

21 Sure-fire Ways To 'Find' Your Ideal Client

Tested and proven strategies you can use
to find profitable clients that are a
pleasure to work with



Dylis Guyan

Dylis Guyan... 21 Sure-Fire Ways To 'Find' Your Ideal Client

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Introduction

Hi, this is Dylis Guyan from Increase Your Sales in 30 Days. I work with B2B business owners and professional sales people who struggle to attract enough ideal clients and convert them into high paying clients who give repeat and referral business. My clients often tell me that they work too hard and don't seem to get the results they are looking for.

Clients, who work *with* me, learn how to increase their sales in 30 days by implementing proven, simple, step by step strategies that genuinely work.

Thank you for downloading 21 Sure-Fire Ways To 'Find' Your Ideal Clients.

Before revealing these 21 sure-fire ways, let me share two extremely important things you need to know.

Firstly, you must work on your business, not in it!

What do I mean by that?

When I ask B2B business owners what business they are in they tell me, 'Lawyer'; 'Accountant'; 'Financial Adviser'; 'Manufacturing'; 'Web Design'; or whatever they do for their clients. But it doesn't matter what type of business you are in, if you want to be super successful you must also be in the business of sales and marketing. Let me reiterate, ***no matter what business you are in you must also be in the business of sales and marketing.***

Simply put, if you are not involved in sales and marketing, your business will be the best kept secret because no-one will be aware of you or what you can do for them. You'll end up working too hard and you'll not get the income you want or deserve.

Secondly, you must identify your ideal client, SO YOU CAN GO OUT AND FIND MORE OF THAT TYPE OF CLIENT. Ideal clients are those who took your advice, used your product or service, and got results.

They happily paid you, and they keep coming back to you for more. They refer more customers to you, and they give you great testimonials.

They're enthusiastic, warm, and happy. Best of all, if you find ten, 100 or 10,000 duplicates of this type of customer, your job will be easy and joyful.

Here's an example of what I mean;

Andrew Harris owns Harris-Keyte, a building firm. When I asked Andrew to describe his Ideal Client he told me he didn't have one.

He would do work for anyone.

When we talked further, we discovered that some of his clients were more bother than they were worth; clients who were late payers or added more jobs to the original quote and expected to pay the same price.

Or prospects who asked for quotes but didn't have the money in place to go ahead.

But that's not all. . . we discovered that some of the jobs Harris-Keyte took on weren't even profitable!

So we checked his customer list to see who his best clients were; the ones who paid promptly; didn't expect discounts and gave him repeat and referral business. It was easy to see which of his customers fitted these criteria and we ended up with a comprehensive list.

We then looked at the commonalities between all of the ideal customers we had selected.

Here's what we found;

- ❖ All were professionals
- ❖ All earning over £40,000
- ❖ All lived within 20 miles in affluent areas (extremely important)
- ❖ All over 40
- ❖ All took a pride in their homes
- ❖ All wanted to keep their homes up to date
- ❖ All were profitable jobs, new kitchens, loft conversions or extensions
- ❖ They were all great people and Andrew loved working with them
- ❖ The work was extremely interesting
- ❖ They all paid promptly
- ❖ They had all given repeat and referral business
- ❖ They had all given great testimonials

Now we had a blueprint of Andrew's ideal client. A little more research meant we could hone in on the issues Harris-Keyte's Ideal Client was facing.

*“Before we worked with Dylis we were struggling with cashflow and wasting our valuable time chasing late payers. We would often have people asking for quotes but without the money in place to proceed with the work.
Having identified our ideal client we have more than doubled our business. We have been able to take on another Carpenter and offer an Apprenticeship placement to a youngster. But, best of all, it has allowed us to work with the type of clients we wanted to work with and to gain referrals within that circle. Who could ask for more!”*

Helen Harris – Harris-Keyte Ltd Carpentry & General Building

Andrew's best customers all had certain misgivings about getting building work carried out. They wanted to be reassured that the builder they chose would:

- ❖ Minimise disruption to the rest of the house, keep it clean so they didn't feel they were living on a building site
- ❖ Start on time, "If you say you are starting at 8.00am be sure you arrive at 8.00am."
- ❖ Start the job within the agreed timescale. "If you say you will be able to commence work in 3 months, then start in 3 months, not later."
- ❖ Communicate constantly throughout the job, no nasty surprises
- ❖ Do what was promised
- ❖ Deliver value for money. Use the best quality materials possible within the specified budget

Knowing this is what people want from a quality builder meant it was extremely easy to craft laser focused marketing messages to gain more ideal clients.

Within 6 months Harris-Keyte doubled their income because they were now only working with ideal clients who were profitable.

