

PRESENTED BY: ROBBIN BLOCK



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**GET MORE CLIENTS**

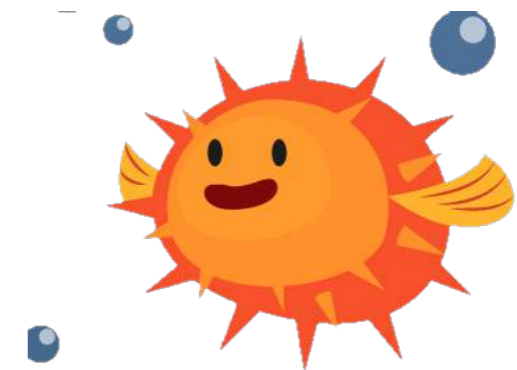
FIRST QUESTION:

FEW LEADS OR NOT CLOSING?

# SITUATION ANALYSIS

1. **WHAT KIND OF CLIENTS DO YOU HAVE?**
2. **HOW DID YOU ACQUIRE THEM?**
3. **WHAT IS IT ABOUT YOU THEY LIKE?**
4. **ARE THEY THE KIND YOU WANT?**
5. **WHO'S YOUR IDEAL CLIENT?**
6. **WHAT'S GREAT ABOUT YOU? WHAT MAKES YOU DIFFERENT? WIIFT?**
7. **BUSINESS MODEL?**

**BIGGER CLIENTS?**



# HOW MANY CLIENTS DO YOU WANT?

Who	How Many?
Demographics, Geography?	Need?
B2B: Size? Industry?	Capacity?
Needs, concerns, problems, pain points, behaviors?	Timeframe?

## WHAT KIND OF WP DEV ARE YOU? **B2B, B2CLIENT**

- ▶ Brand Specialist
- ▶ Strategic Marketer
- ▶ Web Developer
- ▶ Web Designer
- ▶ Graphic Designer
- ▶ Copywriter/Editor
- ▶ Social Media Expert
- ▶ WP Technical
- ▶ Content Management
- ▶ Template Designer

**PROS (specialties)**

Highly customizable:  
design, features, functions

Extensive third-party tools/plugins

Hosting control: security & speed

Huge user / dev community

Awesome publishing, blogging, etc.

Customized templates by industry,  
user base, etc.

