

Affordable ways to find new customers now.

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On The Move with Adam Shapiro

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small business columnist



Julie Hyman



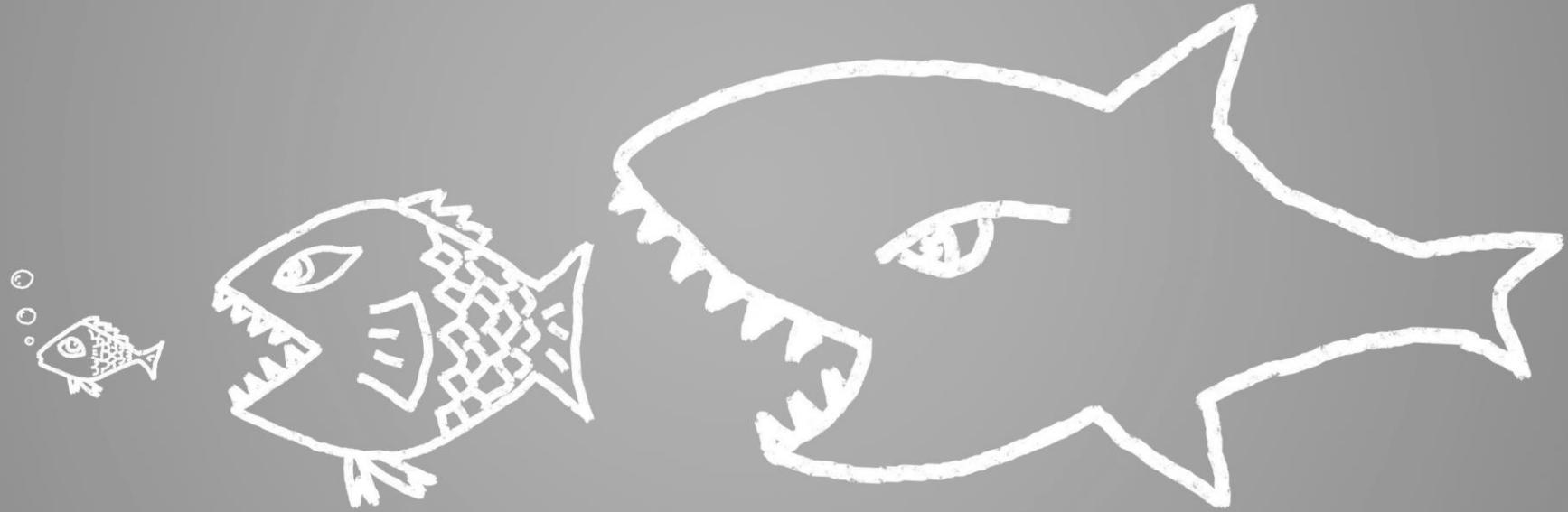
Steve Strauss

Agenda

- 1. Introduction – Verizon**
- 2. Finding New Customers**
- 3. Getting New Customers to Find You!**
- 4. Q&A**
- 5. Closing comments**

1

The problem: the need for new customers



The Solution

Two ways to get new clients and customers

You find them



They find you



OR

What is your value proposition?



Why hire you?

- How can you help them?
- How can you solve a problem they have?
- How do you save them time and/or money?

2

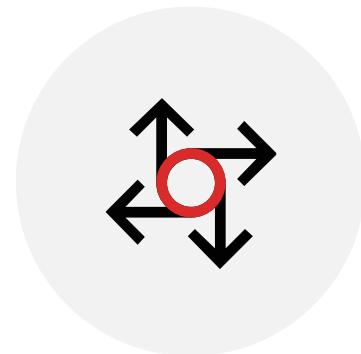
How to find clients and customers on a shoestring

3 great ways to find new clients

Prospecting



Supplier diversity programs



Social media



Prospecting: Step 1

Create a list of targets

Obvious contenders, companies using your products/services, who patronize your competitors, location

Think big, be outrageous - remember Disney*!

Research – Google, industry news & publications, annual reports, the competition

Prospecting: Step 2

How to find key decision-makers

Company websites

Google searches

LinkedIn

Twitter

Your network

Ask

Prospecting: Step 2

The viable titles. Who has the budget to hire you?



