

30 DAYS OF
EMERGENCY
Client Attraction

by
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This book is part of the Emergency Clients for Web Designers & Copywriters course offered by Jessica Albon of ThriveYourTribe.com. You should have received access to the phone recording with your purchase of this book. If you did not, please email jcalbon@gmail.com for details.

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What's Possible for You?

HERE'S WHAT I KNOW: SOME CLIENTS SUCK.

And some are awesome. So, the trick is to attract enough of a pool from which to choose that you get to make the rules about who will work with you, and who won't.

MAYBE YOU WANT TO WORK AT THIS FULL TIME.

Or, maybe you only want to spend 5 hours a week working with clients. Know this: what you want your business too look like—you can achieve that. Whatever this ideal business looks like, it can be yours.

SO, LET'S GET STARTED BY GENERATING INTEREST.

Once you have prospects lined up to work with you, it'll be up to you to be choosy enough to find the perfect clients for you.

GOOD FOR: EVERYONE, BUT ESPECIALLY ESTABLISHED BUSINESSES

One: Cease All Tweets

LET'S BE RUTHLESS.

We're about to buckle down and get really serious about client attraction. And that means we need to clear the decks first. So, what will you **stop** doing to make more space for all that you're about to **start**?

Be ruthless and circle as many as possible from this list—things you will absolutely NOT do for the next 30 days:

- | | | |
|----------------|---|-------|
| Twitter | Realtor.com (<i>my weakness</i>) | _____ |
| Facebook | Hulu | _____ |
| MySpace | Pandora (<i>if silence helps you focus</i>) | _____ |
| Friend's blogs | Entertaining Blogs | _____ |
| YouTube | I Can Has Cheezburger? (<i>etc</i>) | _____ |

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THE EXCEPTION TO THE RULE

If there's one item you circled that you're feeling a twinge of regret about, you can take one back. But there's a condition. **You have to commit to my time limit: 30 minutes a week.** So, for instance, if you really have to have your Twitter, you're welcome to Tweet to your heart's content—as long as you spend under 30 minutes/week at it.

CHOOSE YOUR EXCEPTION:

I choose to _____ no more than 30 minutes/week.

GOOD FOR: NEW BUSINESSES, SMALL PROJECTS

Two: Niche Baby, Niche

Niching is perfect for getting fast money—you pick a very specific type of job for a very specific type of audience and get out there and offer this service to as many people as you can think of.

For instance, if you write resumes, you could decide to offer only executive-level resumes for people who are changing industries. Or, if you're a designer, you could offer only logo designs for businesses on your city's main street. Or, if you do SEO copy, you could offer optimization for individual products.

The key is the audience needs to be so narrow that you can easily find about 100 people that fit into it, and the offer needs to be so specific that the only answer is: yes or no. Not, “Well, I have questions,” or, “Could you customize it in this way,” or, “Does this include...” So, no “I'll design websites for businesses!” or “I'll write sales copy for websites!”

TWO IMPORTANT THINGS TO REMEMBER.

- 1) You're only niching for 30 days. That's why we're drilling down so much. You can always change your mind and do something else next month.**
- 2) You're looking for a productizable service that'll take about \$250 worth of your time.**

TELL EVERYONE.

Once you select your niche, tell everyone you see what you're specializing in this month. When they ask what you're up to, tell them. When you post your daily update to Twitter, mention this. When you talk with clients, tell them your current speciality.

Say something like: "This month, I'm looking for mid-level, out-of-work executives who are changing industries and so they need a brand new resume. Do you know anyone I could help with that?"

Your goal is to tell 10 people every day. (You can't count your Twitter, Facebook, Blog, etc followers more than once.) In person is usually better.

MY NICHE IS...

So, tell me, for the next 30 days, who's your audience:

And what will you do for them?

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GOOD FOR: ESTABLISHED BUSINESSES, SMALL PROJECTS

Three: Job boards rock!

**If you've ever applied to jobs posted to a job board before, chances are, you've had bad results.
Here's how to get more good results when you use online job boards:**

1) PERSONAL:

2) NAME DROP:

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3) SUCCESS:

4) PRICES:

5) EVALUATE:

6) AT LEAST:

7) NO ATTACHMENTS.

8) RE-READ.

9) SOUND LIKE:

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START IT OFF WITH WHY YOU'RE WRITING, BUT DO IT IN A PERSONABLE WAY. I ALSO LIKE TO SAY SOMETHING SLIGHTLY "CURIOUS" LIKE, "THAT'S NOT WHY I THINK WE SHOULD WORK TOGETHER," WHICH BEGS THE QUESTION: WHAT IS?

