is just the beginning, building a great list is about getting them to register or subscribe to what you offer. So firstly take a look at what you are offering.

If you are offering a newsletter what makes it so special? If you are using a similar message to ***“sign up and get our free newsletter”*** then don't expect a great conversion rate.

Remember - Powerful offerings will reap powerful results!!!

Why not try something a little more adventurous:

***“Get our Free newsletter, packed with \*\*\*\*\* and guaranteed to \*\*\*\*\*”***

Or better still, if you have a great report or free tools, why not try something along the lines of:

***“New report uncovers \*\*\*\*\*, get your free copy now and receive our Free monthly newsletter packed with \*\*\*\*\*”***

You have now offered a great gift and they get your newsletter too. People are more likely to give you their information if they feel they are getting something special.

Forget about the fact that YOU WANT their details and focus on what will entice someone to give you their details freely.

## **Strategy 2 – Place an Opt-in/Sign up area on every webpage**

Most websites only have an opt-in or signup area on the homepage. Don't make the same mistake, did you know that not everyone will land on your website's homepage?

If you really want to capture as many people as possible then you need to make it as easy as possible for them. You also want to think about keeping the opt-in or sign up area as simple as possible, for instance name and email address are probably all you are going to need.

If you require clients to register with you, then why not provide a short form, such as name, email address, contact number, username and password.

Then once they have signed up, provide them with a profile in a members section where they can add further details at a later time.

Remember: unless what you are offering is fantastic, if you initially present people with a massive registration form to fill in, they most likely will just click away.

## Strategy 3 – After-Event list building

This is a great way to get a powerful list of clients, which has the potential to yield you massive future results.

Whether you sell online or offline, you should already know that if you are good at what you do a client is most likely to buy from you again. Taking this fact onboard then you should think about the following ways in which you can capture client details and add them to your list.

Note: Just because a client has bought from you does not give you the automatic right to add them to your mailing list!

If you require clients to register with your website before they buy, always make sure you include a tick box on the form to get their agreement to send them marketing materials, (ALWAYS MAKE SURE THAT THE DEFAULT SETTING FOR THE BOX IS THAT IT IS PRE TICKED, the client has to un-tick it if they do not want this service).

If you do not require buying client to register with you before they have bought then make sure after the client buys from you that they are offered a special report etc which they can download. They click, register, get the report and you get their info!

If you sell face to face then add a section to your order form about a great offer you have, put the website address, or better still have a tick box that says ***“sign me up for your newsletter”***, then train your representatives to always say something like ***“I will tick the box here so you don’t miss out on our great deals”***.

These are great clients to add to your list!!

## Strategy 4 – Promote yourself everywhere

Use every single opportunity to communicate with a client to get them to join your list, for instance:

- 1) Business Cards: Most business cards are boring - yours don't have to be, by adding a sales message to the front you can make your card a mini advert and potential source of pulling clients towards your offerings.

For instance at the time of writing, all Eventus business cards have the message ***“Ask me for your copy of the 10 dynamic ways to more clients”***. Everybody is trained to hand out the business card in such a way to draw attention to this statement and then bang – when someone bites, we get their card and details to add to our list.

- 2) Stationary: See business cards above, you can add messages to your letterheads, with compliment slips, invoices, all of which act to direct clients to your website and even particular web pages.
- 3) Emails: Add a punchy sales message and a link back to your website in your email signature, so every time you send someone an email there is a little sales hook ready to reel them in.
- 4) Telephone Calls: Even if someone doesn't buy from you, ask ***“hay would you like me to add you to our list for our newsletter, it's packed with \*\*\*\*\*”***.

Think about other times when you can get new contact details to add to your list.

## **Strategy 5 – Blogs, Articles and Forums**

### Blogs

Add a blog to your website, if you are not sure of how a blog can help, search Google and or ask us for help.

Register with Twitter and start Twitting – Twitter is great, and we provide a half day course on how to use Twitter to build a powerbase list of clients.

### Articles

Together with writing a blog, articles can help you build a great following, as more and more people see your business and services useful through the quality of your articles.

There are many online services for sharing articles and for making them available to the general public.

### Forums

This is a great way to add to your client list but be warned you must not treat the forum as place to sell sell sell, if you do, you will quickly turn people off and any positive actions will be outweighed by the negativity you receive.

Position yourself to offer advice and information, help people and refer them to your website only if it is truly beneficial to them, at that moment in time. However, where you can market yourself is in your signature of each post, you can set up an automatic signature and add a powerful offering which links to your website.

