



Finding Clients without Social Media

with Camille Freeman, LDN, RH

B & G



You need to know these things first:

- What do you do?
- Who do you care for or serve?
- What differentiates your practice?



What is social media?

Yes

- Facebook
- Twitter
- Instagram
- TikTok
- LinkedIn

Maybe?

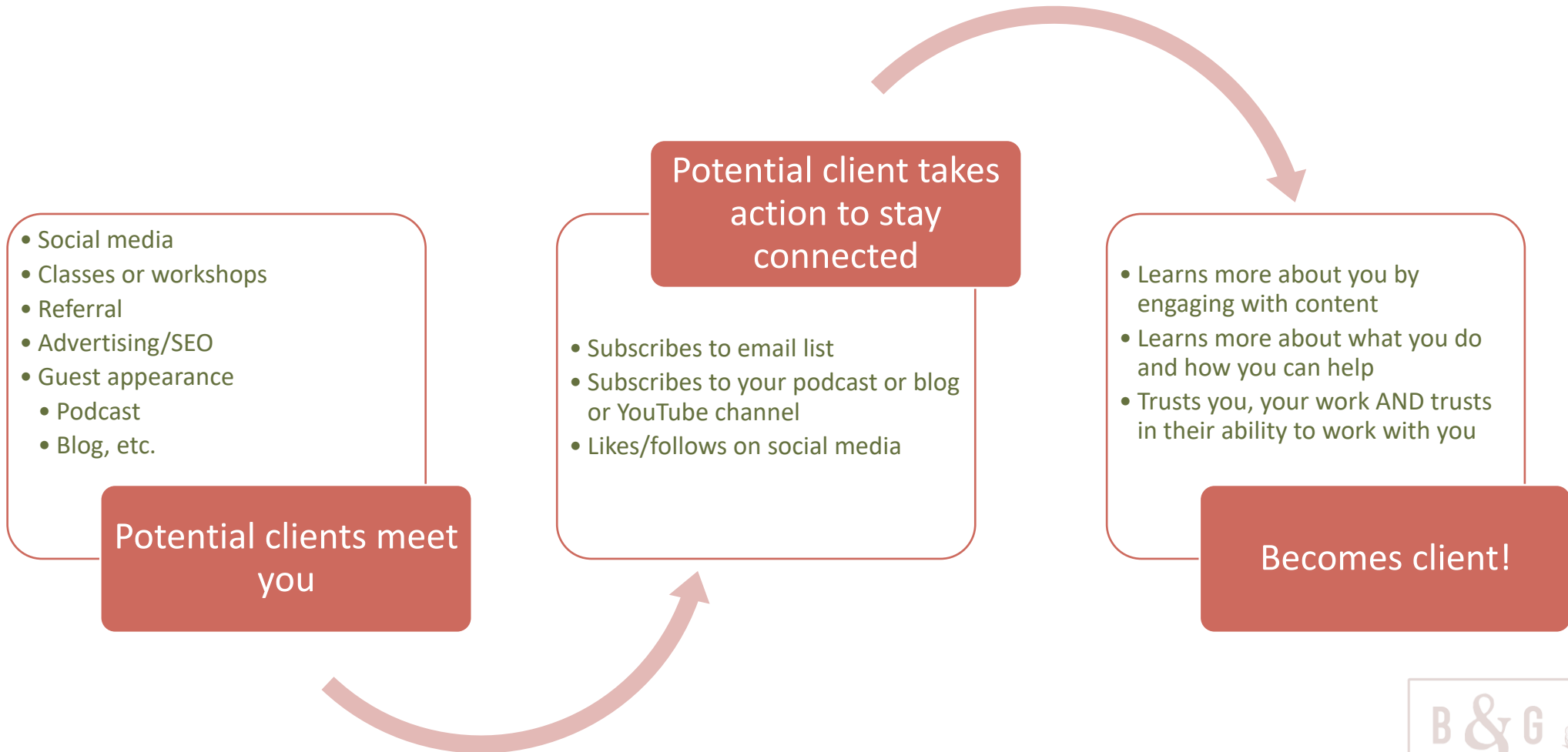
- YouTube
- Discord
- Private Discussion Forums
- Podcasts



