

50 Time-Tested Strategies to Position Your Business as a Client Attraction Machine

This is the dream of every entrepreneur and business owners: *to sign up more clients than they can handle and have a line-up of prospects begging to work with them.*

To increase your chance of making that dream come true, you need positioning that gives you a big advantage when it comes to sucking in prospects to your sales funnel and converting them to paying clients.

The strategies offered here are time-tested and have been used by six-figure entrepreneurs for decades. I used these exact same strategies to sign up my first three clients this year, before the end of first quarter, and I will continue to use them because the results have been phenomenal in my business, and I believe they will be in yours too, if you put these strategies to work.

Here goes...

1. **The Attention your website commands:** your target audience cannot see you. They rely on the quality of your website as a reflection of your standard of excellence. Not just the look, but your website should be [maximized on Google](#) to receive the traffic it deserves.
2. **Brand message:** what is the communication idea behind your tagline? Your [brand message](#) helps to communicate what you are passionate about and why you do what you do.
3. **Choice of Colours:** different colours [express different ideas](#) and can be used to communicate different messages to your target audience. My [brand colours](#) are white, black, orange and a touch of blue. The colour, orange is dominant on my site because it is the colour of adventure and social communication. Orange aids in the assimilation of new ideas and frees the spirit of its limitations, giving us the freedom to be ourselves. The [version of my orange](#), Golden Orange encourages vitality and self-control.
4. **Headshot:** your headshot speaks volume about you. While there are no hard and fast rules, [your headshot](#) should communicate professionalism, likeability, and a look that says to people: that's someone I would like to work with.
5. **Irresistible offer:** I wrote extensively about how you can create several irresistible offers from a single idea and you can read more about that [here](#). Your [irresistible offer](#) is what makes people want to join your newsletter or purchase a product from you.

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6. **Sales conversation:** The referrals and leads you get into your sales funnel will not convert into paying clients if you have not perfected your [sales conversation](#).

You need to know the different phases in the sales conversation, ask the right questions, get to the depth of the problem and ask for the sale.

7. **The way you introduce yourself on the phone:** Once you own a business, the way you speak, act, talk should reflect that business, because you are your brand, and though you may have a [fantastic proposition for clients](#), sending the wrong signal with such little thing as the way you answer your calls can have serious effect in their purchase decisions.
8. **Marketing plan:** one mistake entrepreneurs and business owners make (I will be the first to admit, I do this too sometimes) is spending all the time working on the business, building the product, registering the business, worrying about the different systems to set up and totally forgetting about how they will [market the business](#) once they launch. Who is going to [write the content](#)? How often? What about SEO? How will the business be positioned to [attract clients](#)? What will the free opt-in offer be on the website? What is the plan offline?
9. **Connections:** I emphasize on the importance of [growing your connections](#) online or offline even if they are not [related to your niche](#). Someday, you will need the advice of a doctor, lawyer, consultant, coach, author, counsellor for personal or business use and when you are connected to them, you can pick up your phone and get professional advice, mostly for free
10. **Events you attend or feature in:** Public speaking, [when used effectively](#), is one of the best ways to position your business as a client attraction machine. When you pitch your idea to an audience you just spoke with, it becomes easier to close the sale because you are speaking with warm prospects who already know the stuff you are made of and are eager to find more ways to learn more from you.
11. **Relationship with clients:** what kind of [relationships do you have with clients](#)? According to English author, Neil Gaiman, in his famous speech, Make Good Art, he said, there are three things you need to do to get more work with clients:

- Do excellent work
- Deliver on time
- Be likeable

He also said, "You don't need all three. Two out of three is fine."

People will tolerate how unpleasant you are if **your work is good** and you **deliver it on time**.

They'll forgive the lateness of your work **if it's good**, and if **they like you**.

And you don't have to be as good as the others if **you're on time** and **it's always a pleasure to hear from you**.

12. **Choice of words:** often overlooked, your choice and use of words can go a long way in attracting premium clients into your business. When you [use the right words](#) in your business, with your prospect or client, you are guaranteed to generate more interest in what you are selling. Below are some of the words that when used in your conversation with prospects or target market, can cause them to take action in their business:

13. **Your marketing materials:** are your marketing materials in sync with your brand message?

I am not a brand expert but I know some things about branding as a result of copywriting for an ad agency. If you want your business to be positioned as a client-attraction machine, your [marketing materials](#) must be consistent with your brand. If your brand colours are orange and blue, your marketing materials should not be black and peach. If you have coined a term that your audience is familiar with, that term should be used across your marketing materials.

