



"Empowering Women Entrepreneurs to
Small Business Breakthrough"

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Conquer Belief Barriers & Set Backs to Reclaim Your Vision and Excel in Your Business

5 NO COST Ways to Attract Clients Online

How Smart Business
Women Use **FREE**
Marketing Tools to **Get**
More Clients and
Increase Sales Online



Tamyka Washington ~ Empowering Women Entrepreneurs to Small Business Breakthrough

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The biggest challenge for most small business owners is figuring out how to get sales online with their initial thought being, *“how can I get as many people to my website as possible so I can sell my product and/or service?”*

That may seem like a logical goal at first, but what good will it do if your spending all your time getting people to your website if they are not interested in what you are selling?

Have a Clear & Focused Objective

You must understand, even when taking advantage of free marketing resources and tools online, in order for them to work to your benefit, your objective needs to be clearly defined and aligned with a **strategic** plan of action to getting your desired result.

Your main priority must always be: **Attracting Your Ideal Client**. Your next priority *should* be practicing the most effective way to best leverage your time. Let's be honest, we all want a profit generating business but we don't want to spend every waking minute trying to make it work...right?

As you begin to apply the **5 No Cost Ways to Attract Clients Online**, you will start to see the value of ATTRACTING CLIENTS vs. Getting Clients.

The Difference?

Attracting is the ability to cause to draw near. Getting clients requires more effort on your part (meaning more work for you).

Attracting clients is much easier when you know exactly who your clients are, what they want and most importantly, what they need.

Leveraging is using something to your maximum advantage. The 5 ways I am going to share with you are tools you can put in place and use over and over again to consistently attract clients.

Utilizing these methods will not only help you attract your ideal clients and provide you various FREE marketing outlets, but also allow you to expand your reach across the globe and increase your sales online.

Ready? Here we go....

(1) Offer Something for FREE

The easiest way to generate awareness for your brand and bring attention to your website is to give away something for free.

The key for this to be effective is to offer something of value; helpful resources, useful tips, step-by-step how-to guide or report, etc., specifically created for the sole benefit of your ideal client.

Your offer has to be presented in such a way that they can see the end result, and feel a connection between their need and your offer.

Now don't make the mistake of giving something of less than great value; you have to be willing to **give away** a few of your tried and true secrets. Your objective is to attract your ideal client, present them with what they need, and give them a taste of what you offer.

You want them to get a chance to sort of "try before they buy", create a connection and positive experience between them and your brand.

This will be an equal exchange, an opportunity to acquire their contact information for a piece of your knowledge and expertise. This is the way you can begin to build trust with prospective clients over a period of time.

How to "Get it Done" Tips

- Plan and create your "FREE offer". It could be a report, eGuide, eBook or eCourse, Video, Audio, How-To, Tip Sheet, etc.
- Set up an email list and autoresponder to capture leads, share your offer and follow-up.
- Add an opt-in form on your website so visitors can sign up to your list and claim your free offer.
- Promote your free offer regularly on social networks and submit it to freebie websites.
- Be consistent in your efforts and always focused on attracting **only** your ideal clients.

(2) Frequent Social Media Networks

What better way to attract clients and gain free exposure for yourself and business then using social networks like Facebook.

Actively engaging on these platforms gives you the means to connect with and interact with your ideal clients. This is also a great way to get to “learn” them and discover their concerns and the challenges they face.

The most effective way to attract clients using social networking is to create a Facebook Business Fan Page. Consider using this space to create “community” around your business.

Having a Fan Page for your business also puts you in a position to easily display your expertise and further share your knowledge with your fans. This is an opportunity to create dialogue, interact and let them get to know you.

It’s also a way to not only grow a loyal fan base but keep them updated with new products, services and events you have going on and encourage traffic to your website.

Network communities are also a great way to connect and establish new relationships with others. The important thing to remember is to be purposefully engaging, not just there for self promotion.

If you are interested in connecting with other women entrepreneurs and women in business, new and seasoned, visit my network community here:

<http://theceomammanetwork.com>

How to “Get it Done” Tips

- Join social networking sites like Facebook and Network communities where you can connect with your ideal clients.
- Upload your photo and complete your profile information.
- Share blog posts, videos, discussions relevant to your business expertise.
- Engage and interact with other people.
- Provide resources, tips and answers to questions.
- Show a genuine interest in others and reach out to personally connect with others.