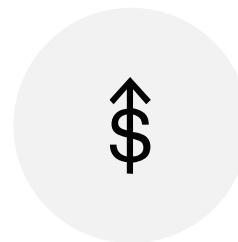
VP/Senior Manager
of your division



HR



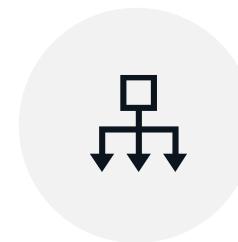
Purchasing
Manager



Sales
Director



Sales
Rep



Procurement
Manager

Prospecting: Step 3



How to write a great pitch email

- It's not about you, it's about them
- I am pitched 10x a day
- What works, what doesn't

Prospecting: Step 3

How to present a pitch proposal

Written

PowerPoint

In-person

RFPs

Prospecting: Step 4



The big pitch

- Introduce yourself and your company
- Forge a connect and create a conversation
- Find out what their needs are
- Get them invested and excited
- Create a champion for you inside the company

Supplier diversity programs

- Supplier diversity programs are proactive business programs which may encourage the use of the following as suppliers:

Minority-owned

Veteran-owned

Service disable veteran-owned

Women-owned

LGBT-owned

Historically underutilized business

Small Business Administration (SBA) defined small business concerns

- Set-aside, legal mandates, and contracts are available
- Get certified, if applicable

Social Media



- It's social
- LinkedIn research
- Twitter hashtags
- Facebook groups and company pages

Social Media

Example 1:

Amra and Elma Beganovich



Example 2:

Gini Dietrich

3

How to get clients and customers to find you

Methods

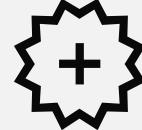
1

Become a thought leader



2

Advertising



3

SEO



4

Content marketing



Method 1: Become a thought leader

Speak

Get on podcasts

PR: Pitch a story

Create a social media following

Create a social media following

Create a social media following

Method 2: Advertising

1

Google
Bing
Facebook



2

Keyword
planning
tool



3

Industry
publications
and websites



Method 3: SEO tips and tricks

Create specific pages for keyword and phrases

Articles: "The greatest flip flop in the world!"

Blogs: start blogs on flip flops

Video content: upload videos about flip flops

Links: link out to flip flop sites

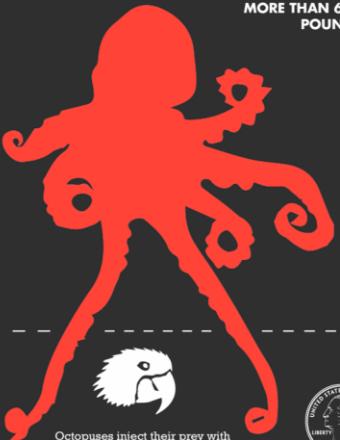
Add-ons: Get an SEO plugin

Method 4: Steps to content marketing



THE AMAZING OCTOPUS

THE GIANT PACIFIC OCTOPUS CAN WEIGH MORE THAN 600 POUNDS



Octopuses inject their prey with venom using a beak similar to a bird's made from the same tough material as a lobster shell.



BECAUSE THEY DON'T HAVE BONES, EVEN LARGE OCTOPUSES CAN FIT THROUGH AN OPENING THE SIZE OF A QUARTER



ALL SPECIES ARE VENOMOUS, BUT THE BLUE-RINGED OCTOPUS IS THE ONLY ONE DANGEROUS TO HUMANS, RESPONSIBLE FOR AT LEAST TWO DEATHS.

OCTOPUSES VS. OCTOPI

THE PLURAL IN ENGLISH IS "OCTOPUSES," BUT THE GREEK PLURAL FORM "OCTOPODES" IS SOMETIMES USED. "OCTOPI," WHILE COMMONLY USED, IS CONSIDERED INCORRECT.



AN OCTOPUS HAS 3 HEARTS



OCTOPUSES ARE ABOUT 90% MUSCLE



THE GIANT PACIFIC OCTOPUS CAN INHABIT DEPTHS OF UP TO 5,000 FEET

A mature female octopus can have up to 280 suckers on each arm! Each sucker contains thousands of chemical receptors, with sensitivities to both touch and taste.

OCTOPUSES CAN QUICKLY CHANGE THE COLOR AND TEXTURE OF THEIR SKIN

300
RECOGNIZED
SPECIES
OF OCTOPUS



Bonus tip



Sell on a marketplace

- Upwork.com
- Etsy
- eBay
- Amazon (see my column on 4.15.2020)
- Who looks at Craigslist?

Elements of a great pitch/proposal

1

What makes
you unique,
different, better

2

Why, what you
offer solves
their problem

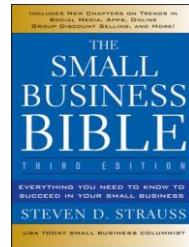
3

Who else
believes
in you

4

Word,
PowerPoint,
In-person?

Q&A



Thank you.

Steve Strauss

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TheSelfEmployed.com