Fragmented to Focused - Find Your Client in the Next 90 Days with Christine Campbell

with Christine Campbell Rapin · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Business advisor Christine Campbell Rapin says the idea is the easy part of business, because people don't buy the idea, they buy the outcome.

- [ ] Write down the problem you solve in 10 words or less.
- [ ] Name a specific buyer for your offer instead of "everybody."
- [ ] Map the small steps that take someone from curious to paid client before you ask for a sales call.
- [ ] Add easy invitations, such as a resource, an event or a conversation, that let people say yes before you make an offer.
- [ ] Commit to working on growing your business at least one hour a day, even in 10-minute pieces.
- [ ] Spend that time meeting strangers and making offers, not rebuilding your website or logo.
- [ ] Meet at least two new people a day and track every conversation and ask.
- [ ] Pick one way to get into the right rooms and stay with it.
- [ ] Get an outside mentor or advisor to see what you can't see in your own business.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/how-to-find-new-clients-christine-campbell-rapin/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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