The same applies to you.

An ideal client profile enables you to create marketing material that has your perfect prospect saying "Hey that's me; I need to work with you."

Once you are armed with this crucial information you can start to search for **your** ideal client.

Here's how. . .

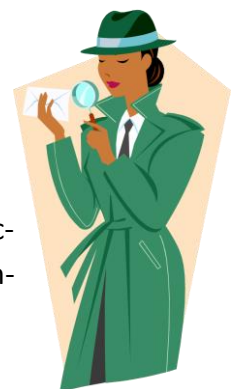
21 Sure-Fire Ways To 'Find' Your Ideal Clients

Over the years I have discovered and developed many strategies that have effectively boost business growth. These are my top 21 tactics that are proven to genuinely work, regardless of what type of business you are in. . .

1. ANALYSE YOUR EXISTING CLIENT BASE

Study your existing clients and identify your best customers. Those you love to work with; those who give you repeat and referral business; those who give you the best return for the least effort from you.

Who are they, what are the common denominators? Once you've identified these commonalities, Google similar companies in your area and make contact with them.



2. USE THE POWER OF NETWORKING

Join networks your ideal clients frequent. Or networks where people who deal with businesses that match your ideal client gather.

But don't start by asking for referrals or their business. Remember 'people buy from people' so it is important to develop relationships first.

Exchange business cards; don't try to sell straight away. Ask about them, what they do. See if there is any way you can help them so they get to know you and appreciate you and the product or service you provide. Let them know you are interested in what they offer.

Knowing the traits of your ideal client helps when you are networking because you are able to educate your colleagues in your group about the type of client you are looking for.

At your networking meeting, you are able to talk about your ideal client and the problems you solve for them.

Make sure you have an effective answer to the "What do you do?" question so when networking colleagues ask, your reply has them saying, "That's what I'm looking for, we need to talk."

3. ASK YOUR STAFF, FAMILY AND FRIENDS

This is my absolute favourite! Your staff, friends and family know people who are your ideal clients. Ask who they know (describe your ideal client) that you could speak to with a view to helping them solve their problem or supplying a result they are seeking.

One of my very best clients came from this method.

My son-in-law worked as assistant chocolatier in Thorntons, a national chocolate company. I asked him who I should be talking to, to help them increase sales through stores. He told me who it was and I asked him if he would let her know that I was going to call.

My son-in-law knew the results I had achieved working with other companies and he was very happy to do this.

Peter Burdon
Former CEO Thorntons:

"Dylis was instrumental in our shops growing their 'external sales' with other businesses.

Our managers found her sales training programme to be both effective and inspirational. Her straightforward and easy to understand approach gave our colleagues ideas and strategies which they could immediately turn into action.

But more than anything, it created a belief and a 'can do' attitude amongst our managers. As a result of Dylis's programmes our external

I made a call to the lady concerned. She was expecting my call and, to cut a long story short, we arranged to meet. She asked me to present my ideas to the board and they were well received.

I worked with Thorntons for 8 years, helping Sales Managers to manage and encourage their staff to increase sales and profits.

4. SEEK OUT REFERRALS

There is so much business lost because people do not ask for referrals from their existing customers.

Please remember, you could be leaving people struggling with their problems because you have not given them an opportunity to speak to you. How else can they discover the solution and benefit they gain when they buy your product or service?

However, it is essential that you do not ask for referrals until you are certain that your client is happy with your relationship and the results you have delivered.

Here's how you can ask:

“Mr Client, who do you know in a similar position to yourself, that we can help in the way we have helped you?”

Be specific; make suggestions to help your client think of other potential customers.

Ask your client if you can use their name when contacting the person they have suggested. Or better still, ask your client to call and let the referred person know you will be making contact.

Think about your own situation; would you prefer to use someone who has been recommended to you or just pick someone at random and hope for the best?

Referrals and recommendations are by far the most successful and profitable way of growing your business. So don't waste the opportunity.

5. ENCOURAGE YOUR EXISTING CUSTOMERS TO BUY MORE

Another profitable way of growing your business, but one that is often overlooked, is getting repeat business from your existing clients.

It is much easier to sell to customers who have already bought from you. The relationship has been formed; they know the quality of what you deliver and are more likely to be willing to spend more with you.

Remember that in business to business selling, you don't do business with the Company but with the *people*.

- Arrange to keep in regular contact, to discuss future needs
- The more contact you make the stronger the relationship becomes
- The more buying customers you have, the less prospecting you have to do.
- Follow your existing contacts. Many of them move on to other companies - so keep in touch in case their new employer needs your product or service.