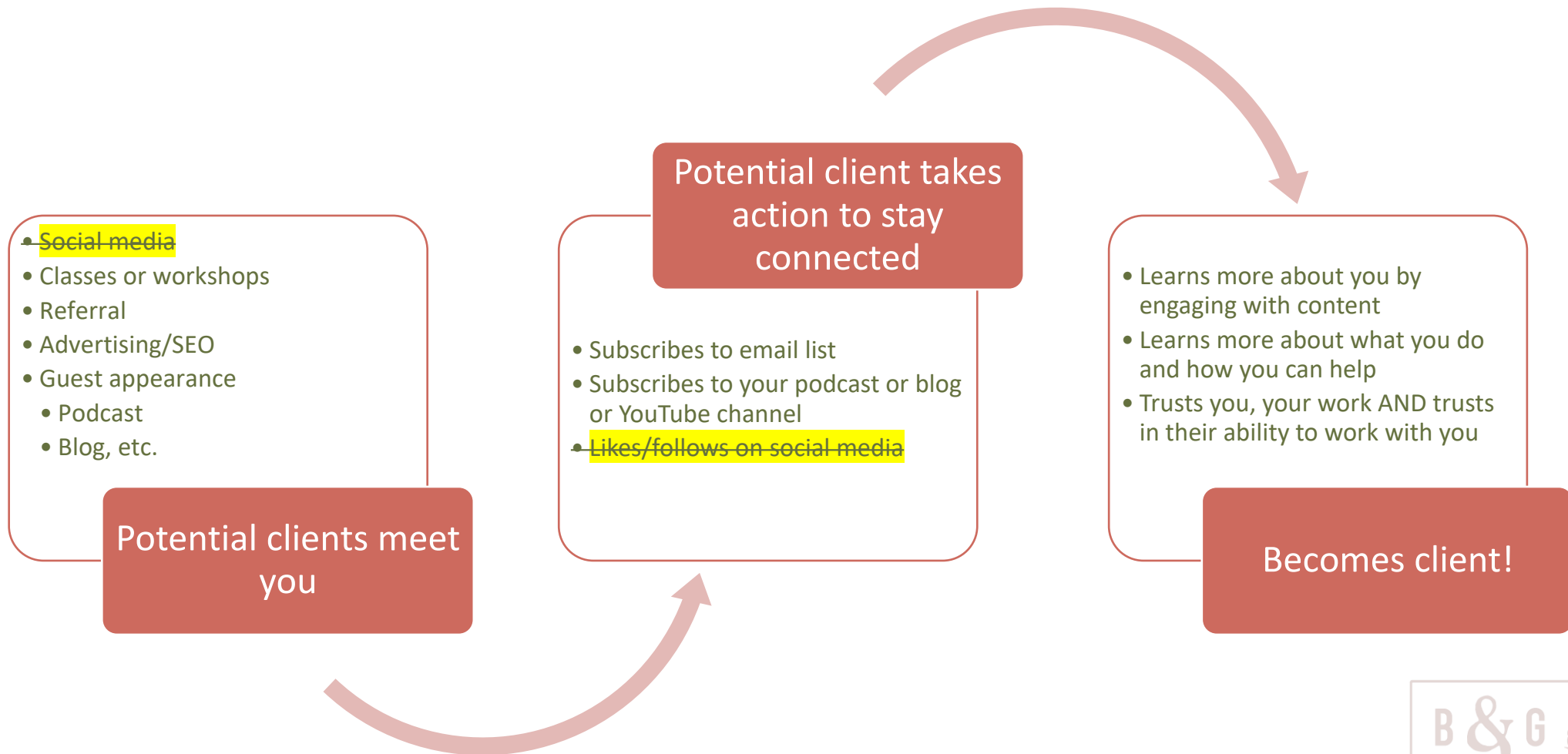
You get to decide.



The usual flow



Without Social Media





Be in Community

B & G



Where are your communities?

- Where are your people when they're not with you?
- Brainstorm: big list
- Be present/show up
- Meet others who serve these communities.



How can people get to know you and your work?