Dear Peter,

So, I hear you're looking for a WordPress-savvy designer, and I happen to think I'm the gal for you. I've been programming in WP since 2005 for clients all around the world, but that's not why I think we should work together.

You're on the leading edge of something in the home improvement industry—after all, there aren't a lot of construction companies that are taking the time to set up a blog. And, in this case, that's a great thing. But it also means there are some potential pitfalls that I'd love to help you avoid.

For instance, when there aren't many examples in your industry, it can feel like you're floundering around with no role model. And, when it comes to starting a blog, floundering is not the way to get the results you want.

I've done a lot of work with home improvement companies who wanted to dive into social media and learn just how to make it work for them. For instance, my client The Money Pit (producers of a national radio show for the DIY audience)

NOW, START NAME DROPPING. BEGIN WITH A CLIENT THE PROSPECT IS LIKELY TO RECOGNIZE (WHEN POSSIBLE). THEN MOVE TO THE PROSPECT WHO'S SITUATION IS MOST SIMILAR. (BECAUSE, THOUGH MY FINANCIAL SERVICES CLIENT IS ACTUALLY THE BETTER ROLE MODEL IN THIS CASE, THE CLIENT IS *ALWAYS* MORE INTERESTED IN PEOPLE IN THEIR INDUSTRY OR NAMES THEY RECOGNIZE.

THIS WORKS.

ADMIRE THE CLIENT FOR SOMETHING—IN THIS CASE, BEING ON THE LEADING EDGE. ADMIRE THEIR "SMARTS" OR "SAVVY" OR "FORWARD-THINKING" OR ANYTHING ELSE YOU CAN SAY THAT'S 100% GENUINE. THEN EMPATHIZE WITH WHY THAT'S A *PROBLEM*. (IN THIS CASE, BECAUSE THERE ARE NO ROLE MODELS.)

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sought my guidance on how to grow their community and have a big impact with their 70,000 subscribers. Though I haven't yet talked them into Twitter, I have a feeling that's coming.

I also have another client who blazed a trail in the financial services sector and because we worked together on her brand launch, she was able to land national news coverage less than a month after the start of our work. (She's leading the way with a new kind of financial management that guides women in their investments.) Not only did I design and build her blog, but I also wrote the first ten posts for her so that she'd have something to model for maximum success.

And I guess that's how you could sum up why my clients adore me—because I consider exactly what they'll need to reach their goals and I ensure they have it as part of our work together. Think of it like this: if your parents had bought you a high performance sports car when you turned 16 but didn't arrange for you to learn to drive it, it would have become a very expensive lesson. But, if they'd made the same purchase (and, trust me, your new blog will be very high performance) and also sprung for the lessons you needed, you'd have been out on the road, cruising in your car in no time.

That's also the reason for something else—something you

**TELL 'EM YOUR CLIENTS
LOVE YOU. SERIOUSLY. IT
MATTERS.**

**I SUGGEST YOU MENTION
YOUR PRICING UP FRONT.
YOU DON'T HAVE TO GIVE A
NUMBER, BUT GIVE A SENSE
OF WHERE YOU ARE ON THE
SPECTRUM. AND, IF YOU'RE
HIGH, YOU'D BETTER HAVE A
GOOD REASON FOR THAT
(OTHER THAN: OTHER
DESIGNERS CHARGE TOO
LITTLE). DON'T BE
DEFENSIVE, YOUR PROSPECT
JUST WANTS TO KNOW
THEY'RE NOT BEING
"STUPID" PAYING MORE FOR
YOU.**

IF IT'S TRUE, TELL THE PROSPECT YOU'D LIKE THE GIG. IF IT'S NOT TRUE, YOU SHOULDN'T BE APPLYING. NO ONE WANTS TO THINK YOU'RE ONLY IN IT FOR THE MONEY.

should know up front about me. And that's this: I'm not the cheapest web designer. In fact, while my prices aren't obscene, they aren't even in the middle of the range. But I don't think you'll reach your goals by hiring the cheapest out there. And it sounds to me that reaching your goals is far more important than getting the lowest price.

My prices are fair, my service is impeccable, and I'd like to work with you. You can view my portfolio online at <http://www.thriveyourtribe.com> and I think you'll especially enjoy the samples I've linked to below.

