

How to Turn Good Clients Into Great Ones! (And Keep Them Coming Back for More...)

Rebecca Matter

Founder, Wealthy Web Writer

Co-Managing Partner and VP Marketing, AWAI



Working With Clients

Goals for today ...

1. Benefits of long-term clients.
2. Best practices for working with clients.
3. The ideal time to pitch a client.
4. **How to make it easy for a client to say “yes!”**
5. How to follow up on proposals.
6. Closing out projects to create new ones.
7. Turning testimonials into more projects.

Benefits of growing good clients into great ones...

Benefits of Great Clients

1. Less time spent on marketing. *
2. Income and time stability.
3. Higher hourly rate.
4. Projects become easier (and more fun!)
5. Improved track record.
6. Stronger ideas.
7. Increased perceived value.

Things you should always do ...

Best Practices

Things you should always do:

- Keep up with what clients are working on.
- Be an idea machine.
- Look for the money pages.
- Meet your deadlines. (!!)
- Be professional and easy to work with.

When to pitch clients ...

When to Pitch Clients

1. At every opportunity! 😊
2. After first connection.
 - Following up on what we talked about...
3. After every conversation.
 - I have an idea that might help you ...

When to Pitch Clients

4. In between conversations.

- I saw this promotion that made me think of your goal ...

5. Every time a project ends.

- **Let's make that campaign even stronger by ...**
- **Let's** get started on the other project we discussed ...
- I have a new idea ...

How to make it easy for clients to say “Yes!”...

Make It Easy to Say “Yes!”

1. Be specific and define the scope.
(What will you be doing?)
2. Give a goal for the project.
3. **Estimate the project’s duration.**
4. What they can expect from you.
5. What you need from them.
6. Ask for the YES!

Following up on proposals ...

Following Up on Proposals

1. Don't assume disinterest.
2. Be positive and professional.
3. Change something up.
4. Ask about timing.
5. Follow-up, follow-up, follow-up.

Closing out projects and turning them into new ones ...

Closing Out Projects

1. Expand the initial scope.
2. Test new ideas.
3. **Write the “follow-up” pieces.**
4. Revise sequence that drives people to your campaign.
5. Propose new ideas.
6. **Ask what’s next on the list.**

Turning testimonials into future work...

Testimonials

1. Always ask for testimonials (or turn comments into a testimonial.)
2. Write the testimonial for them so they can quickly edit.
3. Leverage the testimonial to get more work from the client.
4. Leverage the testimonial by sending relevant message to all prospects.

Asking for referrals ...

Asking for Referrals

1. Let me know if you know anyone else who could use my services.
2. Do you happen to know anyone over at XYZ company?
3. **I'm looking for one more client just like you ...**

Closing thoughts ...

Closing Thoughts

1. Keep your relationships strong.
2. **Don't take long**-term clients for granted.
3. Increase the engagement with every client you take on.
4. **Don't act like a freelancer** (be seen as an insider.)

Thank You!

www.RebeccaMatter.com
askrebecca@awaionline.com