

7 EASY STEPS

HOW TO HUSTLE & JUGGLE,
BE MORE VISIBLE AND
GET MORE CLIENTS
BY DEVENIA BESANT



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HUSTLE & JUGGLE

So what is Hustle & Juggle (aka The Justle™)?

You run a business alongside other commitments ie family, a "day" job or anything else making you juggle your time.

You are a true #flexibleentrepreneur you are 100% committed to both the hustle and the juggle as you both enjoy it and thrive on it!

In your juggling act you are constantly thrown more balls, it's a balancing act, it can be TOUGH but there are MANY moments of triumph and ultimately you carry on your hustle and juggle because you absolutely LOVE what you do and you want to continue on the path of success and remain VISIBLE and present in your business.

Following on are steps to help you do your Hustle and Juggle be visible and get more clients.

As a fellow Hustler and Juggler I get it, I really do!



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1. HOW TO HUSTLE & JUGGLE

Now in my experience to succeed through the Hustle and Juggle you need to be flexible but you also **NEED**:

- A massive sense of humour
 - o When the going gets tough and believe me it will, you'll need to be able to laugh (as well as cry!) through it.
- Have a plan
 - o Set your goals out and have a plan to reach them
- Be fine knowing that things may not always go according to the plan
 - o There are many times the plan just has to go out the window, so you need to be able to accept this and adjust plans and continue the hustle in a direction you may not have thought of.
- The ability to wing it when need be
 - o The juggle can throw curves balls at you when you least expect it meaning in some situations you may not be fully prepared as much as you would of like to, therefore be **PREPARED** to wing it!cont'd



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1. HOW TO HUSTLE & JUGGLE

- A good support network business and personal
 - o It's important that you have those that are going to build you up and also support you when the going gets tough.
 - o You need a strong business network around you, as they will truly understand your challenges.
 - o You need a strong personal network, those that you can rely on if you need help with your juggle or just being there for you when you need a break from it all.
 - o Both your business and personal network will help you with your success.
- Remain positive
 - o Remember WHY you do what you
 - o Remember the benefits of the Hustle and Juggle
 - o Don't give up at the first hurdle

Do it with grit and determination but most importantly enjoy your Hustle and Juggle it's worth it, you CAN be fully VISIBLE and present in both.



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2. BE SOCIAL

Use the correct social media platforms to reach your target audience and to make the right connections. It isn't necessary to be on them all. Get to know your clients and where they hang out and knowing your time limits pick 1 or 2 platforms and do them well.

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

You can use social media media scheduling tools such as Buffer or Hootsuite to schedule your posts in advance.

Now as well as posting regular updates on the platforms you are using, join relevant and active social media groups, introduce yourself and your business. Get involved in group discussions, don't just try to sell to other members, share your knowledge, make your personality shine through and make yourself **VISIBLE** as the go to person in your field.



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3. BE ACTIVE AND HAVE A STRATEGY

- o Newsletters
- o Blog posts
- o Regular posts to your social media platforms
- 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 and the time you have otherwise it can become 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 weekly or bi-weekly
- o Post regularly to all your social media platforms (i.e. Daily to Facebook / Hourly to Twitter etc)
- o Make new connections daily on your social media platforms
 - o Join relevant social media groups
 - 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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4. 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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5. 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. You will also meet other fellow Hustler and Jugglers.

It's always good to have a clear idea as to what you would like to achieve from a 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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6. 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 your audience.

7. BE YOU

Most importantly always be yourself, use this as the one thing that will make you stand out from the rest.

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

Dee xxx

The Visibility Queen (and fellow Hustler and Juggler)

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I'm Devenia Besant (aka Dee) and fellow Hustler and Juggler - I work with those that Hustle and Juggle (those who are fully committed to working hard reaching out for their business goals whilst juggling other commitments). I guide you to create the right visibility for your business. By working together we can create this through my support, brainstorming and ideas.

As The Visibility Queen and fellow Hustler and Juggler 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!

I'd love to hear about you and your Hustle and Juggle, so do connect you can contact me via my website www.deveniabesant.com or by emailing me at Devenia@DeveniaBesant.com

Dee xx