I look forward to hearing from you, Peter.

All my best,

Jessica

[Signature and P.S. with links.]

SELECT RELEVANT EXAMPLES FROM YOUR PORTFOLIO-NO MORE THAN 3-AND LINK THEM IN A PS.

JOB BOARDS

Ones I've used with great results:

- **FreelanceSwitch.com**
- **SmashingMagazine.com**
- **ProBlogger.com**
- **Craigslist.org**
- **WebDesignerWall.com**
- **AuthenticJobs.com**
- **Krop.com**
- **SoloGig.com**
- **NoAgenciesPlease.com**
- **FreelanceWritingGigs.com**

More: <http://freelanceswitch.com/finding/the-monster-list-of-freelancing-job-sites/>

GOOD FOR: ANY BUSINESSES, BIG PROJECTS

Four: Internet Stalking

Rule 1: Stalk no more than 10 people at a time.

Rule 2: Stalk no fewer than 5 people at a time.

Rule 3: Stalk no more than twice a week—no more than two approaches at a time.

Rule 4: Don't visit their house without an invitation. That's real stalking. And it's bad.

YOUR RULES FOR STALKING...

What are *your* criteria for who you'll stalk and for how long?

What kinds of people/companies will you stalk:

How long will you stalk with no response?

What kind of response will you require to continue stalking past 30 days? Past 60?

What other requirements do you have of the people you stalk?

Is it okay if the people you stalk send you referrals? Or do they have to hire you?

GOOD FOR: BIG OR SMALL PROJECTS

Five: Pick up the Phone

(Yes, you can do this one by email. I do. But, I hear it's a lot more effective if you actually pick up the phone, so consider letting your voice do the talking instead of your fingers for once.)

On the back of this page, make a long list of people you know (even if you don't know them well) who might possibly either have work for you or have referrals for you. If your list includes at least 50 people, [email me](#) for a prize (I'm absolutely serious.)

HERE'S HOW I DO IT.

What I actually used during the Mass Exodus of Clients 2008:

Subject line: Matchmaker, matchmaker, make me a match?

**Hi Allie,
I have good news and bad news. The bad news is I lost a client**

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last week. It totally sucked. And, as worry is the sport this season, I did have that momentary: "Ohmygosh! All my clients are going to abandon me and I'll be sad and lonely (and out of a business)."

But, the wonders of Thanksgiving (yum! pie), and a bit of time helped me realize that despite my initial reaction this is actually really good news.

In a "regular" economy, I'm darn comfortable gaining and losing clients. And I realized there was no reason to be less comfortable with it just because the media has decided an economic collapse is the new anthrax threat.

I realized that, though I'm a "solopreneur," I'm not in this alone, and that the time was right to write you and say, "Hey Allie, know anyone you could set me up with?" So, who do you know who:

- Could really benefit from some delicious new website copy with an emphasis on reader-friendly SEO?
- Hates writing, but wants to publish a regular blog?
- Has outgrown their blog template and is ready for a new design that's pretty and fresh and oh-so-gorgeous?

WRITE IT TO **ONE** CLIENT.
YOU'LL SEND IT TO
MULTIPLES, BUT WRITE IT
TO **ONE**.

ACKNOWLEDGE THE
CLIENT'S STAKE IN YOUR
BUSINESS. THEY LIKE YOU.
THEY WANT YOU TO DO
WELL. BUT, MOST
IMPORTANTLY, THEY WANT
YOU TO BE AT YOUR DESK
WHEN THEY NEED YOU
WHICH CAN ONLY HAPPEN IF
YOU DON'T HAVE TO PACK IN
THE TOWEL AND GET A JOB.

IT'S YOUR JOB TO
DECIDE WHAT
PROJECTS YOU
WANT. DON'T
LEAVE THIS UP TO
YOUR CLIENT. BE
SPECIFIC, SPECIFIC,
SPECIFIC.

NOW THAT YOU'VE BEEN REALLY CLEAR ABOUT WHAT YOU WANT (WHETHER IT'S CLIENTS IN A SPECIFIC INDUSTRY, A CERTAIN KIND OF PROJECT [BLOG DESIGN, NOT "BIG ONES"], ETC) IT'S TIME TO MAKE THIS ALL ABOUT YOUR CLIENT. MAKE THE EMAIL WORTH THEIR WHILE AND MAKE IT WIN-WIN.

