# *Fish where the fish are biting*…

# How to get in front of ideal clients.

1. Who is my ideal client?
2. What makes them ideal?
3. Where does my ideal client hang out? Where are they already spending money!
   1. Online
   2. Networking Groups
   3. Associations
   4. Conferences
4. What JV partners have the same target audience?
5. How can you leverage their lists to get in front of your ideal clients?
   1. Offer free gift
   2. Do joint interviews
   3. Have them promote you
   4. Affiliate commission
6. What big players in your industry gather your ideal clients in large numbers? Who are they? How can you get in front of their audience?
   1. Follow them on social media and comment on their posts
   2. Go to their conferences and programs to look for clients
   3. Participate in group coaching programs
   4. Pay for access to social media groups
   5. Sponsorships
7. Speak to your audience.
   1. Blog radio
   2. Teleseminars
   3. Telesummits
   4. Conferences
   5. Networking groups
8. Host your own event
   1. Telesummit
   2. One-Day event
   3. Workshops/online-offline
   4. Start a meet-up group
   5. Retreats
   6. Start your own social media group
9. Leverage your network
   1. Who knows someone you want to work with
   2. Who has access to a group where you might want to speak
   3. Who is in charge of finding speakers for events you want to get into
   4. ASK for referrals
10. Be proactive & creative
    1. Where besides the “usual” places might you find ideal clients
    2. Write a warm letter to network & prospects
    3. Pick up the phone!
    4. Direct mail unique items or postcards