Would you not be surprised if you step into a Guaranty Trust Bank (GTB) and find that their fliers are red instead of orange? You would instantly think they have formed some sort of partnership with United Bank for Africa (UBA) because UBA is the bank with "Red" as their brand colour.

14. **Articles:** and I am not referring to articles you spend some extra time on. I am talking about articles that you took time and effort to write, edit and research. [Creating content](#) on your website or newsletters [positions you as authority in your field of expertise](#) and gives your business an incredible advantage because it builds trust and confidence with your market and leads to more clients.

15. **Editing:** Never publish your first draft. And do not publish your second draft either. While you cannot be perfect with your content especially if English is not your first language, you can do your best by editing and re-editing you post to excuse major errors that will make your content unreadable.

You can find tools [here](#) that will help with your editing. You can also hire an editor to do the job for you.

16. **Web- designer:** For a non-techy like me, I cannot trade my web manager for anything! Some of the responsibilities of your web developer or manager includes: publishing content on blog, making sure that all link are responsive and not broken, setting up your shopping cart, landing pages, sales pages, tracking links, and the day-to-day management of a blog.

Whether on a part-time or full-time basis, you should consider getting one.

17. **Graphic Designer:** you have heard severally that a picture is worth a thousand words. Your graphic designer design in line with your brand and is consistent across your marketing channels and medium of expressions including logo, blog post banner and background images across your social media accounts. Your [Graphics designer](#) makes it possible for your website and marketing materials to be visually appealing.
18. **Response to Comments and Feedback:** for every resources you put out there, encourage [comments and feedback](#). Comments help you get in the mind of your target audience and it reveals their deepest need, because each person is talking about how your resource has served her. Usually, you will get more comments as your followership increases.

Feedback (testimonials), on the other hand is solid gold because it is usually written by a paid client. When a product is paid for, clients are more inclined to give you an unbiased feedback. They say it as it is.

Unlike comments, you can ask for feedback and you have a better shot at getting it because clients want better products and services and more often than not are willing to help.

When you respond positively to feedback, it can give your business the boost it needs to receive, serve more clients and produce better result.

19. **Response to change:** don't be that business owner that is bent on not changing his or her style because you say "I just like sticking to the old stuff." Yea right.

So many entrepreneurs and small business owners who [stick to the old stuff](#) are out of business today because their competitors are coming up with better strategies.

Example

Online: you know if your magazine doesn't have a digital edition, it will fade of very so on because more and more people spend more time on their phones.

Offline: you know that if you are a fuel attendant but aren't doing anything to learn a new skill; you will soon be out of a job because gas stations are proposing a structure where customers service themselves. By the way, that is old news because it's fully operational in so many countries all around the world.

I am not asking you to throw your business systems into the sewage every year just to "go with the flow" but sticking with old systems that are mundane and produce less result will do you no good.

Just think about computers and typewriters for a minute. See what I mean? 😊

20. **Personal Growth and Development:** if you are not investing in your personal growth and development, it won't be long before whatever you know goes stale and you will be less attractive to prospective clients.

21. **Who you follow on social media:** do you follow people randomly, or do you search for influencers and potential clients? I totally ignored [social media](#) for years because spending too much time on it can hinder productivity, but totally ignoring it is a mistake.

Like it or not, social proof is important to your business. People love statistics and when they see 10,000+ followers on facebook, it can peak someone's interest and make them want to check you out. I have definitely improved my presence on social media and I am learning new tactics every day. I was one of [April's 2015 Top 100 Startup Experts](#) to follow on twitter even though I was #97 😊 Totally worth mentioning.

Oh, you should check it out and follow me [here](#).

22. **Social media accounts:** You should consider limiting or altogether stop putting up information that is not related to your [personal brand](#) across your social media accounts unless it is very necessary.

23. **Opportunities you give others:** I once read somewhere "you should be so focused giving recognition to others, you don't need it for yourself." I know how that sounds, but when your focus on [giving opportunities to others](#), you are indirectly setting yourself up for opportunities.

24. **Love and support:** these two are the basis for successful relationships, collaborations, joint-ventures and will definitely be a magnet to pull in [premium clients for your business](#).

25. **If you criticize others:** your criticism of other's businesses may give you the wrong standing with clients. You may not agree with the [method of teaching of others](#) but you shouldn't openly criticize them except in very rare and extreme situations

26. **Character:** character they say is 100%. Even if you have the best services and products, it doesn't matter, your character will destroy whatever chance you have because ultimately, people buy because of emotions and maybe online, your character is not obvious, but what about offline business transactions?

Make up your mind to [improve your character](#) starting today. Improve on your manner of approach, response and dealing with people.

27. **Celebrate little success:** for a lot of people, [celebrating little success is hard](#).

