Affordable ways to find new customers now.

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Steve Strauss: Author and senior USA Today small business columnist
Agenda

1. Introduction – Verizon
2. Finding New Customers
3. Getting New Customers to Find You!
4. Q&A
5. Closing comments
The problem: the need for new customers
The Solution
Two ways to get new clients and customers

You find them

OR

They find you
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?
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

*As referenced in Los Angeles KNX radio report, 2018
### Prospecting: Step 2

**How to find key decision-makers**

<table>
<thead>
<tr>
<th>Company websites</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google searches</td>
<td>Your network</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Ask</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Minority-owned</th>
<th>Veteran-owned</th>
<th>Service disable veteran-owned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women-owned</td>
<td>LGBT-owned</td>
<td>Historically underutilized business</td>
</tr>
</tbody>
</table>

  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

What Kellogg Can Teach You About Marketing During a Global Pandemic
By: Gini Dietrich | April 16, 2021
These are not easy times, but we will come out of it. And, when we do, I have a marketing plan ready to go. Gini Dietrich has three strategies to consider... Read More

How to Work with Distractions: A Guide for Communicators
By: Kimberly Crossland | April 15, 2021
Our work from home life is full of distractions right now. From news to kids to significant others. Guest author Kimberly Crossland has tips on how to work with distractions... Read More

How to Implement the PESO Model Without Earned Media
By: Gini Dietrich | April 14, 2021
What is one to do when an executive or client only wants earned media and you don’t have anyone to pitch? Gini Dietrich describes the PESO Model without the... Read More
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
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

<table>
<thead>
<tr>
<th>Articles:</th>
<th>“The greatest flip flop in the world!”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs:</td>
<td>start blogs on flip flops</td>
</tr>
<tr>
<td>Video content:</td>
<td>upload videos about flip flops</td>
</tr>
<tr>
<td>Links:</td>
<td>link out to flip flop sites</td>
</tr>
<tr>
<td>Add-ons:</td>
<td>Get an SEO plugin</td>
</tr>
</tbody>
</table>
Method 4: Steps to content marketing

1. The power of social media today
2. Pick your sites
3. Create great content (i.e. blogs, videos, podcasts, etc.)
4. Add links
5. Get it out there!
THE AMAZING OCTOPUS

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.

One hundred thousand is the maximum number of eggs that a female octopus can lay, but the average litter size is only 80.

The giant Pacific octopus can weigh more than 600 pounds.

Octopuses are about 90% muscle.

Octopuses can change the color and texture of their skin quickly.

300 recognized species of octopus.

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.

An octopus has 3 hearts.

The giant Pacific octopus can inhabit depths of up to 5,000 feet.

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

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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.

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