

SL:New Clients are overrated.

PV:Here's what every business owner needs to know

Hey %Firstname%

Most business owners think that they need new clients every single month

To make more revenue in their business.

They spend a lot of money on marketing

And try to acquire new clients.

But in reality

This is the reason why their business doesn't grow

One of the most important things that I've learned in scaling my company is:

Recurring clients are more important than new clients.

We used to think that in order to grow our business

We should get more clients.

But this is completely wrong

Getting new clients every single month is

- Expensive
- Time consuming
- And incredibly hard to sustain

Here's why I bet on recurring clients every time:

✅ **Lower acquisition cost** - It costs 5x-10x more to acquire new client than recurring

✅ **Trust** - They already trust you.

✅ **Easier to upsell** - They have a higher chance of upgrading, buy add-ons etc

Your business is never going to grow if it runs on a new acquisition repeatedly.

Stop pouring your money,energy and time on funnels,ads,outreaches etc.

Getting more clients without recurring is like

Pouring water into a bucket with a hole

No matter how much you pour it's not going to fill.

Stop spending all your energy on chasing strangers

Start building systems that convert one-time buyers into lifetime customers.

Want to build a system like this

[Book a call and I'll help you grow your business](#)

Until next time

Luke