Research carried out by the National Sales Executives Association found that 68% of customers move to another provider because of the apathy shown by their current supplier. Don't be apathetic, keep your customers engaged.

6. RESURRECT DORMANT CUSTOMERS

Do you have a list of dormant clients? Clients who haven't bought from you for months or years?

Look, they bought from you in the past and have experience of dealing with you. They obviously felt at the time you were the right business to buy from.

So why haven't they come back to you?

Chances are they have forgotten about you because you didn't keep in touch.

Resurrect those clients; contact them and start a conversation.

Deal with the fact that you haven't been in touch right at the beginning of the conversation. I recommend you make a call rather than sending a letter.

Sort out those dormant clients and start with the ones who bought from you more recently, it will be easier to remind them of the benefits and results they gained from you.

Go on. . . pick up the phone today!

7. SHARE YOUR EXPERTISE THROUGH SPEAKING ENGAGEMENTS

This is a 'one to many' strategy.

Select the right audience and you have the opportunity to speak to lots of your potential ideal clients in one place, rather than speaking to one prospect at a time.

Find networking meetings or associations or professional events your ideal clients attend and ask the organiser if you can speak at the event.

Be careful – offer valuable information in your presentation and make it entertaining, don't turn it into a 'selling pitch' or you won't be invited to speak again. If your audience like your content you may get invitations from other business groups as they spread the word about your presentation.

8. FOLLOW UP ON EXHIBITIONS

This is what I have seen over the years:

Many companies pay to have a stand at exhibitions. They talk to prospective clients, exchange business cards, bring those cards back to the office, put them in a drawer and do little with them. All the money invested in the exhibition is wasted!

Make sure you continue the conversation with the people who took the trouble to visit your stand, discuss the problems they have that your product or service can resolve.

When exchanging cards, arrange to contact your visitor with a "free" giveaway or arrange to give them a "free" quotation. KEEP IN TOUCH on an on-going basis.

9. SCAN NEWSPAPERS AND MAGAZINES

Check local and national publications for trigger events or research information that is relevant to your ideal client. Use this information to leverage your marketing activities.

When your emails or letters address a specific issue/topic/event that is relevant and important to the recipient, you are much more likely to get a response.

10. SET UP GOOGLE ALERTS

Use Google alerts at www.google.com/alerts to give you information about your existing clients and clients that you are interested in doing business with.

This is an easy way to keep up to date with what is happening in their company. You can use this information to gain access to new prospective clients and help increase repeat business with existing clients.

11. CREATE A MARKETING LOOP

This is where you have an (IFO) Irresistible Free Offer.

For example, a Cash Collection Company could give away a free checklist "Top 10 Secrets to Keep Your Staff, Your Cash and your Business Safe."

Make sure all of your marketing material points back to your free offer in exchange for your prospect's name and email address. Having their contact details allows you to keep in touch on a regular basis.

You can set this up both online and offline.

12. PUBLISH ARTICLES

Write articles containing useful tips or 'how to' hints that your ideal client values. At the bottom of the article add a resource box that has details of you, the main problems you solve and a link to your IFO (Irresistible Free Offer). You can use these to build your pipeline of Ideal Prospective Clients.

Submit your articles to at least 6 free article directories, such as [Ezine Articles](#)

Google "free article directories" and make sure they allow you to add a resource box at the bottom of your article before submitting your articles.

13. INTERVIEW YOUR CLIENTS

Record an interview with a few of your best clients and get them transcribed.

Make sure the interview establishes the problem your client faced, or the result they were seeking, and how your company provided that solution. Get your client to say specifically what you did and their experience of working with you.

Add the audio to YouTube and use the transcript as an article for article directories or even trade publications.

If the interview is particularly revealing, giving useful insights to why your client chose your company, you could turn it into your "irresistible free offer."

At the end of the interview include a call to action to get your prospective clients to take the next step.

14. ENGAGE WITH SOCIAL MEDIA

Use Social Media to position yourself as the expert. Add articles/blogs that have a link to your Irresistible Free Offer at the bottom, and bring them into your marketing loop.

Here are some of the social media platforms you should consider:

LinkedIn: this is a brilliant platform for finding professionals and other business owners.

Twitter: powerful platform for word of mouth marketing.

Facebook: recent changes to Facebook means it is now a far more powerful marketing tool than it used to be.

YouTube: this is effectively a video search engine and is a useful addition to your marketing tools. It also helps to lift your positioning on the Google search results.

Google+: used properly, Google+ is a powerful platform for reaching out to your local market.

