

15 WAYS TO FIND CLIENTS

(even if you have a small list
or you hate social media)



15 ways to find clients



Since 2007, I have built a physical therapist contracting company, an alternative fitness event company offline, and a life + business coaching company online.

I think it's fair to say I've seen a lot and done a lot in the quest to maintain my independence as a PT and serve my community in a greater way.

What I have learned over the years is to really be successful in business it takes a vision, a plan and support.

What saddens me the most as I look at the profession is how so many of us are dealing with crap that could easily be solved by going into business by ourselves, but we shy away:

Because:

-  We don't know where to start
-  We don't know how to find clients
-  We don't know how to sell
-  We don't want to open a clinic
-  We don't don't have the confidence...

Let's Change That

I have made it my mission to help as many women in healthcare as I can overcome burnout, boredom and glass ceilings and I want to make sure that if you step into the world of business, you know the basics...starting with how to find clients.

If you were to ask Google, "how to find coaching clients?" Your search would return "about 127,000,000 results."

There are webinars, and ads, and networking, and social media, and funnels and...

With so many options, which one(s) should you use and when?

It depends on a number of factors, but in the interest of keeping this as simple as possible, here are some of the things you want to consider when you choose your methods for finding clients:

- ▶ Your **plan** (are you trying to build online or offline, are you trying to build while you have a job or not? What is your business model?)
- ▶ Your **personality** (Some strategies work better if you like being front and center, others not so much. Some depend on you level of tech savvy, others don't)
- ▶ Your **people** (where are they gathering? Who are they following? What do they relate and respond to?) Also known as your target market.
- ▶ Their **problem** What is the thing keeping them up at night? Or where are they now in contrast to where they aspire to be? Also known as your niche/specialty

These are strategies that don't have a steep learning curve, require a heavy financial investment or a team of people to execute so you can actually get (more) clients, help some (more) people and make some (more) money.

You ready?

Let's do this!

TaVona Denise



TaVona D. Boggs

Physical Therapist Life + Business Coach,

Founder of the [Thrive Network for Women in Healthcare](#)

Family friends announcement!

Who doesn't want to help their friends and family? However, people can't help you if they don't know what you're up to. It's time to come out of the closet and tell people what you're doing these days, who you're doing it for and how they can help. The great thing about this method is that the people already know like and trust you, so they are likely to be more willing to help you spread the word.

Brand champion

1. _____
 2. _____
 3. _____
-

Tell everyone what you do

This may be a no brainer, but I have to say it anyway. If people don't know what you do, they don't know you can help. Fortunately and unfortunately we live in a society where one of the first questions a person is going to ask is, what do you do? Use it to your advantage. Don't know what to say other than, "I'm a physical therapist?" [Try this:](#)

What do you do?

Surveys

This, is one of my favorite strategies for newbies. Why? When you ask people certain questions it's assumed that you know the answers around this topic or you are gathering the information. If a person is interested in that topic, they will likely look to you in the future for answers.

The information you gather will serve you in so many ways in the future, from marketing, to creating your programs, writing content, creating social media posts, developing your signature speech, writing the copy for your website and sales pages and more.

I like [Typeform](#) to collect the information because it's easy to set up, free for simple forms and you can share it easily by sharing a link.

What are some things you'd like to know about your ideal client/target market? List your questions here:

1. _____
2. _____
3. _____
4. _____
5. _____

Networking and local meetups

Networking is an excellent way to meet people who could be potential referral resources collaboration partners and clients. As you do your search, be strategic about which events you attend. Pro tip: make sure you have a follow up plan. You don't want to do all of this work for nothing. If I have learned anything over the years is that the fortune is in the follow up. One thing I love about Networking is connecting with like-minded individuals and it shortens the trust factor because they have met you in person. If you tend to be shy and don't know how to start a conversation and check out this [blog post](#):

Event date(s)

1. _____

2. _____

3. _____

Facebook groups and or online forums

What I love about online forums and Facebook groups is that you don't have to dress up or leave your house to meet new people and you can do it anytime of day without paying an admission fee.

You can also easily find out where large numbers of your ideal clients are gathering and sharing all sorts of good information like what challenges and questions they have about your area of expertise.

Tip: you do not want to join a million groups because you won't be able to focus or gain traction and you have other things you also need to be doing with your time.

I see people mess this up all the time, so I'll share some best practices with you:

- Add value first- answering questions with make people take notice (including the group moderator)
- Pay attention to the group rules, if you don't know about a post, ask first
- Participate in conversations, don't just post your own stuff
- Don't spam people's personal inboxes. This looks like sending a DM to someone with an unsolicited link to your product, service, call or training.
- Be consistent. You don't have to be in the group all day, every day, but don't be absent for long stretches of time. People will forget about you.

Online Group/Forum:

1. _____

2. _____

3. _____

JV partnerships or collaborations

Do you know someone who has a service or product that complements what you do? This could be a great opportunity for you to partner up.

For example, many physical therapists are excited about the fitness part of health, but do not want to have anything to do with the nutrition piece. Here's an excellent opportunity. The possibilities are nearly endless when you connect and collaborate with others. (It's also a great way to build without doing everything by yourself.)

Who do you know (or want to get to know)?

1. _____
2. _____
3. _____

Pitch-free mini sessions

Take 15 minutes, allow them to ask a question or present a challenge. Show people you can help them by actually helping them.