**CONS (client pain points)**

Huge learning curve

Need technical knowledge

Need time to manage

Need coding knowledge to  
manage and troubleshoot  
issues

Need HTML/CSS/PHP  
knowledge to fully customize

No WP customer support

**CUSTOMER POV**

**YOU**

***HOW DO I FIND A WEBSITE DEV, LET ALONE A WP DEV?***

**SPEAK TO YOUR IDEAL CLIENT**

***I'M CONFUSED ABOUT HIRING A WEBSITE DEV. (HOW SOPHISTICATED IS YOUR TARGET CLIENT?)***

**WHERE THEY ARE LOOKING. MEDIA?**

***HOW WILL I KNOW IF THEY'RE RIGHT FOR ME?***

**USE LANGUAGE THAT RESONATES – IS DIFFERENTIATED.**

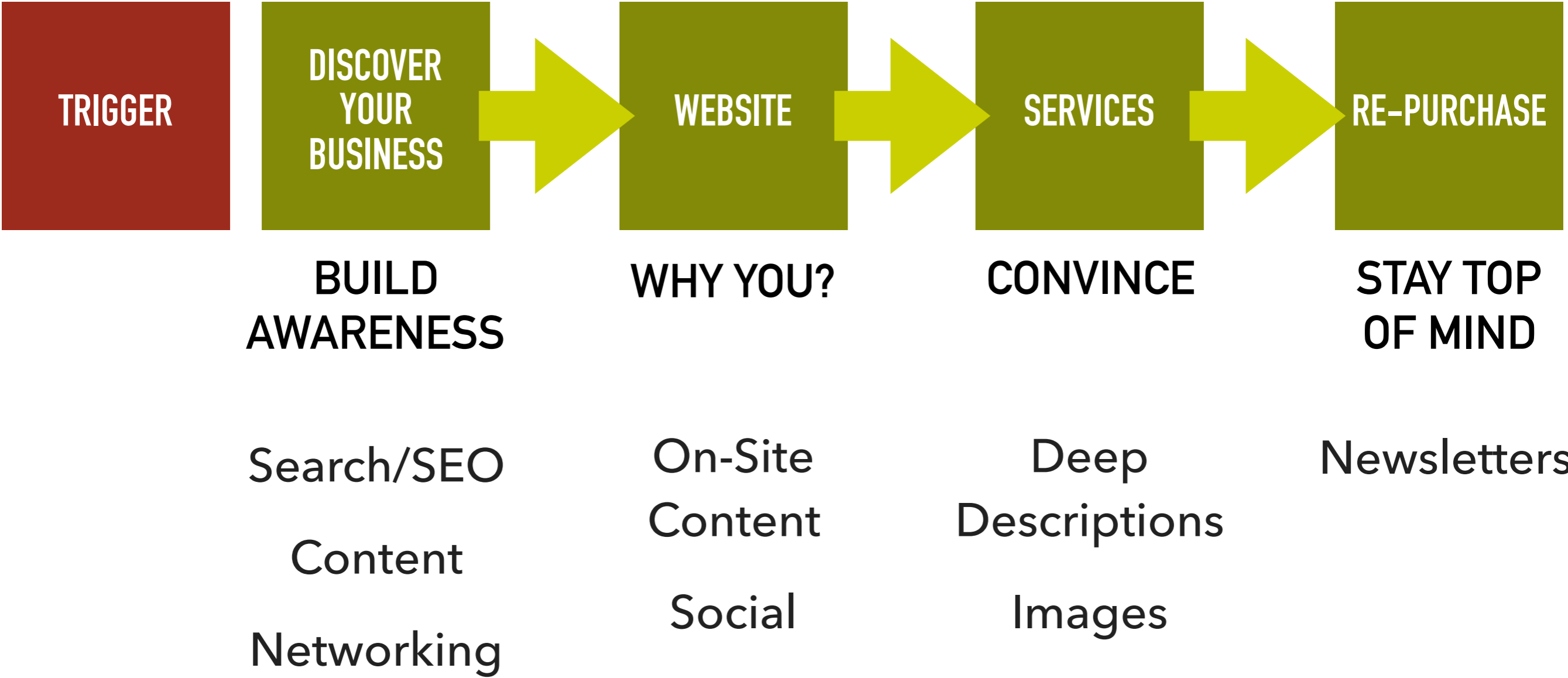
Your Customers'  
Media Habits  
Guide

BE WHERE YOUR POTENTIAL CUSTOMERS ARE. SAY THINGS THEY CARE ABOUT TO ATTRACT & ENGAGE.

**KNOW YOUR AUDIENCE**



# PURCHASE PATH AND TOOLS



# WHERE COULD MORE WORK COME FROM?



## Promotion

Get the Word Out  
Drive Leads  
Conversion



## Cultivate & Harvest

Referrals  
Current clients



## Opportunities

New skills  
Trends: WP, clients,  
industry, marketing?

## SURVEY SAYS: **ATTRACTION** WORKS FOR WP DEVS

- ▶ Organic SEO
- ▶ Referrals and word of mouth
- ▶ Facebook
- ▶ Networking events, trade associations, Chambers, BNI...
- ▶ Blogging and podcasting