Meet you Live (online or in person)

- Classes or presentations
- Webinars
- Booths at fairs

Interact with your content

- Videos
- Articles on your own website or guest posts elsewhere
- Podcasting – your own or guest appearances

Introduced by someone else



***After they meet you, the
client should have a way to
stay in touch!***



Email List Tips

- Small is fine.
- Practice.
- Email requires a lot of mind management.
- Give people a reason to sign up.
- Put a bio and link to what you offer in your newsletter, even if you aren't actively selling or promoting something.

B & G



What is the point of staying in touch?

- You remind people that you exist so they can find you when the time is right.
- You get a chance to help people at scale.
- They get a chance to feel out you/your work.
- You can help people feel confident in their ability/readiness to work with you. How do they know when the time is right/they are ready?



**Invite people to work with
you.**



Referrals

The good, the bad, and the ugly.





Referral Sources

- Friends, family, acquaintances
- Potential clients
- Current or past clients
- Other practitioners
- Adjacent business owners



Friends and Family

- Tell them what you do
- Let them know how to refer people
- Ask for help periodically
- Test clients to build practice?
(Think carefully!)

B & G





Potential Clients

If someone has expressed interest in working with you, stay in touch!



Current or Former Clients



Send reminders and check in.



Ethics of asking for reviews and testimonials!!



Be an exceptional practitioner.



Ask for feedback.





Other practitioners or business owners

- Tell your current providers what you do.
- Maintain a referral list.
- Go to networking events.
- Send a thank you note for referrals.
- Think about how you can serve them or their clients.
- Okay to get testimonials from other practitioners!



Final Thoughts

B & G





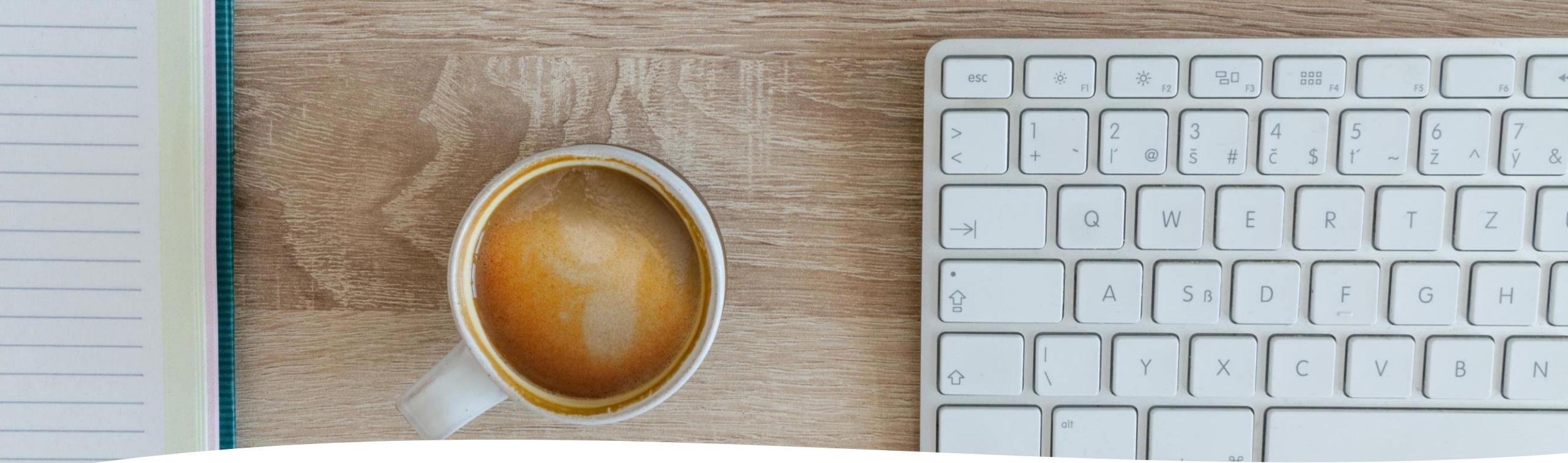
Be yourself. You don't need to
change who you are.





Don't wait until things are perfect
to start. Iterate.






Don't hide behind administrative tasks.



I hope this was helpful!

Monday Mentoring will be opening soon. If you're in practice or will be soon, join us 

<https://www.camillefreeman.com/mondaymentoring>