## **Strategy 6 – Offer an e-course**

If you write articles, then offer the readers an e-course or extra material once they register with you.

An e-course could be split over 6 parts, each part emailed to the list on a daily, weekly or monthly bases.

Part 1 – Introduction and what they will achieve from the course

Part 2 – Fundamentals of the course

Part 3 – Cover the subject matter

Part 4 – Overview of part 3 and further subject matter

Part 5 – How to implement the subject matter

Part 6 – Conclusion and special offer

Throughout the e-course you would make available special offers and incentives. Writing e-courses is a great way of demonstrating your expertise and establishing your business with new clients.

## **Strategy 7 – Expose yourself via article submissions**

Simply pick some subjects you know your clients will be interested in and either write some articles or hire a ghost writer to do it for you. Once you have the article submit it to article directories.

Make sure the article has links back to your website and use the “resource box” to add vital information about your organisation or yourself.

If your articles are any good then over time they will spread through the internet as people pass them on, other article directories list them and more people use and reference the contents. As the article and resource box link to your website, it means more and more people have found the route to find you!

## **Strategy 8 – Viral List Building**

The word “Viral” simply means a “virus” that goes from one person after the other (not a computer virus).

The buzzwords viral refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes.

You simply create a report or article and pass that to your contacts, making sure it has your name and website included in the report.

If your report is good enough then it is very likely that end-users will pass it on to their contacts or at least make it available to them. Before you know it – it spreads like a virus!

If you can get this technique right then it can be extremely powerful.

## Bring it all together

The above eight strategies provide you with some excellent techniques and tools to build a great client list. If you are serious about implementing these then you will see a dramatic increase in the number of new clients joining your list.

What makes these strategies exciting is that when you start using them all and find ways to work different strategies together you will start to see dramatic changes.

Keep evolving these strategies and changing your messages, think about other powerful ways to increase traffic to your website and then convert these onto your list.

This concise book has given you only 8 of our 18 explosive ways to build great client lists, which forms part of our half day “MAXIMUM RESULTS – INTERNET MARKETING” **FREE** seminar.

If you are serious about your business, building profits and understanding how the internet can explode your potential then you need to attend this course NOW!

Goto [www.eventuscoaching.co.uk/events-calender.html](http://www.eventuscoaching.co.uk/events-calender.html) to find out when the next seminar is available.

Here is what people are saying about our principals and our company:

*"We would like to take this opportunity to thank you for your assistance with the project we are working on at Amtrak. The information you provided concerning utilizing the Balanced Scorecard in reporting the operational health of a company has been very helpful to the Project Team. We are recommending that the Balanced Scorecard concept be adopted in our final report. Again, thank you for providing the information and your guidance."*

Jim Walls, Senior Director NEC Service and Cindy Cole, Director NEC Service  
AMTRAK, National Railroad Corporation, Wilmington DE

*"Having had Eventus introduced to us by a colleague we were initially sceptical of the promises made by the company. However, we took them up on their tune up and were pleasantly surprised by the results. We have now been working with Eventus for the past 11 months and it feels like our business has been highly tuned!"*

John Patterson, Director  
Creste Partnership

*"In the initial eight weeks of working with the principals of Eventus we have seen a 200% increase in profits, that's what I call results! "*

Phil Knox, Operations Director  
Bitebak Limited

*"Although our marketing company is relatively new already we are out performing our expectations and we owe Eventus for this and for helping us achieve our global expectations."*

Mr C Payne, Director  
Swine Flu Solutions Limited

If you would like to know more about the subject of this book or any of the following subjects then contact us now:

**Email:** [info@eventuscoaching.co.uk](mailto:info@eventuscoaching.co.uk)

**Web:** [www.eventuscoaching.co.uk](http://www.eventuscoaching.co.uk)

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Just some of the Powerful Coaching and Training provided with proven guaranteed results:

- Business Coaching to help see dynamic growth in profits and success
- Executive Coaching to maximise your potential in your organisation
- Controlling your business
- Developing strategies to dominate your marketplace
- Tactics to increase revenues, profits and cash flows
- Leveraging to create more time and increase the value of your business
- Marketing and sales plans to explode your profits
- Cultivating attitude
- Communicate simply and powerfully
- Engage and mobilise your employees
- Influence and motivate to new levels

If you really desire to maximise your businesses potential but don't know where to start then let Eventus provide you with your [FREE 30 Minute Business Check Up](#), this will give you all you need to know and what you need to do!