PRESENTED BY: ROBBIN BLOCK

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?
VAGUE OBJECTIVES ARE NOT ATTAINABLE — WORTHY OBJECTIVE? CAN YOU “AFFORD” TO ACQUIRE THEM? PROFITABLE?

**HOW MANY CLIENTS DO YOU WANT?**

<table>
<thead>
<tr>
<th>Who</th>
<th>How Many?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics, Geography?</td>
<td>Need?</td>
</tr>
<tr>
<td>Needs, concerns, problems, pain points, behaviors?</td>
<td>Timeframe?</td>
</tr>
</tbody>
</table>
WHAT KIND OF CLIENTS BENEFIT THE MOST?


- Brand Specialist
- Strategic Marketer
- Web Developer
- Web Designer
- Graphic Designer
- Copywriter/Editor
- Social Media Expert
- WP Technical
- Content Management
- Template Designer
<table>
<thead>
<tr>
<th>PROS (specialties)</th>
<th>CONS (client pain points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly customizable: design, features, functions</td>
<td>Huge learning curve</td>
</tr>
<tr>
<td>Extensive third-party tools/plugins</td>
<td>Need technical knowledge</td>
</tr>
<tr>
<td>Hosting control: security &amp; speed</td>
<td>Need time to manage</td>
</tr>
<tr>
<td>Huge user / dev community</td>
<td>Need coding knowledge to manage and troubleshoot issues</td>
</tr>
<tr>
<td>Awesome publishing, blogging, etc.</td>
<td>Need HTML/CSS/PHP knowledge to fully customize</td>
</tr>
<tr>
<td>Customized templates by industry, user base, etc.</td>
<td>No WP customer support</td>
</tr>
</tbody>
</table>
### Customer POV

**How do I find a website dev, let alone a WP dev?**

**I’m confused about hiring a website dev.**

**(How sophisticated is your target client?)**

**How will I know if they’re right for me?**

### You

**Speak to your ideal client**

**Where they are looking. Media?**

**Use language that resonates – is differentiated.**
KNOW YOUR AUDIENCE

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

Your Customers’ Media Habits Guide
SUPPORT EACH STEP — “TRIGGER” = WHY

PURCHASE PATH AND TOOLS

TRIGGER
DISCOVER YOUR BUSINESS
WEBSITE
SERVICES
RE-PURCHASE

BUILD AWARENESS
WHY YOU?
CONVINCE
STAY TOP OF MIND

Search/SEO
Content
Networking

On-Site Content
Social
Deep Descriptions
Images

Newsletters
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?
ADVERTISING NOT AS CREDIBLE, TRUSTWORTHY AS EARNED.

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

<table>
<thead>
<tr>
<th>Keywords</th>
<th>SEO</th>
<th>Google Stack</th>
<th>Link Building (Directories)</th>
<th>On-site Content: (Blog, PDF's, Video, Audio, Etc.)</th>
</tr>
</thead>
</table>

Earned Media

- Partnering (Online/Offline)
- Events (Yours/Others)
- Social Media (User-Generated)
- PR (Editorial Review)
- Content Marketing (Self Publish)

Off-site
Quality inbound links
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

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?
CAN YOU CLOSE THE DEAL?

CONVINCE, COMPEL, CONVERT
YOU’VE GOT TO WALK THE TALK! SHOULD WE ASSUME EVERYONE HAS A GREAT WEBSITE THAT’S FULLY OPTIMIZED?

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
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
## Closing Arguments

<table>
<thead>
<tr>
<th>Lead Source</th>
<th>Your “Kit”</th>
<th>Preparation</th>
<th>Easy to Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Business model</td>
<td>Client Research</td>
<td>Listen to Needs</td>
</tr>
<tr>
<td>Phone</td>
<td>Packaging, Packaged Pricing</td>
<td>“Lightbulbs” (custom, unique insights)</td>
<td>Alignment</td>
</tr>
<tr>
<td>RFP</td>
<td>Fixed/Flexible Terms</td>
<td>Client “Fit” -- financial, need/specialty, spin</td>
<td>Share “Lightbulbs”</td>
</tr>
<tr>
<td>Cold → Hot</td>
<td>Differentiated Messaging</td>
<td></td>
<td>Alternative Close(s)</td>
</tr>
<tr>
<td>Referral</td>
<td>Manage Objections</td>
<td></td>
<td>Qualify the Spend</td>
</tr>
</tbody>
</table>

- Cold Referral → Hot Referral