- Has a newsletter list that's stalled, growth-wise, and could use a plan for gigantic list growth?
- Needs a complete design overhaul--new website, new blog, new ezine template--for the new year?
- Would love to outsource the writing or editing of their ezine, but isn't sure who to hire?

I know you know some wonderful people, and I'm thinking everyone could use some extra money for holiday gifts (or a big New Year's bash) this year...

So, here's what I came up with.

For every person you hook me up with in the next two weeks, I'll send you a check for 20% of their December project fee. Do hurry because I'm eager to start signing those checks!

Tell your friends, colleagues, clients, that stranger on the street, just how awesome I am, and make sure they mention your name and I'll take care of the rest. They sign on the dotted line, you get a check. Easy peasy, and a good old fashioned win-win for you and me. [FYI, the reason I don't usually offer referral fees is that it would add to my prices--but, for these new projects, your referrals will get my regular affordable prices AND you'll get a

IF YOU'RE OFFERING CASH, GIVE A GOOD REASON WHY YOU DON'T USUALLY OFFER CASH SO THEY'LL KNOW THE DEADLINE IS SET IN STONE.

MAKE IT URGENT. THEY WILL FORGET OTHERWISE. GIVE THEM A DEADLINE. MAKE IT SOON.

**RE: THE THANK YOU ABOVE.
WHEN A CLIENT SENDS YOU**

**A REFERRAL, THAT IS NOT
ENOUGH OF A THANK YOU.
(YOU'LL OWE THEM A CARD
AT LEAST.) BUT, IT'S POLITE
TO THANK THEM FOR
READING WHAT YOU'VE
WRITTEN.**

**ALSO, I LIKE TO CLOSE WITH
SOMETHING FUNNY,
WHETHER OR NOT THIS PS
WILL WORK FOR YOU
DEPENDS ON JUST HOW
SHAMELESS YOU ARE.**

check.]

So, start sending those referrals my way. And, thank you, in advance!

All my best,
Jessica

P.S. Tune in next week for the: "Find me a date for New Year's Eve" email. Okay, not really. Even I'm not that shameless ;-).

LONGING FOR BIGGER/MORE PROJECTS? PITCH IT.

Hey Allie,

It's been great fun working with you on your new blog design. I've really appreciated how detailed you are with your feedback and also that you've held such a clear vision of the project throughout.

Because our work together on this one is coming to a close, and because I'd rather like to continue working with you, I put together this proposal on how we can make that happen.

The best blogs are updated daily if not a few times a day in the beginning. That's because all that posting activity brings in readers *and* search engines. That'll get you the traffic and comments you initially mentioned you wanted.

But it can be a heck of a lot of work to do all that posting! So, something that I do for some of my clients is I ghostwrite a specific number of posts for them each week.

Let's say you wanted to have 10 posts on your blog a week for the first two months but you only have time to write 2/3 of that content. No worries! I can fill in with the rest.

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Because we've worked together, you know that my writing is clear, effective, and straightforward. You also know that I'm detail oriented and never miss a deadline.

So, what do you think? Would you like my support with the next phase of your blog project?

All my best,

Jessica

Hey Mark,

It's been a delight working with you on getting your site pages in ship shape. I especially enjoyed writing your Is This You page because it was so interesting learning about the kinds of clients you work with best.

Now that that project is just about over, I'd love to provide on-going support for you. Something that I offer that I think would be helpful for you with your upcoming launch is my “Graphic Launch Bits” package. It's full of all those graphics you need when you're launching a new product from the actual physical

product design (I'll layout your book so it's effective, easy to read, and looks great) to the advertising buttons you can put on other people's sites (or let affiliates use) to the shopping cart button.

All of these design elements often get overlooked during a big launch like yours and yet they're so important in not only the initial response but also in the on-going sales you'll make.

So, what do you think? Does this sound like something that would be helpful?

All my best,

Jessica

THE KEY TO MAKING ASKING FOR WORK WORK IS...

Be specific about what you want! Offer a very specific project. Don't say, "Hey, I'd like to work with clients who are nice and have a billion dollars to spend." But rather say, "I'd like to work with an insurance company who wants to start a blog." Or, "Would you introduce me to your business lawyer?"

When talking to current clients about making the project bigger, it's okay if they say no. You haven't annoyed them, they're just not interested in that. Offer something else (not right away, wait for inspiration).

I like to write down all of my clients (past and present) that I'd like to work with again on one side of a sheet of paper. Then, on the other side, I jot down anything I can think of that I can help them with (that they might be interested in). Client A needs a new website design and keeps talking about the project. Client B just launched a product and could probably use a press release or two. Client C... Remember, only write down clients you'd like to work with again, and only write down projects that would genuinely help them.