Useful Social Media Resources

This is the best free webinar I have listened to about LinkedIn. It's chock full of great insights. It is delivered by Melonie Dodaro, Canada's top LinkedIn expert: ['Cracking the LinkedIn Code'](#)

These reference books are an inexpensive way of getting started on these platforms:

[How To Twitter for Business Success](#)

[Facebook Marketing – An Hour A Day](#)

[500 Social Media Marketing Tips](#)

[101 Video Marketing Tips](#)

Caution – Social media can run away with your time. Begin with the end in mind, think about what you want to achieve and put a strategy in place rather than just posting randomly. Check which platform your ideal clients are more likely to use and start with that one.

15. JOIN LINKEDIN GROUPS

Search for LinkedIn groups your Ideal Clients frequent. Start to contribute to the questions that are being asked. Don't promote your business but, if you have written an article that answers a question or contributes to the discussion, then it is OK to post a link to that article. Once you are in the group you can connect with other group members on a personal basis.

As with any networking activity, develop the relationship before trying to sell anything!

16. SEND WARM LETTERS

This is a letter that you send to your circle of connections. The letter explains how successfully your business is growing, gives an outline of your ideal client and the problems you can solve. Finally, you ask your reader who they think would benefit from working with you.

17. CONTACT YOUR FACEBOOK FRIENDS

You probably have friends on Facebook who are not in your address book. You may not even have their contact details. But you could select those whom you could send a warm letter to, asking them to send you referrals.

The secret to making this really work is to create “Top of Mind” thinking by staying in touch every month with information that educates them about your service.

18. ADVERTISE SELECTIVELY

There are many thousands of specialist publications; magazines, newsletters and websites that provide direct channels to a target audience. Identify the niche or trade publications your target market are reading and advertise in those.

Hairdressers, for example, would do well advertising in a beauty magazine that is local to their area.

19. SEEK JV/AFFILIATE PARTNERS

There are other businesses that have customers that fit your ideal client profile. Creating a profitable alliance with these businesses can help your business, and theirs, to grow. This type of strategic alliance is known as a Joint Venture or Affiliate partnership. Well known companies, like Amazon, have used this tactic to help their company profits grow exponentially.

Look for reputable businesses that have the same ideal client base as yourself but are not in competition with you. Contact the owner and explain that you have a business proposition that could be beneficial to both parties and suggest meeting for coffee and a chat. There is a good chance that the businesses you approach have not considered this way of working together, so you will need to explain why it is a good way for both of you to grow your prospect and customer base.

You arrange to introduce each other's business to your own customers in return for an introduction commission. Because the introduction (or recommendation) is coming from someone they already know and respect the prospective customer is more likely to respond to the introduction.

The introductory offer can be a special discount or a free report or consultation. Once a sale is made, the commission is paid. The norm is 50%, but you could give more.

Now, you might think “Why should I give half of my initial sale away?” the reason is you are being recommended to a new market that you may never have accessed and when you nurture your new client to get repeat business you soon recoup the initial commission you invested.

For example a garage that offers MOT tests and services could form an alliance with a tyre fitting company who does not offer those services.

20. EXPLOIT FREE PUBLICITY

The key to making this work is to remember that journalists want a story, not an advert. The article has to be relevant and of real interest to the readership. This type of article catches the eye of the journalist who receives it and gives you a much greater chance of having it published.

One of my clients is a partner in a solicitors firm. He works with large corporate clients helping them with consumer credit issues. He has regular articles in a magazine that is read by his target market. The result is, he is seen as an expert and potential clients seek him out.

21. HOLD A "FREE" INTRODUCTORY EVENT

Last but not least, this one is just fabulous.

Organise a "free" event and invite the prospects that are your ideal clients. Give them valuable information that you know helps solve their problems.

At the end of your presentation, position your promotion; your paid product or a free consultation.

Over To You. . .

There are many more ways to find your ideal client but these are the ones that have worked for me and I hope you have found these strategies interesting and helpful. Choose the ones that you feel are the "best fit" for you and **TAKE ACTION**.

Before I go, may I ask you a question?

"Do you sometimes wish there was an easy-to-follow blueprint that would genuinely generate success for you and your business?"

It doesn't matter if you are about to start up a new business or have an established business that is not doing as well as you'd like, finding a blueprint to follow – one that has already worked for other business owners – is a blessing. It takes away the stress of trying to figure out what works for your business, doesn't it?

It is a familiar wish - one that I have often been asked for. The good news is, there is a blueprint you can use and, what's more, it is based on fact and proven strategies (having already worked for numerous other business owners), not hearsay, wishful thinking or ambitious theory.

