

8 Simple Ways

YOU CAN REACH MORE CLIENTS ONLINE

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YOU CAN CONNECT. THE STRATEGY IS SO SIMPLE.

With the introduction of online marketing and social media, the days of "buy now" are gone. It's the know, like, and trust factor that makes the sale. It's the story that your company crafts that makes your customer the hero.

If I had to guess, your business has competitors. Of course, we all do. So why you? If you're selling the same thing, why should I do business with you? Because I know you.

You can't meet every potential client in person, so how can they get to know your business? Online marketing. If you're still doing a "buy now" approach online, you're missing the point.

Online is where you show who you are, so even when they do meet you in person, they'll already know so much of what you do.

THEY BUY FROM YOU BECAUSE THEY LIKE YOU AND IT MAY NOT EVEN MATTER WHAT YOU'RE SELLING.

Keep reading the information below and try the tips. I want to know if they work for you or if you have any questions, so shoot me a message and let's brainstorm!

Kristina



IT'S NOT JUST A HEADSHOT. IT'S A GLIMPSE OF YOUR PERSONALITY.

I call it your virtual handshake. It is your chance to make a first impression. Are you sure that you're making the right one?

RESEARCH SHOWS that someone's first impressions of you from a photograph are likely to stick, even after you meet in person. Are you sending the right message to your clients? Are you cheerful and friendly or more authoritative and serious? Your photo should let your clients know the answer.



TRY THIS:

Update your profile picture on facebook (your personal or business page) and have a little story attached and just watch how much engagement you get.



TRY THIS:

Take your photos, add text, and use them as blog post headers, or cover profiles. With a good set of photos, the possibilities are endless.

YOU SHOULD HAVE DIFFERENT LOOKS FOR EVERY SPACE.

Of course, you know the basic uses for a headshot, but are you getting the most out of your headshot session?

My goal is for you to have more than just that one great shot! You should be using your photos in a variety of different ways. Your clients will love to see all the different looks. Here are just a few obvious and some not so obvious places to put your photos.

Your LinkedIn, Facebook, Instagram or other social media profile picture, email signature, business card (if you're not doing this...you 100% should be!), flyers, brochures, website, and networking groups.

IT ONLY TAKES A SIMPLE REQUEST TO GET ENGAGEMENT.

Unfortunately, just posting a cool article on social media isn't enough. You need to elicit a response from your audience.

What is the easiest way to get one?

Simple. Just ask for it.

Ask for the like. Ask for the share. Ask what they think. If at the end of every post, blog, or conversation, you aren't telling your clients or audience what to do next, you need to make this change. YOU ARE THE GUIDE, so make sure you are leading them to the next step.



TRY THIS:

A few simple examples: "Like what you read, tag a friend who you know needs this advice" "Give me a heart if you know what it's like to" "Tell me in the comments how you have seen this work in your life"

Engagement in your posts means more people are seeing it.



TRY THIS:

Examine your dream client and decide what he or she would enjoy learning. Find content already online and share this with your audience. You didn't have to create it, but it is adding value.

EMAIL IS NOT JUST FOR YOUR CURRENT CLIENTS.

Maybe you haven't made the sale, but you've piqued their interest. Well... "out of sight, out of mind." Yikes!

How are you staying in front of your warm market? It's easy to let that fall through the cracks unless you're maintaining an email list.

It's true - email is not dead. We aren't promised social media and that could change or go away in a heartbeat, but we do OWN our email contacts.

Are you collecting emails of those who just stop by your website? The next step is to stay connected to them. If they are on the list, they want to know what you can teach them, so make sure you're connecting with them at least once a month.

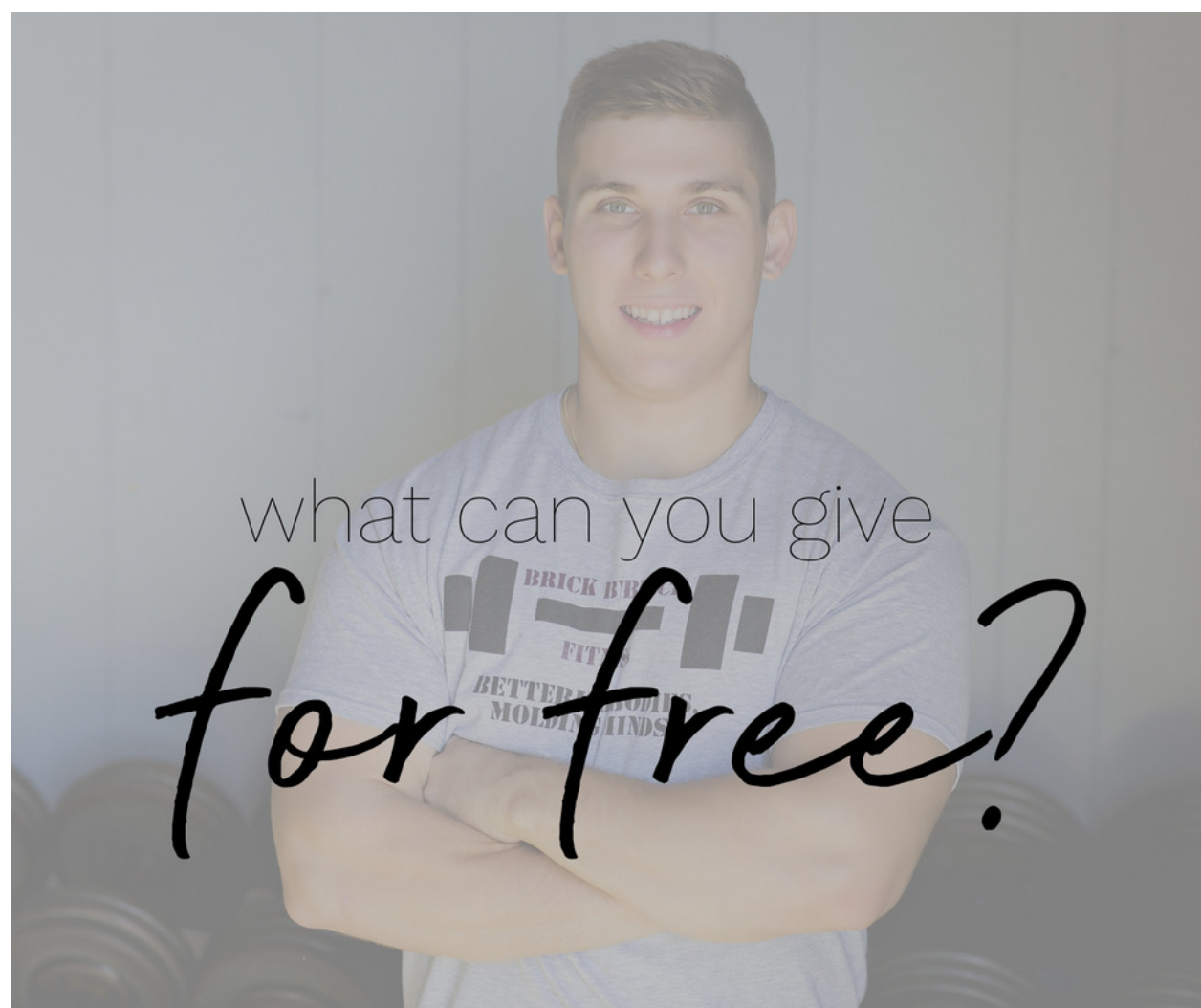
GIVE SOMETHING AWAY TO POTENTIAL CLIENTS TO GET THEIR FOOT IN THE DOOR.

