

5 Steps To A New Client This Week

coaching for the spiral of life

1 Refresh your mindset.

If you're afraid you're not going to get clients, chances are you aren't going to get clients. That fear means you're going to get in your own way. In a journal, name that fear, acknowledge that fear, thank it for keeping you safe in the past, but tell that fear, with grace and kindness, that you deserve a future that's more aligned with your soul.

2 Tap your already established network.

Tell the people in your life what you do and that you're looking for new clients and referrals. Share what you do on social media, send out an email to extended family or former co-workers. Shoot a DM to your happy hour friends. You are already connected to so many people who could use your help. If this seems like a big step, revisit your mindset!

Here are is a template to start talking about what you do:

"I help **(strongly labeled audience)** go from **(audience pain)** to **(their new life with YOUR solution)**. I am so passionate about this work because I believe **(why you're doing business, your secret sauce)**."

3 Search for problems you can solve.

Start searching in Facebook groups for people who have the problems you can solve. Skip over "let's connect" or "promo" posts and use the search function to look up posts that are specifically about **the pain points you can solve** and comment on those. In your comment, acknowledge and validate their pain, remind them they are not alone, and then ask permission to share your solution.

Here is an example:

Post: Any Instagram wizards here? My engagement has been dropping and I have no idea what I'm doing wrong!

Comment: (@Name) Dealing with Instagram engagement is such a struggle, you are not the only one. I have a checklist for optimizing engagement on new posts, would you be interested?

you totally got this.

5 Steps To Getting A New Client This Week

4 Follow up with existing leads.

Remind the folks you've worked with before that you're available to work with them again. "But I don't have any previous clients! What do I do?" Follow up with the leads you get from tapping your network, engaging on social media and ask people again. People are busy and have a lot going on in their lives. Client getting is half getting visible and half following up. If this seems daunting or scary, check-in with your mindset. Are you leading with fear, or with your soul?

Here is an easy follow-up template:

Hi **(name)**, I'm just giving you a little nudge about **(the results you can get them)**. What's your availability next **(day of the week)** to chat about the next steps?

5 Take the pressure off.

You will always find yourself disappointed, burnt out, and unmotivated if you define success with outcomes you can't control. Instead of waiting in fear and falling into desperation or other patterns of self-sabotage, set your self up for success that is outcome independent and re-creatable. Focus on X number of meaningful conversations a day or X number of follow-ups a week.

Feeling stuck?

Don't stress! There will be ups and downs. Starts and stops
Everyone goes through it.

Join the **Live Your Soul Mastermind Group** for my free 72-hour mindset challenge to alchemize your fear and internal dissonance into pure passion and magnetic motivation.