



[Effectively Reaching Your Clients](#) by Anya Dee

In the world of business, clients are everything. You can have a great product, a great website and a great team, but if you don't have an effective way of prospecting, your doors may be closing sooner than you think. Any business owner has to think about the customer in terms of:

- Who is my customer?
- What do they want?
- What do they need?
- How can I create value with my products?

This is good start to understanding the customer. Too many business owners get hyped on their product. They believe it's the best thing since the Flowbee, but never really look at how to position it in the market. For example, let's say you are a life coach who specializes in career counseling. You may have years of experience under your belt and a degree from an accredited program, but if you're spending marketing dollars in auto trade magazines, you aren't going to get very far. Ok—that may have been to overt example, but you'd be surprised at how many business owners aren't targeting the right market. They may be spread too thin among a lucrative market or saturating a dying one.

With the growth in the online industry there are many ways to get in touch with your prospects. Here are three very effective ways of reaching out.

- **Article marketing.** Many businesses are realizing the power of articles on the web. To bring notoriety to your product, create articles that focus on your keywords. For example, if you own a company that supplies garden arbors, write some articles on where to place them, what flowers to use on them, or how to maintain them. Use keywords like "garden arbors" or "arbors for gardens." Then submit them to free online e-zine websites. The purpose here is make it easy for customers to find you. Let's say they are looking for a garden arbor and do a Google search. You want your name to come up with your articles. Of course all your articles then point back to your website where you sell your product.

- **Forum posting.** While we are in "online prospecting" mode, let's consider forums. Forums and discussion boards are other places where you can find your target market. For example, let's say that you sell customizable dog collars. You build a website, create

articles and submit them. Now you want to go a step further by finding forums and discussion boards that center on dogs, dog training, agility or dog health. Look at their boards and see where you could reasonably fit in. Leave a comment with your website and voila! You have created a link back to your product.

• **Mailing lists.** When some one comes to your website, you should know who at least 60% of them are. Any good website should bring you information that creates a relationship with the customer. You can offer a free e-book or how-to guide if they submit their name and email. Then once you capture the data, you send them their free information. The purpose here is to build, build, build! You want to bring valuable information on your topic to your prospective customers. If you can create a catalog of free information tools, you can build your reputation in the market and bring customers back. You can try sending coupons and opt-in newsletters periodically.

In the end prospecting comes down to creating value for the customer. That includes not only having an outstanding product or service, but also creating a brand that is reliable and informative. Take the time to look at your “complete package” or get a co-worker to do it. Listen attentively and constructively. It could help take your business from moderately to overwhelmingly successful!



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