

8 REASONS YOU'RE NOT GETTING CLIENTS

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You're current situation:

You're feeling frustrated. You've invested a ton of time and energy in getting clients but are seeing less than desirable results.

- > Maybe you're not growing your audience.
- > Or your fans aren't converting into paying clients.
- > Or you're just not making any headway in your business.

You've downloaded every freebie you can find, watched every webinar and signed up for every course on the planet that is even somewhat related to growing your business.

But your client list remains stagnant. And you remain overwhelmed. Your motivation is getting low. And so is your patience. You need clients now!

If you're nodding your head "Yes! This is me!" one of the following 8 reasons are likely to blame.

Revise these things in your business, and you'll be back on track to a winning strategy!

I promise!

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8 REASONS YOU'RE NOT GETTING CLIENTS

1. Haven't identified your ideal client/niche (and why that matters!)
2. Not listening to your ideal client
3. Focusing on YOU
4. Selling features
5. Not building an email list
6. Copycatting
7. Lack of follow up
8. Shiny object syndrome (trying all the things)

1. Haven't identified your niche and ideal client (and why that matters!)

If you're marketing to the masses, you are going to spend a lot of money and time reaching a whole bunch of people who aren't going to buy from you. That's a fact.

It is important to spend the time working out:

What is your niche?

And

Who is your ideal client?

What is a niche? Think of it as a small specialized section of the population vs. the global population (and may include the unique 'way' you do business).

What is an ideal client? The specific person you want to work with, what motivates them, inspires them and what they truly want at their core.

Once you understand the two points above, you'll be able to craft the right copy, design, stories, products, images, and services that speak directly to the people you want to reach.

You'll also know where they hang out and how to reach them.

Stop trying to sell to everyone! Because you're probably selling to noone.

2. Not listening to your ideal client

A common misconception is that if you build it, they will come.

I hate to burst your bubble but no - they won't.

You're going to need to build solutions that address the needs of your ideal client.

So ask them:

- > What are their pain points?
- > What do they need to solve their problems?

Create solutions that directly address those pain points.

Test a small group of your ideal clients to see if it is what they want or need.

And remember: Just because YOU like your product or service, doesn't mean your ideal client will like it.

Also - don't waste your time asking your friends and family what they think about your business idea, marketing materials, or messages. Unless they're your ideal client their opinion doesn't matter.

I guarantee you, if you listen to your ideal client and provide them with solutions to their problems, you will get more clients and make more money.

3. Focusing on YOU

It's time to be really honest with yourself. How much of your website, email and social media copy is all about you?

People don't want to hear about you. Sorry! But it's true. They like feeling heard and feeling like they're important. So make it all about them.

Adjust your copy so that you are showing what the benefit is to them. What can you offer them, so they can get to know, like and trust you?

Quick exercise: Count how many times "we" or "I" appears on the homepage of your website. Then, see if you can rewrite that same sentence without the "we" or "I" and write it like you're speaking directly to one person.

Example*: "We have the power to transform your brand. At Company X, we use a strategic design approach, which centers around people. We design brands and experiences that create personal connections and value for a wide array of innovative Fortune 500s and growth-oriented businesses."

To: "Transform your marketing. With your new branding, you get a strategic design focused on your business. Your brand experience will create personal connections and grow your business."

See how it is now less icky and self-centric? It is now all about the reader and how they're going to feel.

**Your messages should always center around what's
in it for them.**

4. Selling features (not benefits)

How often do you see website home pages FULL of features: Workbooks, 20 hours of support, 30 hours of video training, software solutions etc. etc.?

“I need that! I need another workbook (20 hours of support, 30 hours of training...” - said no one, ever!

More likely they're wondering: “Why should I get it from you?” and “How will you make my life better?”

Start selling the benefits, not the features, of working with you!

Why should they work with you? How will you make their life better? What are the specific benefits of working with you?

Some examples of this could be:

- More confidence
- Being able to fit into smaller jeans
- Making more money
- Accelerating their business goals
- Able to reassign resources to other things

As you write your benefits, keep asking yourself “so why does that matter?”