GOOD FOR: EVERY

Six: Fix Your Mindset

Round about day 10 of my client attraction program, I tend to suddenly get “too busy” to do my daily actions. Now, I'm used to this and recognize it for what it is: resistance.

THIS STUFF ONLY WORKS IF YOU DO IT.

So, figure out now how you're going to deal with resistance when you run up against it. Get these books and resources and recognize it when it rears its head.

For most of us, what works is to keep at it, recognize the overwhelm, and let the systems come in to support our new capacity. (Instead of seeing all the business that's coming in, letting yourself talk about how you're “Too Busy!” and “Don't Know How I'll Get it All Done!” and then backing off the client attraction.)

So, to that end, you'll be getting a weekly Tweet and email from me checking up on your mindset. Please reply to these either by email or on Twitter. You'll keep score on the planning page, and then

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post that score to let me (and you) see how you're doing. When your numbers are a lot lower than they were the week before, chances are, you've crashed into a mindset obstacle (which often looks like your life falling apart). Keep at it! And you'll find your capacity increased, your business growing, and your client attraction muscles bulging.

STUFF THAT HELPS...

- [Attracting Perfect Customers](#) by Stacey Hall and Jan Brogniez
- [Get Clients Now!](#) By C.J. Hayden (the interviews alone are worth the book's sticker price)
- [The Sedona Method](#) by Hale Dwoskin (there are lots of materials out there on the Sedona Method/Release Technique, this one is kind of long-winded, but if you skip the testimonials it's really helpful)
- [The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level](#) by Gay Hendricks
- [You Can Have What You Want](#) by Michael Neill
- Michael Neill's radio show: [Supercoach](#)

Mostly, though, it's just a matter of being aware that it happens to all of us. We all get overwhelmed when things start to get “too good” just as we do when things get more difficult than we're used to. So, cut yourself lots of slack, notice it when it comes up, and let client attraction be easier than you're used to. It's worth it, I promise!

A QUESTION TO ASK.

When you feel overwhelm is setting in and you're thinking, “I can't handle this many clients,” or even just when you reach 2 more clients than usual or more money than usual, ask yourself:

What do I need to make this my new comfort zone?

Ideas include:

- **A virtual assistant**
- **An intern**
- **A house cleaner**
- **A lawn service**
- **A baby sitter**
- **A partner**
- **A dog walker**
- **A lunch with a friend**
- **A day off**
- **A massage**
- **A new computer**
- **A smart phone**
- **A professional organizer**
- **A coach**
- **Fresh flowers**
- **A wireless modem so you can work outdoors**
- **A jog**

GOOD FOR: EVERY

Seven: Suck Up!

To attract more clients, you've got to be generating more energy. And one of the best energies to generate is that of thankfulness/appreciation. It feels good, and it makes other people feel good, **PLUS** it brings in business. What could be better?

PLAY THE SUCK UP GAME.

All you have to do for this one is commit to sending 3 compliments/day for a minimum of 9/week. An acceptable compliments would be something like:

“I really appreciated the video you posted to YouTube on cleaning a dog's eyes. I needed a refresher after getting home from the vet and your video was perfect—you were so clear with the steps and took them at just the right pace for me to follow along. Thank you!”

NOT (IF YOU'RE A WEB DESIGNER):

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“Your website color scheme is really attractive. Your blog sidebar feels a little cluttered, though, and I'd love to redesign it for you.”

OR (IF YOU'RE A COPYWRITER):

“I really enjoyed reading your About Me page. Your word choice is really good.”

IN OTHER WORDS..

Genuine compliments only, please. And it's easier to write them genuinely if they're unrelated to what you do. (Because, when you write about someone's site design and you're a designer, the temptation is always there to make it more shop talk than compliment.)

You're Going to Rock the Client Attraction

Congrats! You're ready to put all seven of these strategies to work in your business.

Make sure to email me and tell me all about it. Both as you go through the program and as you complete it. I want to hear about your successes so I can cheer you on. I want to hear about your struggles so I can help. And, I want to hear all about the delightful new clients you're working with.

GET IN TOUCH!

You can reach me at jcalbon@gmail.com or <http://www.twitter.com/thriveyourtribe>.

Also, I have a fun gift to give you when you send me a testimonial—so do that, too!

All my best,

Jessica

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