Writing your first lead magnet, meeting new people at a networking event, attending a presentation, signing up your first client, seem little, but should be celebrated. Celebration, which is a form of thanksgiving opens you up to receive more blessings and is a fantastic opportunity for positioning your business as a client-attraction machine.

28. **Systems:** as you have probably heard several times, signing up new clients is more expensive than retaining a client and the only way to retain clients and ensure continuity is to put systems in place. These systems will report client satisfaction, monitor feedback, and give you ideas to re-position your business to attract more clients.

An example of a system I have set-up for my business is an auto-responder from my email marketing service, [GetResponse](#). The auto-responder is set-up to give automatic replies to emails and sign-ups.

29. **Support:** the best product and services in the world without a [support team](#) or support systems in place will give your business a bad name.

Not only are these tips needed to position your business to attract clients, you need to be able to support these clients when they come.

Besides, when you include a Support Guaranty, your target market is more likely to sign up with your service.

P.S. I fell in love with [PayPal](#) because not only did they send me an email to clarify an issue I had with my account, they also phoned me to be sure my transaction went smoothly. 😊

30. **Structure:** a structured business builds trust with prospects. When prospects know that your business is organized, they want to work with you because they feel safe. And the feeling of being safe with someone you want to work with is priceless.

Further reading: [Build Business Structure](#)

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31. **Pricing:** Are your products and services properly priced? Should you price higher or lower than your competitors? What is the definition of pricey?

Really, there is no right or wrong answer to this question. However, the wrong pricing structure can make all the difference with positioning your business as a client attraction machine.

The truth is, no one can really pay full value for what you are offering no matter how high they set the bar.

To set a price: look at industry prices, the value your clients are going to get from what you are offering and try to put yourself in their shoes. What are the demographics of your target market? You might provide great value but if your target market do not fall in the group that can afford it, they are less likely to be attracted to your service.

<http://professionalpricingsociety.blogspot.com/>

32. **Shopping cart or bank account:** to avoid complications with accepting payment from your customers, go with a credit card company that accepts all credit cards, comes with a great support team and are reputable. I hear [Paypal](#) is a good option but I am also checking out [2checkout](#) because of the custom quote feature which is fantastic if you are offering a service.

To sell eBooks, music or downloadable products, you should check out [Gumroad](#).

33. **Communication:** there are different words to use in communicating with your clients and they are all used at different points of the conversation.

<http://www.dce.harvard.edu/professional/blog/business-communication-strategies-every-situation>

34. **Steal like an Artist:** In Austin Kleon's bestselling book, "Steal like an artist," Austin points out that no artist work is ever completely original, and that trying to be completely will daunt an artist and eventually smother his creativity. Kleon suggest that artist, in this case entrepreneurs and business owners, embrace the inevitability of influence, to celebrate living outside of a vacuum, to relax, and have fun with their art, in this case, your product and services that you have for the premium clients you are trying to attract.

There are over [135 quotes from "Steal like an Artist"](#) but here are my favourites:

"Draw the art you want to see, start the business you want to run, play the music you want to hear, write the books you want to read, build the products you want to use — do the work you want to see done."

"The artist is a collector. Not a hoarder, mind you, there's a difference: Hoarders collect indiscriminately, artists collect selectively. They only collect things that they really love."

"Creative people need time to just sit around and do nothing."

"You don't want to look like your heroes; you want to see like your heroes."

"Start copying what you love. Copy copy copy copy. At the end of the copy, you will find yourself."

I read "Steal like an Artist" some months ago and it was a great read. Highly recommended.

Note: I am not an affiliate of Austin. I recommend this book because it's got zero fluff, high content and contain knowledge you can use in every facets of your life.

35. **Ready Response Templates:** this one is interesting. I have a whole post coming up on “ready response templates” and will be giving out so many templates you can use in your business to get things done easier and faster. When you download the PDF copy of this post, you will be subscribed to receive an update when the ready response template is published.

Ready Response Templates are designed to make your life easier. You do not need to start from scratch when sending a [follow-up email](#) or trying to pitch a client. Your ready response template does that for you.

Your response time is the time between, when a customer asks for information about your service and when you send a reply. Like it or not, when you have a good response time, it spreads the word about you and your business.

36. **If you Read:** how far you go in life will be determined by the people you meet and the books you read. Who said that now...

Anyways, if you want more strategies to position your business as a client-attraction machine, you need to **read more**.

No matter what sector you operate—business, entertainment, music, fashion, oil and gas— you gotta read to lead, stand out and shine

[Read, Read, Read and Read.](#)

There is no limit to what you can read. Read autobiographies, comics, articles, research, etc.

You never know where your next big idea is going to come from...