**ADVERTISING:  
NOT SO MUCH**



# ATTRACTION-BUILDING PRIORITIES

**You  
Control**

**KEYWORDS**

**SEO**

**GOOGLE STACK**

**LINK BUILDING  
(DIRECTORIES)**

**ON-SITE  
CONTENT:  
(BLOG, PDF'S,  
VIDEO, AUDIO,  
ETC.)**

**PARTNERING  
(ONLINE/OFFLINE)**

**EVENTS  
(YOURS/OTHERS)**

**SOCIAL MEDIA  
(USER-  
GENERATED)**

**PR  
(EDITORIAL  
REVIEW)**

**CONTENT  
MARKETING  
(SELF PUBLISH)**

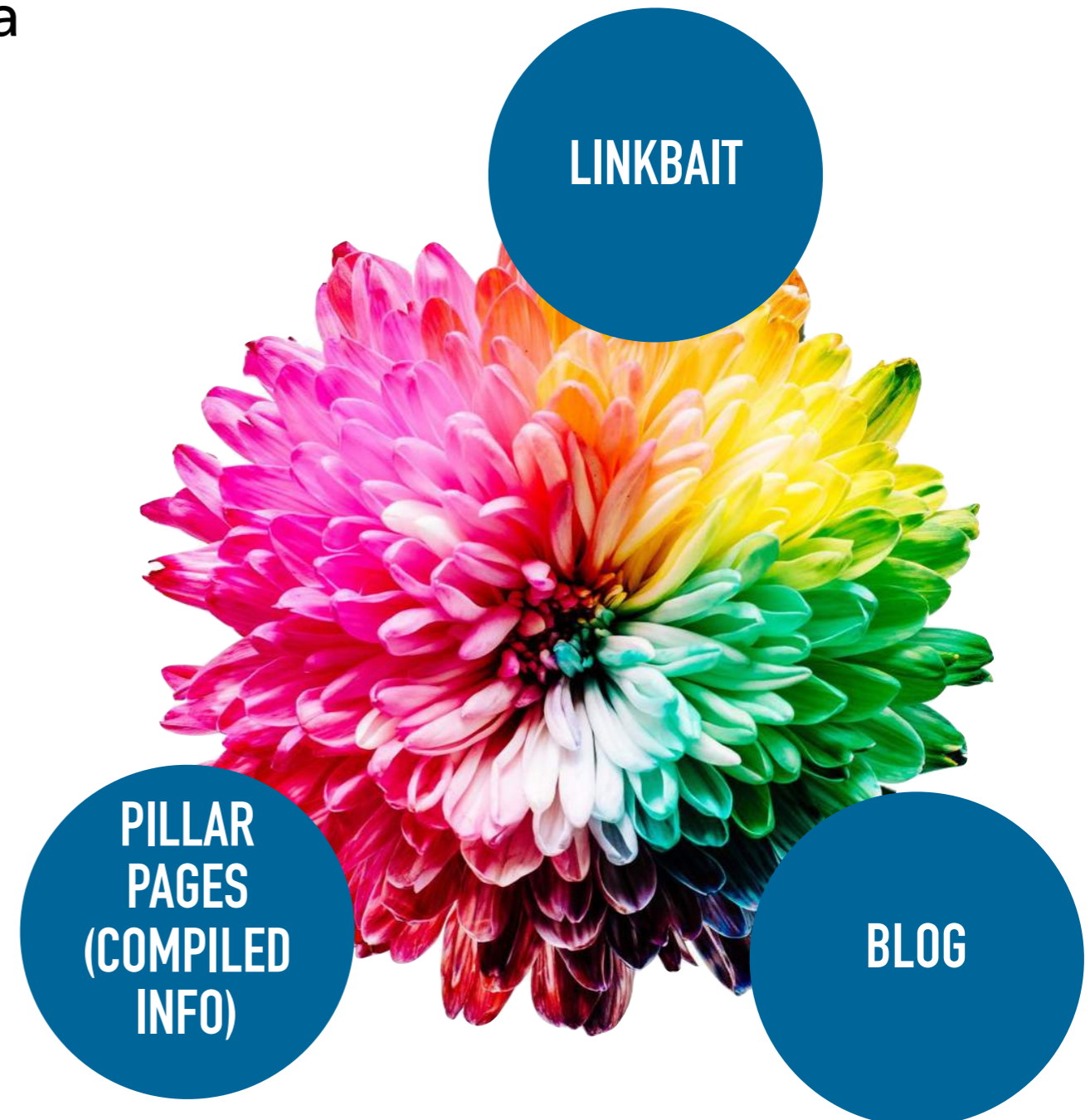
**Off-site  
Quality inbound links**



**Earned  
Media**

## PUBLISH ON YOUR OWN SITE OR ELSEWHERE — MEDIUM, LINKEDIN, YOUTUBE, SLIDESHARE, ETC.

- ▶ Create, reuse, recycle digital media
- ▶ FAQ's
- ▶ 3, 5 and 10 step how-to's
- ▶ Specific content for different audiences - landing pages
- ▶ Infographics
- ▶ Curate content (from others)
- ▶ HARO







EASIEST TO EXECUTE  
SHORT TERM VS. LONG TERM  
MOST PROFITABLE

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**PRIORITIZE. YOU CAN'T  
DO EVERYTHING.**

