

6 EASY STEPS

HOW TO BE MORE VISIBLE AND
GET MORE CLIENTS

BY DEVENIA BESANT



HOW TO BE MORE VISIBLE AND GET MORE CLIENTS

1. BE SOCIAL

Use the correct social media platforms to reach your target audience and to make the right connections. It isn't always necessary to be on them all, get to know your clients and where they hang out.

- o Facebook
- o Twitter
- o LinkedIn
- o Pinterest
- o or any other platforms

As well as posting regular profile updates, join relevant and active social media groups, introduce yourself and your business. Get involved in group discussions, make yourself known for your expertise and personality. Don't just try to sell to other members, share your knowledge and make yourself known as the go to person in your field.



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2. BE ACTIVE AND HAVE A STRATEGY

- o Newsletters
- o Blog posts
- o Regular posts to your social media profiles
- o Don't be afraid to reconnect with old clients and former prospects.

Do remember that although it's really important to be visible it's equally important to be realistic with yourself as to how much you can do as it can get overwhelming which in turn could end up with you not doing any of it at all or doing it half heartedly.

Make a plan, this could be:

- o Weekly / Bi - Weekly or Monthly newsletters
- o Post to your blog daily / weekly or bi-weekly
- o Post regularly to all your social media platforms (Daily to Facebook / Hourly to Twitter etc)
- o Make new connections daily on your social media platforms
 - o Join a relevant social media group every week
 - o Attend a networking event every other week
- o Reconnect with old clients if only to see how they are getting on.



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3. BE CONSISTENT

If you update your website be sure to update your information elsewhere.

This can be anything from:

- o Pricing
- o New Logo / Branding
- o Contact details
- o Ideal client

Even if it is a work in progress as your content changes from time to time as your business grows be consistent and update all your profiles.

As well as your website this can be Facebook, Twitter, LinkedIn and any other platform you have a presence on.



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4. BE SEEN

We've already covered "be social" and having presence on the relevant social media platforms and making yourself known there. It is equally as important to be seen off-line as well. Network face to face, make time to do this as much as you can meeting people is not only good for the soul, it's important to continually make new connections, you'll meet others that you can cross promote with, brainstorm ideas and referrals.

It's always good to have a clear idea as to what you would like to achieve from the networking session and don't be afraid to tell the other attendees, is it because you are looking for referrals? is it because you would like feedback on an idea? is it because you would like to showcase a new product? Is it because you are looking for a supplier? It could even be that you would just like to listen and learn from others. It really is important to know your WHY so you can get the result you want! Try different networking groups until you find a few that suit you. .



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5. BE CLEAR

Be clear Be clear on what you do and why you do it, show your passion. Have a clear marketing message so it's obvious what you do and how you can help.

6. BE YOU

Most importantly always be yourself, only by being you will you be able to sell confidently.

BE seen BE heard and BE remembered just by BEing you!

Dee xxx
The Visibility Queen

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HOW TO BE MORE VISIBLE AND GET MORE CLIENTS

I'm Devenia Besant - guiding you to create the right visibility for your business. By working together we can create this through my support, brainstorming and ideas. I'm known for being extremely visible with everything I do and I really want this for you too. It is so important that you don't get left behind.

As The Visibility Queen it's my mission to inspire and motivate those who want to kick ass, be **SEEN** be **HEARD** and be **REMEMBERED** for doing what you do best.

I will take you from not knowing how or where to start, to feeling confident in marketing your business in the right places to the right people. All of this can be achieved by confidently being you!

Sick of being invisible? then contact me now via
www.DeveniaBesant.com