(3) Start a Blog

If you have yet to start a blog for your business, you are doing your business a huge disservice. Having a blog that is updated on a regular basis increases your visibility in search engines like Google.

You have many options when starting a blog for your business and a variety of ways to get your message out to your ideal client. You can have a video blog, (also known as vlogging) or a combination of written content and audio.

Content delivery is dependent upon your level of comfort and the manner in which your audience wants to receive information from you. The key factor is to be consistent, whether that is once a week or three times a week, be consistent.

If you are not ready to start a blog just yet, or don't have the time to keep it fresh, consider guest blogging. You can submit articles on a regular basis to another blog preferably similar to your business or industry.

As a guest blogger, you are able to expose yourself to another network of potential clients and have another free avenue to invite others to get to know you and learn more about your business.

Many small business owners and entrepreneurs (including myself), started their entire business around blogging and were able to use the platform as a way to establish their brand and presence online.

Your blog is a way to provide specific content related to a certain *niche* or target market, which in turn, helps you attract your ideal clients.

Creating a blog does take some time to generate a steady flow of incoming traffic but well worth the commitment to your business in the long run.

How to “Get it Done” Tips

- Purchase a domain name and web hosting.
- Create a clean and easy to navigate blog or hire a designer.
- Decide how often you will post to your blog.
- Keep content specific to your niche or ideal client.
- Post regular, rich quality and useful content for your readers.

(4) Cross Promtion & Joint Ventures

Another easy way to attract clients is to partner with other small business owners and entrepreneurs with a business that compliments yours and promote each other.

This opens the door for the both of you to reach a new market neither of you may have been able to connect with otherwise.

As a small business owner building a business online, you cannot be afraid to work with others for fear of losing clients. There is enough to go around and as you work at developing your brand and establishing yourself, you will attract the clients who only desire to work with you because they have connected with your message on some level.

If your business is web design, you could partner with a copywriter and allow a banner ad on your website as they do the same. You could also refer your clients to them and vice versa.

You could also promote a particular product/service to each other's mailing list. However you chose to share the others information is up to you.

Even though no money is exchanged, your joint venture or partnership is a mutual agreement between both parties with the understanding that you promote the others business.

How to “Get it Done” Tips

- Talk with and get to know your prospective joint venture partner.
- Research them and their company before entering into any agreement.
- Present the offer, make sure you are both clear and understand the details.
- Write up an agreement and have it signed by both parties.

(5) SEO – Search Engine Optimization

Small business owners and entrepreneurs alike, sometimes ignore the importance of optimizing their websites and blogs for the search engines. It's really not hard at all, it's simply about learning what "keywords" your potential clients are searching for and incorporating those keywords and phrases into your site and marketing material.

Yes, you have to do some research and the Google Keyword Tool is a great way to do just that. You can also apply SEO keywords in your article and blog posts as well. Taking these steps help you rank higher in the search engines so your content has an increased chance of being found.

To begin, start with a list of 10 words or phrases related to your business and service. It helps to search them in Google too and get an idea of what phrases rank the highest.

Don't feel you **have** to get it right; you can always add or change your keywords on your website later.

Relevant keywords are also important in your blog and article titles as well. Think about and research the words and phrases your ideal client would search for and use them when creating your titles and headlines.

Playing around with SEO takes some time to fully grasp but is definitely worth conquering early on.

How to "Get it Done" Tips

- Use Google Keyword Tool to search keywords and phrases relevant to your market.
- Add keywords to your website and blog.
- Incorporate keywords into your articles, posts and titles to increase your ranking in the search engines.
- Learn to use your ideal clients' top keywords regularly.

These 5 NO COST Ways to Attract Clients Online are all ways I use to market myself and my businesses online and will surely work for you too as you begin to master each. They are even the tools I used when I *first* started my business.

When money is an issue, and utilizing free marketing is your only option to build your business, you have to be willing to invest the time it takes to learn the skills needed to attract clients and increase your sales online.

The ball is ALWAYS in your court!

You can create the business you envisioned and transform your ideas and passion into a steadily increasing flow of eager clients and income.

This free report is only the beginning...

Are you ready to experience a **Breakthrough in Your Business** and learn step-by-step, how to attract your ideal clients and increase your sales online?

If you want to learn how to create a strategic action plan and business system to get results, check out my Dynamic Breakthrough Coaching Program:
www.CoachTamyka.com

Thanks so much for downloading my eGuide!

To your continued success,

Tamyka Washington