

Brainstorming Session: HOW TO LAND A CLIENT?

Reverse Thinking: How do I NOT land a client?

~~Put~~ Put a gun to their head.
Beg for a job.
Try sell them on something they don't need.
Threaten to kill them.
Try to impress them by doing 100 push-ups.
Act like a sad, suicidal psychopath.

Forced connections: Apple, bin bag, teachers, pencil.

Apple: Apples and landing a client are similar in the way that they both must be hand-picked and you throw the bad ones away.

Bin bag: Bin bags and landing a client are similar in the way that if you put too much in / offer too much then it'll break.

Teachers:

Teachers and prospects are both there for one reason, to get paid.

Pencil: The more you sharpen a pencil, the sharper the line will be. The more outreaches I do, the more chances I'll have to land a client.

APXPRESS

Realist: If you offer too much then the whole process breaks.

- Analyse 20 businesses a day.
- Write down all the components that they have in their business.
- Offer one service based on analysis and offer one.
- Review best.

Critics: Will this work?

- We only have access to their social media, website and testimonials so analysing all the components could be unreliable.
- If we offer a prospect the wrong service, they won't want to be in work with us.

Solution?

- Do thorough market research, and business analysis so I can find the best components in the market and offer them if they don't already have it.
- If we give the prospect the wrong service, we can follow up in 2 months with a new offer.

APXPRESS