As suggested above, you need to be connecting with potential clients via email too. But they aren't just going to give you their email address for free just because you asked for it. You have to give them something they value.

Do those on your email list get a 10% off their purchase? Can they receive their first month free? Do you give them a guide to make their life a little easier that offers suggestions like this one?

Envision what your dream client needs and give them that...FOR FREE. And then nurture them and show them just how amazing you really are!

Need some help. Just ask. I kind of love this stuff.



TRY THIS:

Create a quick survey for your potential clients asking them what they wished they'd known before working with you. Then offer that to your leads on your website and social media. It elevates your brand and sets you up as the expert.



TRY THIS:

The best part, there are apps out there, like Clips and Loom, that helps you piece together your video, so if you mess up, take two (or five!) takes until you're happy.

IF YOU'RE NOT ON THE VIDEO BANDWAGON, NOW IS THE TIME.

It's almost like a dirty little word isn't it? None of us like it, but it captures attention AND MOST IMPORTANTLY, it converts better on social media than a post and a live video reaches even more.

I know, I get it - it's hard and not so fun, but it is important and it WILL make you personally and professionally stand out from the crowd.

If you don't feel comfortable doing it yourself, I have a couple of companies that I can recommend, so shoot me a message and I'll help.

CONNECT WITH YOUR CLIENTS THROUGH A STORYTELLING FRAMEWORK.

Nothing will reach your clients more quickly than bringing them into a story. If you haven't read *Building a StoryBrand: Clarify Your Message So Customers Will Listen* by Donald Miller, you must add that to your list now.

The easiest way to tell your story is through great photos that show your clients not only who you are, but what they can expect when they work with you.

They want to see your space, they want to recognize the people when they enter your office. You show them what it is like to work with you.



TRY THIS:

I can go on and on about this one topic because it's so transformative for your business, but for now, just let me share the website of a company who is doing it so well. Take a look, examine their language and their photos.

Then hit the button "I want you to tell my story" button below and let's chat about how we can do this for your business.



TRY THIS:

Brainstorm one thing that you do for clients that never gets talked about. Do you send in a crew to take care of the small details like the photo above? Share that story on social media. If you can take a detail photo to go with it, even better.

WHAT HAPPENS BEHIND THE SCENES?

What really drives social media engagement? Behind the scenes - a look at some of what happens in your business that you may not even think people care to know.

Show them what you go through when creating that amazing experience for them. More than likely, some of those things that you do that aren't perfectly curated are what your customers care about most.

If you own a property management company, who are the tenants going to see the most - the maintenance crew.

Or maybe your dirty little secret is that even though it's summertime, you have a heater under your desk because you freeze in the office.

Show your clients that you're normal..just like them.

ARE YOU READY TO TAKE YOUR MARKETING TO THE NEXT LEVEL?

You loved the ideas, but you don't have the time to take all these photos that go with your stories. Well, guess what - clients want to see you and your employees. Once you've got a great photo that demands attention, all you have to do is tell the story.

Just imagine you're sitting at your computer and you have a presentation to do - how much better will it be when you can actually SHOW THEM WHAT you offer?

You'll have images to use with your social media and website of people and products your customers will recognize.

You won't have to depend on stock photos that make you blend in with the crowd and get lost in the noise.

I GET IT, YOUR MARKETING BUDGET IS LIMITED.

We all have that problem, but time is money. With a solid plan, you can have several photos to pull from for all your marketing needs.

I'd love for you to feel confident in what you put online and in print. We'd make sure to get the right angle, show your favorite side (it's ok, we all have one!), and highlight parts of your business that you no one ever gets to see.

Click that button below and let's chat to see if we'd be a good fit.

I WANT TO TELL MY STORY

