

# 7 Tools to Get the Clients You Deserve

## #1. Email Signature

Your email signature is a mighty, but often neglected, marketing tool. Include enough information so that colleagues and potential clients (prospects) understand who you are and what you do. If you have a company name, logo, and tagline, use them. If you don't, include a very brief description of your services (less than a sentence). Include your phone number and the link to your website, or if you don't have one yet, your LinkedIn profile, where people can learn more about you.

## #2. Business Card

This small but powerful ad for your business will help colleagues and prospects remember you—if you do it right. Make sure the information and the design make it easy for people to understand who you are, what you do, and how to contact you. If you have a company name, logo and tagline, use them. Get your business cards professionally printed.

## #3. Elevator Pitch

Make a great first impression—and focus your marketing—with a strong elevator pitch (also called an elevator speech). In 60 seconds or less, cover what you can do for clients and how you can solve their problems (the benefits or results of your work). Leave the person you're talking to wanting to know more about you and your services. Practice your elevator pitch until you have a concise, compelling way to introduce yourself.

## #4. LinkedIn

Develop a persuasive LinkedIn profile that focuses on the needs of your clients and the benefits you give them. Include your contact information so people can easily get in touch with you and a professional photo. Use LinkedIn to research prospects, and to connect with prospects and colleagues. Participate in relevant groups.

## #5. Professional Associations

Join relevant professional associations. Volunteer so people get to know and trust you; this is the key to getting referrals. Use the member directories to find good prospects and build your prospect list.

## #6. Direct Email

Target your best prospects and market directly to them through direct email. To develop prospect lists of organizations you'd like to work with, use the member directories of your professional associations, LinkedIn, online directories, and leading company lists.

Research each organization and write a short, personalized email (about 3 or 4 sentences) that focuses on the benefits you provide and shows that you know something about the organization and its work. Include a link to your website or if you don't have one yet, your LinkedIn profile.

If you don't hear back from the prospect, follow up in 1-2 weeks. Many of the positive responses will come from those follow-up emails.

## #7. Website

Clients expect to be able to visit a freelancer's website before deciding whether to hire him/her. The two main components of a great freelance website are content that's well written and a clean, professional design that's easy to navigate.

Visit the websites of other freelancers to see what you like and don't like, and to get ideas for your website. Focus your content on the benefits you offer clients and convey key messages fast with headlines and subheads.

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