

LANDING YOUR DREAM CLIENT – PUSH METHOD

Hello and thank you so much for purchasing this WSO. This worksheet is to help you work through the push method of marketing your reputation management services. If you are looking for a pull method worksheet, there isn't one. I have instead supplied a mind map since the process is much less centered on a step process. You can find more information on how to use this worksheet in the 27 page PDF - How To Run A Reputation Management Business that came as a bonus with this WSO (just like this worksheet).

FINDING THE RIGHT NICHE

First we want to find all of the businesses that we have experience with or can relate to in order to find a niche. This will help us to identify the very specific needs that these clients will have when we approach them to make a sale. We can then craft a single pitch to pump out sales and cash!

Step 1: Make A List of **ALL** The Businesses That You Have Ever Worked For/With Before: *(eg. I worked in a restaurant, for a general contractor and at a private care center for the mentally handicapped when I was younger. I currently have a list of offline clients that I serve ranging from Dentists to Isolation Tank Producers. I would put those here.)*

Step 2: Make A List of **ALL** The Businesses That You Frequent On A Regular Basis: *(eg. My wife and I love to go shopping at local outdoor retailers and eat at restaurants. I would put those.)*

Step 3: Make A List of **ALL** The Businesses That Your Network of Friends And Family Are Part Of: *(eg. My mother-in-law works for a dentist and my good friend works at a small tech start-up. I would put those.)*

Step 4: Collect **All** Three Lists And See If There Are Any Recurring Businesses. If There Are Then You Have EASILY Found Your Niche. If Not, Then Try And Find Which Of Those Businesses You Find The Most Enjoyable To Work With. If You Cannot Decide, Or You Wouldn't Want To Work With Any of Them, Then Simply Whip Out The Yellow Pages And Start From The A Section Until You Do Find Something That Does Interest You. *(eg. I had restaurants twice, so I would select restaurants as my niche.)*

* Just because you selected a business to focus on for the moment certainly does not mean that you can't work with other businesses in the future. We just need to start with a single business so we can craft the pitch and work the system until we get our first client. Once we do that we can replicate the success within the niche until we are ready to move to another one.

SELECTING THE EXACT BUSINESSES TO TARGET

Step 5: Run Through [This Video](#) Using Your Niche And Your Targeted City Until You Find At Least 10 Businesses To Approach. List Those 10 Here:

GETTING IN FRONT OF OUR PROSPECTS

Details for the following steps can be found in the 27 page PDF - How To Run A Reputation Management Business

- ☐ Send the Initial Email
- ☐ Send the Follow-Up Email & Call
- ☐ Send Invitations
- ☐ Meeting
- ☐ Close

If you follow this process enough times, working through the worksheet each and every time, eventually you won't need to consult the worksheet and you should be able to go through the process without it.

Thanks,

Mike

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