# WHAT'S YOUR "PIE"?

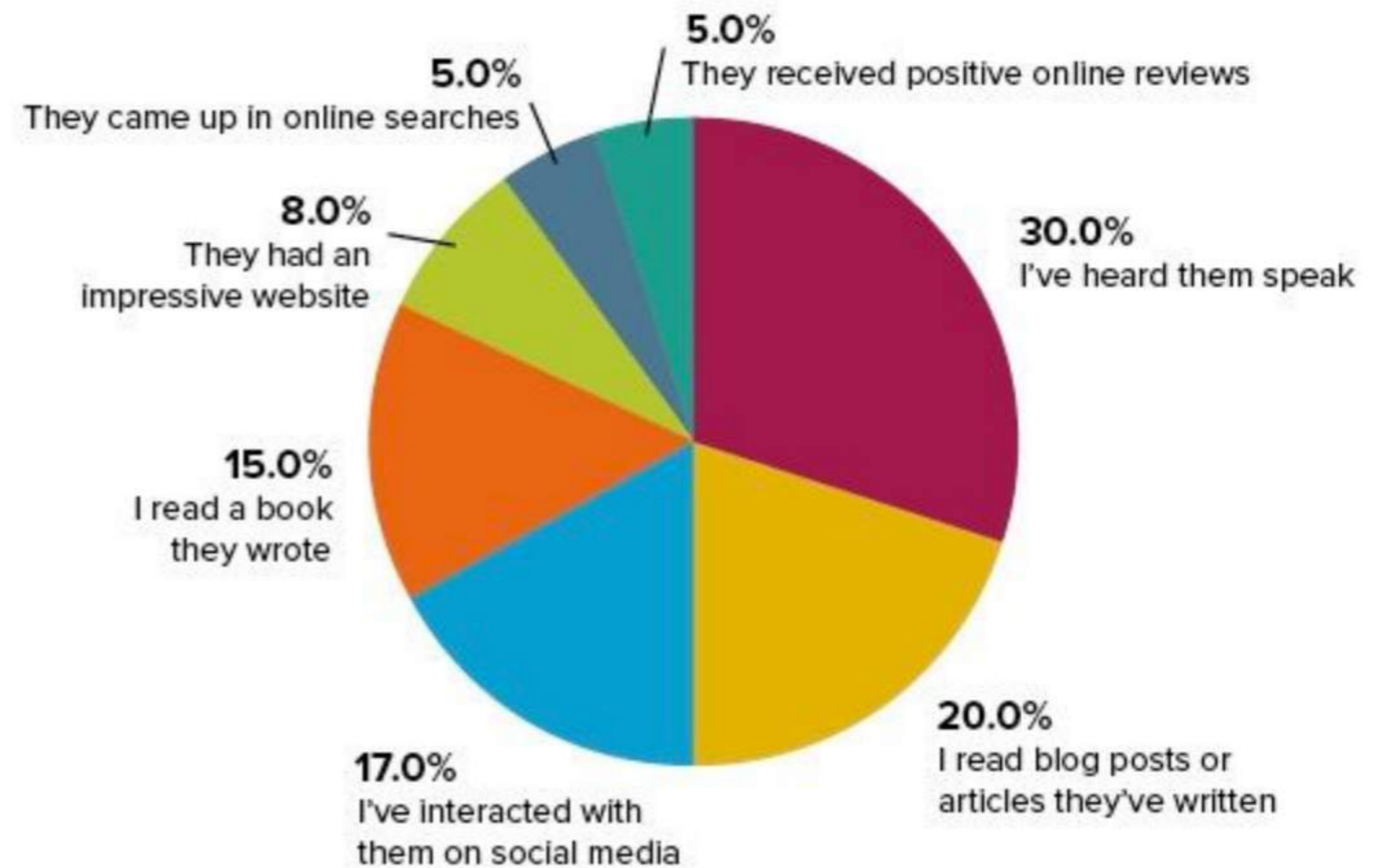
**WHAT PROMOTIONS WORKED OR DIDN'T?**

**WHERE SHOULD YOU ALLOCATE YOUR TIME?**

**HOW WILL YOU MEASURE?**

**WHAT AREA OF PROMOTION WOULD YOU LIKE TO TEST?**

Sources of Expertise-Based Referrals



CAN YOU CLOSE THE DEAL?

**CONVINCE, COMPEL, CONVERT**



## DRIVE LEADS & CALLS — IN A SNAPSHOT, VISITORS MUST:

- ▶ Understand who you are
- ▶ What you offer
- ▶ Relate to the business model and content (ID themselves in it)
- ▶ See that you can solve their problem, fill need, relieve "pain"
- ▶ Trust that you can fulfill your promises
- ▶ Does your CTA work for them?



[BLOCKBETA.COM/HOMEPAGE-HOMERUNS](https://blockbeta.com/homepage-homeruns)

## DON'T "SELL THE CATEGORY"

- ▶ Don't just say, "I build Wordpress websites"
- ▶ Convince them why you're the one to deliver (differentiate)
- ▶ Show your understanding, so they believe you can solve their problem



JUDO MARKETING:  
MARKET TO PEOPLE WHO GET YOU



# CLOSING ARGUMENTS

Lead Source	Your "Kit"	Preparation	Easy to Buy
Form Phone RFP	Business model Packaging, Packaged Pricing Fixed/Flexible Terms	Client Research "Lightbulbs" (custom, unique insights)	Listen to Needs Alignment Share "Lightbulbs" Alternative Close(s) Qualify the Spend
Cold → Hot Referral	Differentiated Messaging Manage Objections	Client "Fit" -- financial, need/ specialty, spin	Payment Plan Confirm Scope Written Proposal/ Estimate



Let's Work Together.

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"It is a great use of your time, especially if you are a small business person."



"...she understands economics, knows a lot about different sectors..."

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