You can discover more about this business growth blueprint at:

<http://DylisGuyan.com>

If you are not yet ready to follow a blueprint, but would like help implementing any of the 21 activities I've shared in this report, email me at dylis@DylisGuyan.com and we can set up a FREE 30 minute "Profit Booster" strategy session. No cost, no obligation.

[Meet the Author. . .](#)



Dylis Guyan is the founder of "Increase Your Sales in 30 Days"

She is an International Sales and Marketing, Leader, Coach and Speaker with 27 years of experience.

She is committed to working with B2B Business Owners and Sales People who want straight forward, easy to implement, world-class sales and marketing strategies - guaranteed to transform your thinking and **Increase Your Sales.**

What's more, she promises it will happen within 30 Days, but her clients often find they get amazing results in less time.

Her outstanding techniques reveal how to:

- Attract more high quality customers
- Improve your conversion rates from contact to sale
- Increase your average sale value
- Increase the life time value of your customers
- Implement robust referral strategies

Dylis is a dedicated Sales and Customer Attraction expert. Her aim in life is to make every Sales Professional, Professional Self Employed Person and Entrepreneur she works with be "The Best They Can Be" by attracting quality prospects and converting them into PAYING CLIENTS.

Dylis' methodology is based on experience, drawing on her massive personal success, not on theory or regurgitated ideology. Contact her via her website at Dylis-Guyan.com or email her at dylis@DylisGuyan.com

You can also connect with Dylis through social media:



<https://twitter.com/DylisGuyan>



<http://uk.linkedin.com/in/dylisguyan>



<https://www.facebook.com/IncreaseYourSalesIn30Days>



<http://www.youtube.com/user/DylisGuyan>

And this is what other business people have experienced with Dylis:

Prashant Thakker
Financial Adviser

“Your magnificent coaching and training ability helped me getting rid of mistakes I was never aware of.

I was thinking of quitting the job as I was nowhere near hitting target but **within two weeks** of my sales training I started hitting target and over achieving within a month.

I am very thankful to you as you made me believe in myself as a good seller. Even now, I implement the same fundamental principals and it works wonders for me.”

Ann and Peter Layton
London Glass Blowing



“We at the Gallery at London Glassblowing have just had our best quarter yet, as well as our best Christmas. Our team continue to be inspired by the messages, sales tips and strategies given to us all by Dylis during our sales training and it appears that the good sales trend is continuing in January, which is up on the same period last year. Dylis understood our needs and delivered her message in a very powerful, effective way”

<http://www.londonglassblowing.co.uk/>

Elinor Martel
Renaissance Arts Retreat & Martell Arts and Publications Ltd



“Dylis Guyan’s sales workshop was just brilliant! I was initially apprehensive about this subject, but Dylis made it accessible and exciting. As a result I have become far more confident about selling and promotion and her advice and guidance have helped make my business more successful and profitable Dylis is also a really friendly and helpful person and always generous with her time and knowledge. I look forward to attending another one of her workshops soon.”

Sue Bown

Personal & Corporate Coach, The Coaching Zone



“I have worked with Dylis for six months and in that time my sales have increased by 50%. I am delighted with what I have learnt and achieved by working with her.

Dylis has given me clear effective strategies and processes to make selling easy. I call Dylis a sales dynamo, Dylis knows everything and more about the art of selling. She is supportive and inspirational, I recommend her highly.

I was so impressed by her I have just attended her excellent one day Sales Masterclass where I learnt even more and could hone my skills. Investing in sales coaching with Dylis is the perfect solution for any company or sales person who wants to increase their sales fast and effectively.”

Andy Rolle

CSM Barclays Bank PLC

“Our performance before the workshops was poor with each Adviser in the Bank.

We have since increased the number of appointments by 100%. But wait for this our income has **increased by 375% in just one month**. How fantastic is that.”

Dylan Marley

Services Training Company

“After my first 3 weeks and hanging onto my job, I met Dylis who came into the centre to give the sales force team some up to date selling techniques.

Dylis did a lot more than draw a few illustrations on a board and throw away some selling jargon. She was dynamic and personal and brought energy to the sessions that left you not just leaving with expert knowledge on the art of selling, but even learning a bit more about yourself along the way.

The Business was hugely Target Driven with a quick turnover of the staff who could not keep pace. I was on a 33% conversion rate and on my way out of there much quicker than most when I first met Dylis.

With some confidence restored and using the tools Dylis gave me, I managed to hit a company record of conversions and then steadily maintained my targets since.

Dylis is more to me than just a lady who taught me a few worthwhile selling ideas. She is a unique and inspiring person who goes more than an extra mile every single time you meet her. When they say that dynamite comes in small packages... You better believe it!”

You can read more of her client testimonials on her website: www.DylisGuyan.com