And keep asking yourself that question until you can't answer it anymore.

5. Not building an email list

What is so important about building an email list?

You 'own' your email list.

Most businesses don't think about this, but did you know you don't own your Facebook fans, your Instagram followers, or your Twitter followers?

Those businesses own your fans and followers.

They could shut down your account whenever they want to.

They could change the rules of engagement whenever they want to (and they have).

And the second they do this, you could lose your entire following (trust me, I've seen it happen).

The only list you can develop that you OWN is your email list.

Offer something of value to people so they want to give you their email address. It's that simple.

Then use the list to nurture relationships, share information and better yet, get to know your audience.

6. Copycatting

It's tempting, I know, to want to copy what everyone else is doing. If it's working for them, it should work for you, right?

Wrong!

Everyone's product or service, as well as the resources and time available for the business, are different.

It is likely that your competitor has a slightly different mix of niche, ideal client, product or service, available resources and available time than you.

So why would their marketing mix suit your business?

It won't!

Create your own path.

What is your unique selling point?

What makes you different than your competitors?

7. Lack of follow up

What happens when you get a new lead, or someone subscribes to your email list?

Maybe you've helped someone in a social media group, or you've held a 'get to know you' call with a prospective client.

How are you keeping the conversation going?

Lack of follow up is one of the biggest mistakes you can make in your marketing.

Anyone who has had some kind of dialogue with you, or given you their email address is a hand-raiser. Someone who could be considered a 'warm lead'.

They've shown interest in you and your business. So don't ignore them!

Reach out with custom, personalized emails to follow up! Ask them what questions they may have for you.

You don't have to push your products or services on them. You just have to remind them of what you can do for them.

**What are your benefits?
And what's in it for them?**

8. Shiny object syndrome (trying all the things)

We've all done it.

Downloaded every freebie PDF that you see the 'gurus' offering, watched every webinar for "the inside secret", taken every course and read every ebook.

I'm going to tell you to STOP!

Why?

It's preventing you from actually DOING all these things.

The more time you're spending downloading, printing, reading, and then wondering how you'll implement the ideas you're reading about, the more time you're NOT spending on doing those exact things that will make a difference and an impact on your bottom line.

Just start doing it.

You don't need to be an expert. You just need to know the basics.

So there you have them - **8 reasons you aren't getting clients.**

Which ones are resonating with you?

If I were to try to tackle this list, I'd **start at the beginning** and use this list like a check list.

Think carefully about each point and do a **really tough critique of yourself.**

Do you already have a niche and ideal client? Is it really a niche? Or is it too broad? Is your ideal client the type of client you want to keep working with? Are you finding success with other ideal clients?

Enlist the help of someone to be your sounding board as you work through each point. Make them push hard on you for answers.

Trust me - we have all suffered from at least ONE of these issues in our business. But now is the time to get real, get tough and move forward!

Visit my Facebook page or send me an email to tell me how you're tackling this list! I would love to hear from you!

Here's to getting more clients!

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* Example from the genius copywriter @Jacq Fisch - www.jacquelinefisch.com

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About *Sonya*

Hey there! If we haven't met, let me introduce myself.

I'm Sonya Schweitzer, a business and marketing strategist and coach.



It's my passion to help businesses start making more money and getting clients! I do this by helping business owners like you develop a custom game plan for their business & marketing efforts. Clear direction and a path forward. If you want to run a profitable business (and who doesn't?), sales and marketing are a must-have. But it doesn't need to be complicated, overwhelming, icky or slimy!

When I'm not working with my clients, I'm hiking with my dogs and exploring the country! I'm originally from Australia, but now live in the USA, and am a digital nomad (I work from the road - wherever there is internet!)

Looking for More?

I believe that finding the right tactics that align with your business, your resources, and your budget is the only way to develop a strategy that will work.

- Imagine going from chaos and confusion in your marketing to clarity and a custom game plan that will bring you customers and make you money!
- What if you could finally know what marketing will bring you clients?
- What if you were able to attract your ideal client and build a waiting list?

It can happen. I can help!
Click [HERE](#) for all the details!

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