

You launched your business but have no clients yet - here's how to get started

You've done it. You've taken that leap of faith, stepped out of your comfort zone, and launched your business. First of all, congratulations! That's no small feat, and you should be incredibly proud of yourself. But now, as you sit at your shiny new desk (or perhaps your kitchen table - we've all been there), you might be wondering: "What now? Where are all the clients I dreamed about?"

Temps de lecture : minute

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Let me let you in on a little secret - every successful business owner has been exactly where you are right now. That moment of "Oh no, what have I done?" is practically a rite of passage in the entrepreneurial world. But here's the good news: this is just the beginning of your exciting journey, and I'm here to guide you through those crucial first steps.

As a Marketing Strategist who's helped countless entrepreneurs go from overlooked to fully booked®, and a two-time business owner myself, I've seen firsthand the challenges of starting from scratch. But I've also seen the incredible transformations that can happen when you approach this phase with the right attitude. So, let's roll up our sleeves and dive into how you can start attracting those dream clients.



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First things first, let's talk about your foundations. I'm talking about the core elements of your business that will set you up for success. Think of it as building a house - you wouldn't start with the roof, would you? The same goes for your business.

When you're at a very early stage in business and don't have (m)any customers yet, incorporating research into your early-stage planning will set you up for success. This is valuable no matter what stage of business you're at, as things change constantly, but staying up to date will mean that you can make sure you're relevant in the marketplace right from the off.

I call this research phase 'Going Detective Mode' and what it will give you is clarity. Clarity about who you are, what you offer, and most importantly, who you serve. I know, I know, you might be thinking, "But I just want clients! Any clients!" Trust me, I get it. But the reality is, trying to appeal to everyone often means you end up appealing to no one. And our fellow humans can smell desperation a mile off.

So take some time to really define your ideal client. Who are they? What are their hopes? Their fears? What keeps them up at night? The more specific you can be, the better. This clarity will inform everything from your messaging to your marketing strategies. If you've got someone in mind with whom you would absolutely love to work, base this exercise on them and get up close and personal (theoretically speaking).

Next up, let's talk about your offer. What exactly are you selling? What big problem are you solving? And does it really need solving right now? Your offer needs to be crystal clear, not only to you, but to your potential clients. If they don't need what you're offering right now or can't understand it within seconds, it's highly likely they'll move on.

And I know you don't want to hear it, but an incredible opportunity available to new business owners is networking. And before you groan and tuck your chair even further under your desk, hear me out. Networking doesn't have to mean awkward conversations at stuffy events. Use tools like Eventbrite and Instagram to search for and try out local events where it looks as if you might find the type of people you're searching for.

Join online communities where your ideal clients hang out. Participate in discussions, offer valuable insights, and start building relationships. Remember, the goal isn't to sell (at least not right away). It's to establish yourself as a knowledgeable, helpful presence in relevant communities.

Speaking of establishing yourself, let's talk about content. In today's digital landscape, content is queen (sorry, cash, you've been dethroned). Creating valuable, relevant content is one of the most effective ways to attract your ideal clients. But it's never about creating content just for the sake of it. It's about creating engaging content that speaks your ideal client as well as showcasing your expertise.

Think about the questions your ideal clients are asking. What are they searching for on Google before they fall asleep? Those are the topics you should be addressing in your content, whether it's blog posts, videos, podcasts, or social media posts. And remember, consistency is key. It's better to stick to a manageable schedule of post high-quality content once a week, rather than mediocre content every day.

Now that we've covered the foundational elements, let's talk tactics. How do you actually start getting those first clients? Here are a few strategies to consider:

1. Offer a beta version of your service at a discounted rate in exchange for testimonials and feedback. This allows you to refine your offer while building social proof.
2. Leverage your existing network. Let everyone know about your new business. You'd be surprised how many opportunities can come from simply putting the word out. Depending what you're selling, there's a high chance that some of your very first clients could come from your immediate social circle.
3. Collaborate with complementary businesses. Find businesses that serve the same target market but offer different services. Explore ways you can cross-promote each other.
4. Consider offering a freebie or low-cost entry offer. This could be a mini-course, an eBook, or a challenge. The goal is to give potential clients a taste of what it's like to work with you. (This is also a fantastic way to grow your email list - the earlier you start doing that, the better).
5. Don't underestimate the power of good old-fashioned personal outreach. Identify businesses or people who could benefit from your services and reach out to them personally. Remember, the goal is always to start a conversation, never to hard sell.

Remember, every fully booked business started with zero clients. Your

time is coming. So roll up your sleeves, put yourself out there, and get ready to welcome those first clients. They're on their way to you right now.

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