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Now that you have an overview of your business and what attracts clients to you, it is now time to maximise on the resources you already have to gain your 100 NEW clients.

The easiest way is to start with people who already know, love and trust, you,

your business and your team.

Your existing clients are the ideal starting point.

Look at ways that you could encourage your clients to refer their friends,

colleagues and family to your business.

Some ways could be

- Simply asking clients to tell their friends

- Explain that you want to grow the business and want more likeminded clients.

- Have a recommend a friend scheme

- Invent ‘bring a friend treatment days’

- Incentivise with loyalty points

- Organise events encouraging clients to bring new contacts

- Create a Facebook private group and ask clients to invite their friends to

join.

List the key ways that you think you could involve clients to bring in new

clients.

Key ways I can attract new clients using my existing Database

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| Idea 1 |  |
| Idea 2 |  |

Key ways I can attract new clients using my existing Database

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| --- | --- |
| Idea 3 |  |
| Idea 4 |  |
| Idea 5 |  |