



Sure, everyone wants more clients, but I work with many business owners who are completely mystified about why they work so hard, yet don't get the clients they need--much less want.

They ask themselves

“what am I doing wrong”,

“I have better products than my competitors so why am I not getting clients”,

or the simple “how do they do it”?

They toss and turn trying to sleep while their brain is going a mile a minute wondering what they can do differently.

Does this resonate with you? Do you fall into the camp of “I have enough clients but I want more” or are you the person I just described, doing everything you can and still not getting clients?

Don't give up! If you are like most of my clients, they did not take the time to fully explore these five areas which are the foundation of marketing. When you deep dive into these five areas, you will be able to easily find not just clients, but your **IDEAL CLIENTS**.

1. Know what you sell and what makes you unique

“Seriously? Of course I know what I sell.” I hear you yelling at me in your brain. Yes, you do know what you sell. However, many business owners never take the time to determine what makes them unique. Why should people buy from you in the first place? What is the real reason you are in business?

Instead, they market themselves based on a hunch and a hope, with a touch of planning in between. Don’t worry, if this is you, you are not alone and thankfully you are reading this article so you won’t be one of them.

Your product or service should be something your market can't live without by solving their problems or making their lives easier. Begin making a list of what your client’s pain points are and how your business can solve their pain.

2. Determine the niche you enjoy helping

Selling to everyone truly helps no one. You may be making a sale here and there, but you won’t ever get the sales you want or help the number of people you are wanting to help if you don’t pick a niche.

I know - I hear you again. “But my product is great for everyone.” With many products and services, I believe this is true, however you alone cannot reach everyone. Sales is marketing to the right people at the right time. Even though they may be the right people in your mind, it may not feel right to them or it may just be wrong timing.

By picking a niche you are not excluding everyone else. You are simply focusing on the people you want to help the most and yes, enjoy working with the most. Remember you are your own boss. YOU get to pick who you want to work with.

This allows you to speak directly to your ideal client. Let's say you sell skin care. Everyone has skin, therefore, potentially everyone can use your product, right? However, selling to a "baby boomer" would be quite different than selling to a "millennial". Their needs and desires are very different. The baby boomer's biggest need is to look young while the millennial wants to look good for their next date or has young children and only has 5 minutes to care about skin care no matter how important it is to her looks.

The same is true with industries. You want to make sure you are talking to their specific needs and using their language. For example, hotels care about the number of rooms sold while a hospital cares about number of beds in use. Both need to have their rooms/beds filled; however, how and why the customers need their service is completely different. Therefore, their marketing language is different and who they market to is different. If you tried to market to both it would sound generic and salesy.

Which do you resonate with more - a generic email or one that identifies with you emotionally and feels like they are writing just to you?

You must know what you sell and what niche you work with in order to market effectively to them, saving you time and money.

3. Profile your Target Market (also referred to as Ideal Client)

Today people have more resources and more options when buying. Within a few seconds they can compare pricing, availability, and other people's reviews before they buy. If you're only using demographic and geographic information, you're missing out on potential connections and profits and you may even be marketing to the wrong people. Who wants to waste that kind of time, money, and effort?

Think about this...

The year that someone was born and where they live will not tell you if they are likely to buy your products or services. It's just not enough information to effectively

market and draw your ideal client to you. This information is needed but you can no longer stop there.

You need to also look at psychographics. Don't be scared. It's not as overwhelming as it sounds, but it is unbelievably powerful in connecting with your ideal clients and easily selling to them without feeling sleazy.

Psychographics can simply be explained as using vital consumer information such as spending habits, values and buying behaviors to understand your target market. Once you truly understand what motivates potential customers to buy your products or services, you can use that information to create highly customizable marketing campaigns and interactions with potential clients. It allows you to connect with them in an emotional way so you can better help them.

4. Clearly Communicating with Prospects

Yes, I am talking about the scary "What do you do?" question. You see more "deer in headlight" stares to that question than any other question. Knowing what you sell and why you are unique is not enough because conveying what you do without confusing or boring them to death is a learned skill.

In our society, you only have seconds to get someone's attention whether it be online, on the phone or in person. Those precious minutes can make you money or be a death sentence.

Have you ever...

Been at a networking event, business luncheon or a social event where you ask someone what they do only to be stuck listening to them talk your ear off while you are trying to find a way to run away and never talk to the person again? Or you get an answer that is so vague and confusing that you wonder what they are hiding. Even if you ask them to explain more you just get basically the same spiel but in different words.

You don't want to be that person. You want to be able to professionally and quickly introduce yourself. Here are the three things your introduction needs to include:

- What you do (I market, teach, coach, sell...)
- Who is your target market (the niche you choose)
- What do you do for them (your product or service)
- How does it benefit them (make more money, sleep better, look younger)

For example:

I coach men and women over 50 who have grandchildren specific exercises to keep them physically fit so they can play on the floor and run around with their grandchildren without being exhausted.

5. Know what's next

When fishing you need the right place, the right bait, the right reel, and a lot of luck (just kidding I don't really fish). Let's say you're out fishing for the first time. You have been coached on how to catch a fish and you feel completely prepared. Suddenly you catch a fish - a huge one of course. You're holding onto the reel as tight as you can yelling "I got one" (because who can resist yelling in amazement) and you realize that no one told you what to do next. You don't know how to reel in the fish and if you did what would you do next? You would have a fish flopping around trying to get back in the water. There are more steps to fishing than just catching the fish.

This is true in business also. We often only learn how to find a prospect, how to talk to them and get them excited about your product or service, but then you don't know what to do next, so you politely end the conversation. You might say "great I'll call you" or "it was nice to meet you". What happens next is that you have their information (hopefully) and you are all excited to contact them because you know they want to buy. You leave messages, text, email and nothing happens. You are left confused and frustrated not knowing what happened.

This is because you didn't know the next step. You must know your sales cycle and what the next positive step you need them to take. This can be to set an appointment to talk further, but if online, it can be to enter their name and email to lead them from a free article to your blog.

What do you want them to do next to get them closer to a sale? Be prepared and know what you want to do next when you find an interested qualified prospect.

Conclusion

I know we have only touched the surface of these critical areas. My hope is that you will begin looking at your business and start working on these five areas that create a solid foundation for all your marketing and sales efforts.

What's next?

Join me on our Thriving Business Success Facebook page where I share more information on these critical areas and much more.

Go to <http://www.facebook.com/bethanysunny>. I look forward to seeing you there and working together to create a thriving business.



About the Author

A successful entrepreneur with over 25 years of experience, Bethany has now combined her lifelong passion for helping others with her business prowess to create Thriving Business Success. Her dedication to assisting others reach their own business goals makes her an inspiring and empowering mentor.