

Today I'm Giving You 10 New Clients

Really?!

I can feel each of you sitting up in your seat, eyebrows raised, eyes focused a little more closely on this article now that you've read the title.

Sounds great, right...?

But, there is a Catch...

If I gave you 10 new clients today, you'd only be able to keep them if your business is READY for them...

How many of the following questions can you answer yes to? (*be honest*)

- Do you have 10 Welcome Packages ready to send out *today*?
- Do you have 10 time slots set aside in your weekly schedule for these 10 new clients?
- Is your workweek scheduled in a way that would enable you to give these 10 new clients the support they need?

How many "yeses" did you answer?

Being Ready for Clients Helps Attract Them

When I ask most Solopreneurs these questions, 9 out of 10 of them cannot honestly answer "yes" to any of them, and yet we all want clients!

If you want clients right now, why aren't you prepared for them right now?

Build it and they Will Come?

You might be saying to yourself, "I'll create Welcome Packages when I get clients, why would I bother creating 10 of them, then letting them sit around collecting dust?" There is something very attractive about being ready for clients – they seem to "feel" it. And don't overlook the impact being ready for clients has on your own attitude...

A couple of years ago a coach bragged that she had created 3 Welcome Packages with no clients in sight.

Within a couple of weeks, she had 3 new clients. Fluke? I figured there was no harm in testing it, so I created 5 (you gotta think big, right)? Within a month, I had 5 new clients (honestly, even I was shocked when I realized I had sent out the 5th Welcome Package less than a month after I put them together)!

Are You Ready for a Full Practice?

This exercise is not only great for attracting clients, but also for finding the gaps and building the necessary infrastructure for your business.

If you had a full practice *right now*, what would need to be in place to support all your clients? What systems would you need? What processes would be necessary to give great service to your clients?

If your business isn't full right now, what are you waiting for?