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37. **Habits:** American Industrialist, J. Paul Gett, said and I quote:

“The individual who wants to reach the top in business must appreciate the mighty force of habits and must understand that practices are what create habits. We must be quick to break those old habits that break us and hasten to adopt those practices that will become the habits that will help us achieve the success we desire.”

38. **Other areas of your life:** are the other areas of your life in a balance? All the strategies mentioned in this post will take time and effort and if the other areas of your life are not in a balance, you will be distracted.

To be considered a [360-degree entrepreneur](#), you must have the other [areas of your life](#) in a balance. The efforts you put into your business, is what differentiates an ordinary individual to someone who is extra-ordinary and achieves extraordinary results.

39. **Service to God and others:** the most read book in the world, The Bible, records that,

“The greatest amongst you shall be a servant.”

This principle still holds true today.

Service is the biggest gift you can give, and as long as you are willing to serve, clients will continue to seek your service.

40. **Autoresponders:** auto-responders are a life saver. They just make a lot of things very easy.

An [autoresponder](#) is a program that automatically generates a set response to all messages sent to a particular email address.

There are two types of autoresponders that you can use for your business. We have the [time-tested autoresponders](#) based on time zones, and the [action-based autoresponders](#) based on the reader taking an action which could be opening your email, clicking a link or answering a survey.

41. **Headlines:** Headlines alone as generated billions of dollars in every industry you can think of.

From entertainment to business to fashion, headlines as been the single biggest reason why people click on to read your post, purchase your product and services.

Heck, [the headline](#) that I chose for this post, is one of the reasons why you bother to click to read it.

Headlines are huge.

A fantastic resource to check out if you want to learn more about crafting headline is Jon Morrow's eBook, [Headline Hackers](#). I have read this eBook and it's so good, I am recommending it. It cost \$0.

42. **Sales funnel:** some business owners mess up this part of the equation and are not able to retain clients. While your [sales funnel](#) will not be perfect in a day, it is definitely doable.

43. **Appreciation:** Thank you is a very powerful word. Say thank you when someone buys your product, reads your post, shares your post, leaves a comment and gives you feedback. It's a

sure way to [show appreciation to others](#), strengthen your relationships, build new ones and definitely get new businesses.

44. **Acknowledgement of others:** if you have gotten an idea from a source, acknowledge that source. This is very similar to appreciating them. Most of the time, the people in this category have done more than share your post. They are your fans, influencers, other experts and people you look up to, to feed your business brains with new trainings.

An acknowledgement of someone in your list makes the other party feels important. She'll carry this memory for a very long time. So its better you acknowledge others so others can do the same for you someday soon.

45. **E-book** – writing an eBook even if it's only a few pages, is very important in [attracting clients to your business](#). In fact, [writing a book](#) gave me good leverage when signing up my first three clients.

Writing a book is an incredible journey. It's a challenging and liberating process for a lot of authors. When you write, you are putting yourself out there. Your readers want to know if you practice what you preach, so you always want to challenge yourself to be at your best.

By the way, if you'd like to learn more about my new book, [Not so Expert](#), and join the [pre-launch list](#), please click [here](#).

46. **Your own courses:** having your own products, [service](#) or programs can be a huge client-attraction magnet for your business. Your product, [service](#) or programs tells others that you are confident in your niche market.

It tells your target audience you are committed to their success and projects you in a new light.

47. **Honesty:** this is such a crucial factor in business. Nobody wants to do [business with a dishonest business owner](#). It's a repellent and you should be upfront with your clients, vendors and everyone you do business with. Of course, you shouldn't reveal your business method if you don't want to, but that is different from being honest.

48. **Achievements:** you should be proud of your [achievements](#) both offline and online. They are your bragging right and your audience can connect more with you through your achievement. (even if that achievement is winning the swimming competition in your backyard)

49. **Associations:** associations you belong to can lend credibility to your business. They can also refer premium, targeted clients to you. [Belonging to an association](#) is also a good way to learn new trends in your niche and can lead to more business referrals.

50. **Consistency:** finally, nothing will prove to work in your bid to attract clients without [consistency](#). The best strategies will not work if you are not consistent. Belonging to a million-dollar mastermind program will do nothing for your business if you will not be consistent with what you are being taught there.

With these time-tested strategies, you can never go wrong. If you are already using these strategies and you are not signing as much clients as you would like, it doesn't mean that you are not doing it right. You just focus and concentrate on the ones that are bringing you results rather than spread yourself too thin.

What was your best strategy in this post and why? Did I leave anything out? I'd love to know your thoughts in the comments section.

If you enjoyed reading these strategies, give it a share!

Thanks.