

## 10 Things You Can Do to Rapidly Grow Your Client Base

Do you want to see your business grow? There are many ways to invest in your business, but if you want to see a sizeable return on investment, you need to focus on increasing your client base.



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I can hear you now – “But I’m too busy. There are so many things to take care of already, I just can’t find the time to reach out to new clients!”

Regardless of your schedule or how well your consultancy is currently doing, you need to invest the time, energy, and effort it takes to grow your client base. Why? Because clients are the absolute lifeblood of any consultant’s business. Without clients, you have no business.

Unfortunately, not all of your current clients will stick around. You’ll likely lose a couple here and there due to attrition, which might not seem alarming at first, but in time it’ll have a drastic effect on your business – if you’re not in the habit of growing your client base, you’ll eventually find yourself in a dry spell with little work coming in. Then you’ll have to scramble to make up for lost time.

In order to keep your business growing and thriving, you need to routinely work at expanding your client list. So what can you do to make that happen? Here are 10 proven strategies that will help you add more clients and propel your business to the next level.

## 1. Get Referrals

Don't just wait for former or current clients to offer referrals to you. Be proactive and [ask for them](#). This is the very first step you should take when you start to build on your current client base.

Asking for a referral doesn't have to be difficult. All you need to do is send your customer a brief e-mail telling them that you're looking for new clients and that you would appreciate any help they could offer in making connections. If clients have been happy with the work you've done for them in the past, they should be more than willing to pass your name along or suggest other companies who could use your services.

Another really effective way to get referrals is by creating an incentive program. With an incentive program, you can offer a gift or discount to those who refer new clients to you. Setting up a reward system for referral up front will keep your client base growing.

## 2. Ask for Testimonials

Testimonials offer what's called "social proof" to people who are considering using your services. [Social proof](#) is when people take the opinions of others into account before making a decision. An example of this would be someone checking how well a product has been rated and reviewed online before choosing to make a purchase.

[Testimonials](#) can come in a variety of forms. On the easier end of the spectrum, you could simply ask former clients to write a short paragraph describing how you've helped them. If you really want to up your game, you can create video or audio testimonials to publish on your website.

Testimonials are extremely effective. Presenting multiple testimonials from former customers on your site confirms to potential clients that the products and services your company provides are valuable. This helps them to develop a sense of trust in your business, which means they're more likely to hire you.

## 3. Publish Case Studies

[Case studies](#) are another powerful tool you can use to demonstrate your capabilities to potential clients. A case study is a detailed account of a project that you have completed.

Case studies are different from testimonials in that the customer can remain anonymous. They're also much more in-depth, which can better showcase the breadth of your skills and expertise. Including an in-depth case study will demonstrate to potential clients what kind of results they can expect from working with you.

## 4. Go Above and Beyond

In order for you to have clients to profile in testimonials and case studies, you need to provide services that exceed their expectations. If you do nothing more than complete the contract, clients will be less than enthusiastic about promoting your services.

Be sure to prove your value to [customers](#) every chance you get and do far more than they expect. This will undoubtedly make you stand out to your clients and enhance your professional reputation.

## 5. Blog Regularly

Another great way to grow your client base is by [blogging regularly](#) on your business website. This serves several purposes:

- Regularly publishing informative, engaging blogs helps to increase your reputation and establishes you as an expert in your field.
- Posting regular blogs improves your standing in search engine results, which will drive more traffic to your site. This will provide you with more leads to work with.
- Blogging also helps to build rapport between you and the customer. Through reading your blogs, potential clients can get a better sense of who you are and what you can offer them.

## 6. Participate in Professional Organizations

Building relationships with other professionals, either within your field of business or outside of it, can lead you to new prospects. Unless you live in a very small town, you can likely find [professional organizations](#) to join.

For example, you could participate in a young professionals' club or join your local economic development board. Through participation in these organizations, you can get to know the business climate in your area. And if anyone in the organization requires the services you provide, they'll know exactly who to come to.

## 7. Use Social Media

You can also build relationships using [social media](#). You should try to keep active accounts on several different social media platforms.

Customers like the ease of connectivity that social media offers. Networking with potential clients through sites like Facebook or Twitter can lead to a better understanding of their needs. This will help you build rapport and it provides you with insight into how to market your services to them.

You can also use social media to see who might be hiring. As an example, you could look for work on Twitter. Just search "hiring" or "looking for" plus the job title on Twitter to see who could use your services.

## 8. Launch a Direct E-mail Campaign

[E-mail campaigns](#) are an excellent way to reach out to potential clients. The primary advantage that direct e-mails have over social media is that they can be much more personal.

When you post on social media, you're addressing a very wide audience – it's like talking to a room full of people using a bullhorn. But e-mail is more exclusive, like a one-on-one conversation. That means you'll receive a higher response rate when you use e-mails.

Marketing to potential clients via e-mail is also effective because it allows you to customize your message. This works especially well when contacting qualified leads. Since you're contacting a select group of people, you can tailor the e-mail to better sell your services.

## 9. Be Selective

This might sound counterintuitive, but sometimes the best thing for your business is to focus on the most important clients and let a few customers go. Of course this doesn't mean that you start randomly cutting people from your client list. The idea here is to be deliberate by spending more time on profitable clients while eliminating customers that may be considered a liability.

Not all customers are alike. You may think you have to treat all clients equally but that can actually prevent your business from growing. Some clients are more valuable than others.

Think of the ["80-20" rule](#), which means 80 percent of a company's business comes from 20 percent of the clients. To make the most of your time and increase the profitability of your consultancy, you should be focusing most of your time and energy on your best clients.

On the other end, you should make an honest assessment of current clients who are generating very little income for your company (compared to the upper 20 percent.) Are there any clients that routinely cause problems? Are there any who seem to never be satisfied, regardless of how hard you try?

These customers are eating your time and energy and should be considered a liability. If they contact you for work in the future, feel free to tell them that you don't have time to work with them.

So how exactly will this expand your client base? If you prune your client list and ask for referrals from the top 20 percent, you'll receive some excellent new customers. And you'll have time to work with them because you cut the more troublesome clients.

## 10. Take Action

There's one more thing you need to do – you have to take action. A lot of people will be tempted to read this article and then put off actually following any of the tips.

I get it – it's hard. Building your client base takes a considerable amount of effort. If your business is doing fine and you're making enough money to get by, it's very easy to get complacent. But in order to expand your business you have got to take action.

So make a commitment. Choose three of the above strategies and make a plan to implement them. Be specific in creating your plan and be sure to set deadlines to keep yourself accountable.

We want to hear from you. Tell us in the comments: Which three strategies did you choose? Have you used some of these methods in the past? What other strategies do you use to find new clients?