This is an easy, stress-free way for you to build your confidence as a new business owner, gather valuable information about their questions, challenges and how they talk about those challenges without feeling weird about sales and without feeling taken advantage of because you spent an hour consulting them and they didn't become a client. If you don't have any clients, this is where I recommend you invest your time, because...what else are you doing? I hope it's not working on a website.

<http://www.tavonadenise.com/why-you-dont-need-a-website/>

Where to promote the mini sessions:

1. _____
2. _____
3. _____

Clarity calls

Also known as a discovery call. This is a more in-depth call to help a person get clear about their goals and what their challenges are needs are to achieve the goals.

When you lead with the intention of helping them get more clear, even if they are not a good fit for your services, even if they are not yet emotionally or financially ready to invest with you, they are likely to remember and refer you if/when they come across someone who is and come back when they are ready.

Where to promote the clarity calls:

1. _____
2. _____
3. _____

AMA days

A similar, but more leveraged way to showcase your expertise and start helping people is to host ask me anything (AMA) or Q&A days. It is likely that the people will have additional questions, then you can transition them to a clarity call to help them on a deeper level and enroll them into your program, if it is a good fit.

A simple way to host is via Zoom. That way, you can build your email list at the same time without trying to figure out what to offer and designing a lead magnet/freebie.

Things to consider:

How often will you host these sessions? _____

Where will you promote the sessions? _____

Attend live events or conferences

Besides being a great place to connect with other like-minded individuals, attending live conferences and events can be a great way to meet potential clients and collaborators. As with networking, it deepens the connection and boosts the know like trust factor. Choose the conference/event wisely and you may find yourself walking away with a list of clients.

Live event/conference date(s)

1. _____

2. _____

3. _____

Guest podcast

"Podcasts are the new blogs." -Seth Godin. If you want to reach a large audience fast and position yourself as an expert, an excellent way to do that is by being a guest on a podcast. You get to share your expertise, build credibility and add value to their audience. Here is an example of a guest episode I did with Aaron Lebauer.

How to find the podcasts that your ideal client would listen to? Do a Search on iTunes or ask Google.

List the podcasts in your niche or that your ideal client would listen to here:

Podcast

Contact

[Join other women in healthcare building businesses online at TaVonaDenise.com](http://TaVonaDenise.com)

Guest posting

If you prefer writing over speaking, consider a guest posting. When you find the right publication, it can be an incredibly effective way to quickly brand yourself as the expert in your niche. Be sure to look at other posts, to see the style they use and what they've already talked about so you can add your flavor and reference it when you pitch your post.

Many online publications have a section to submit contributions like this one here: <https://www.mindbodygreen.com/contribute>

Guest blog ideas (how to, mistakes, rant)

Places to guest post

1. _____
2. _____
3. _____
4. _____
5. _____

Speaking

Speaking by far is one of the best ways to build authority and leverage your time. It allows people to see you as the expert and you get to showcase your personality and knowledge. Here are some places you could submit to speak: conferences, local groups, FB groups. If you are terrified of public speaking, I would not suggest it as a first-line strategy, but don't rule it out. Need some help building your skill and confidence? Consider Toastmasters. <https://www.toastmasters.org/>

Event or group:

1. _____
2. _____
3. _____

Create your own community

Whether you are sharing your own ideas trading content or bringing expert to this group, when you gather people together, they naturally look at you as a leader and the expert. If you love hosting parties and gathering people, this might be a great tactic for you. This is your opportunity to bring people together to allow them a safe space to share their struggles and successes and to connect with others going through the same thing. What is a common theme, problem or goal they have? The benefit is that the group will tell you what they need so you can build it for them.

Just because you built it (the product or service) doesn't mean they will come.

Gathering the people first will let you survey them to see what they need, then create it for them. SO much better than doing it the other way around.

Creating a local group? Consider Meetup.com

Want to create an online group? There is Facebook and if your people despise social media, you can try mightynetworks.com

Theme/commonality: _____

Hosting platform/location: _____

[Join other women in healthcare building businesses online at TaVonaDenise.com](http://TaVonaDenise.com)



Pitch your local news

Journalists are always looking for experts to weigh in on situations and provide advice, or an interesting angle. Who better than you as a healthcare professional & wellness expert?

A fairly easy way to get featured in your local news paper is through a site called HARO help a reporter out. Have no idea how to pitch an article? I found this resource.

The complete guide to using Help A Reporter Out

Your topic:

1. _____
2. _____
3. _____

Local publications:

1. _____
2. _____
3. _____

 **Bonus Tip:**

Create a keep-in-touch list/follow up plan

As you start to put yourself out there, you are going to get people who want to reach out and connect with you. Some may not be ready to work with you or collaborate with you at that moment.

It would be a shame to put all of that time and effort to create the connection and not build the relationship. It could be as simple as “checking in” periodically to see how they are doing or to connect with them on your favorite social media platform and engaging with them there.

This is one of the biggest mistakes most business owners make.

How and when will you follow up?

 **Final thoughts:**

This stuff works a zillion times better when you know your niche (specialty) and target market (ideal client). It also works better when it's a part of an overall strategy.

Need help with that? It's my jam.

[Book your momentum consultation](#) and let's talk goals, challenges, where you might be getting stuck and how to get your greatness out into the world.

Talk to you soon!

-TaVona

Join other women in healthcare building businesses online!

TaVonaDenise.com

