

# 3 Proven and Easy Ways to GET CLIENTS!



This report is presented by Robin Tramble.

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# 3 Proven and Easy Ways to GET CLIENTS Without Wasting Time & Money

If you're looking for ways to attract additional clients you must first identify who your target market is and go deeper by identifying your niche (who you serve).

This is not something that you'll want to rush and complete. It's an evolving process until you become clear on this.

This is where many women entrepreneurs and businessmen too miss it and neglect to do the homework needed to achieve their desired results.

Read on for 3 Proven and Easy ways to GET CLIENTS Without Wasting Time or Money!

## **#1 Offer an IFO and add in your signature**

What's an IFO? An IFO is short for an irresistible free offer. This will allow you to connect and build relationship while positioning yourself as an expert. You also fuel the know, like and trust factor. Of course you will need to have an opt in or squeeze page set up or you can leave an opt in box on your blog.

You can also leave your signature at the close of your posts on forums. Make sure you've identified the policy of the community otherwise you could be banned from the community.

### **Add the IFO in your Signature.**



This is often overlooked by many because it's so simple. I too backed off utilizing this technique and when I returned to it realized additional inquiries and subscribers to my list/community. You simply leave your information at the close of your email. Put the call to action first. The thing you want them to do most. They are not as concerned with your title as much as WIIFM "what's in it for me!"

## **#2 Design an introduction letter to send out to your family, friends and other contacts.**

This too may sound simple and it is or can be, however, it is very effective. You want to send this out to your family and friends to let them know that either you are starting your business or up leveling to a new structure and you would like to invite them to either share your business with their friends or send you the contact information of individuals they feel would appreciate your services. Now, you do need to take time to think about what you will include in the letter and the strategy that you'll use.

Take out a piece of paper and make 3 columns. Label the first column your Silver list. This list would include those who may have others that may be an ideal fit for your services

You know them but aren't sure about their circle of friends and/or colleagues. Label the second list Bronze. This list would be for those who would have a stronger connection; you know a little bit more about them and you would be satisfied with

referrals from them. The last column would be labeled "Gold!" This is the list of names of those with whom you know you would absolutely love to connect with their circle of friends and wouldn't mind having them as a client as well.

Now you want to start with the gold list. Design a letter that will include the following statement towards the end; "If I were to describe my ideal client you would definitely fit the description and as such I know that you are also connected to a dynamic group of people who would admire your recommendation.



### #3 Social Media



If you aren't currently using social media for your own business – start now!

My focus here will be on Twitter and Facebook, however, social media includes LinkedIn, Pinterest, Instagram, Google+, Youtube, blogs etc.

Determine whether your clients are on the various sites and which one would best serve you in the beginning. At the time of this writing I have a combined total of over 15,000 followers on Twitter. That's a decent amount. For any one single Tweet that I send out, I can expect to get hits to my site within about 30 seconds. It's a very powerful tool if you have a good amount of targeted followers.

Believe it or not, a lot of business owners are already on Twitter. The only problem is that they don't know how to use it or how to increase their following in the area. You can land some of these individuals and more as you learn to effectively use Twitter.

It's important, though, that you have a decent following on your Twitter page first. If you only have 10 followers, who is going to listen

to you? So build your following and I might say a targeted following. Don't have an account? Go to <http://www.Twitter.com> and you'll see prompts for guiding you through setting up an account.

Same thing goes for Facebook. More and more business owners are getting involved with Facebook. But, again, some don't know what they are doing. They're using their profiles for business, don't have a Facebook page and if they do they're going about it the wrong way. When you understand how to utilize these Social Media sites you'll realize the results you desire.

Before I end this section I do want to draw your attention to 3 steps necessary for a profitable Social Media Experience. They are summed up in the following questions. There are a few more, however, these are foundational steps to keep in mind.

What is your Goal?

Who is your Audience?

What is your strategy?

Don't have a Facebook account? Go to <http://www.Facebook.com>

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You'll see prompts to guide you through.

The biggest mistakes I see individuals make is that either they don't complete their profile or they have a picture or no picture that takes away from their overall goal. Make it a nice friendly picture. If you're not using social media to get a date then don't put a photo on your profile that's suggesting such. Select a photo that enhances your overall objective. Branding is the essence of you. Yes, it includes

your logo, stationery, and other colors but it also takes into consideration your representation across the social networks, the language you're using in your tweets, updates, copywriting, your strategies etc.

Wait! Don't go anywhere. I have one more bonus way for you.

#### **Bonus way #4**

Be consistent with your devotional time.

Yep! Couldn't leave that out. As a Christian Woman I am committed to daily devotions and not just that, I'm committed to cultivating my relationship with Father God. I am a copartner with God.

Time with God fuels clarity of vision and focus. This is last, however, it's definitely not least. Time with God increases your wisdom as you are endowed with God's wisdom and wisdom tells knowledge what to do. Besides it tells you in the bible to ask for wisdom if you lack wisdom. James 1:5

It doesn't matter how many blueprints or 12 step programs you know it doesn't matter as much without God's wisdom to lead and guide you.

The Life and Business success you crave is in God Empowered Success.

Be empowered through your union with Him. Draw your strength from Him. That strength which His boundless might supplies.

Ephesians 6:10 Amplified

I've shared just 3 Proven and Easy Ways plus one super-duper bonus way to GET CLIENTS Without Wasting Time or Money! There are so many additional ways.

I will say that I've gained clients from my use of Social Media and a few other ways including my bonus way a commitment to your Divine Authority and devotional time.

You don't have to be intimidated by any of the ways I've mentioned or other ways. Get connected to an accountability partner such as a coach. Allow them to guide you through the process of establishing a healthy and profitable experience for your Client Attraction.

If you want help in discovering how to accelerate your Client Attraction in 30 days I invite you to schedule your Client Attraction and Income Acceleration Discovery session here <http://bit.ly/clientincaccelerate>

I have limited sessions reserved monthly so don't delay.



### About Robin Tramble

I Empower and Equip busy Christian Women, Christian Women Entrepreneurs, and Coaches who may be challenged with disempowering habits, an unhealthy internal structure and frustrated with the slow growth of their business. Although I am well versed in social media all of your efforts will be futile without a healthy internal structure in other words you set yourself up for sabotage with an unhealthy soul.

My aim is to help them Get Focused, Expand their reach to thousands while prospering and transforming lives!

Robin Tramble is an International highly acclaimed Speaker, Music Professional, Authentic Empowerment Coach/Specialist, Spiritual guide, Facilitator, CEO and Entrepreneur.

**She is** CEO and Founder of Robin Tramble International, President and Founder of The International Network of Christian Women Entrepreneurs. Robin is also known as Empowerment Diva because she has carved out a niche in the area of empowerment.

Robin is also an accomplished keyboardist, singer and songwriter and plans to incorporate her musical gifts with her resources for women's empowering personal development.

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