

The Ultimate Guide to Getting More Clients

How to Find Clients Who Adore You



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Welcome!

We are fellow business nerds. So much so, that we created an app to empower client-based businesses to run at their highest capacity by automating their scheduling and payment processing. Despite our bias, we know this to be revolutionary for business owners' client acquisition.

After all, we should *all* be doing more of what we do best!

[>>> You can try Fons out for FREE by clicking here. <<<](#)

In this guide you'll find all of our favorite resources on getting more clients - everything from tips on how to turn away mismatched clients and how to attract premium clients. There are even a few really good suggestions for social media tips!

Happy Client-ing!

Love & Awesomeness,

The Team at Fons.com



How to Bring Your Favorite Clients and Students to Your Door

By Emily Ann Peterson

Whenever small business owners gather together, especially ones that depend on having clients, patients, or students—a topic that always comes up is: “How do YOU get more [clients/patients/students]?!”

It’s a good question. It’s one every business should either be asking or already know the answer to. But not everyone knows the answer, which is why that question rolls off the tongue like water off a duck.

Here are my three favorite exercises to find clients, students, or patients...

(Do all three for maximum effect!)

Exercise One: Find the Common Threads

If you’ve been in business for a while, gather a list of ALL your customers. When I didn’t have a database of customers readily available, I went back through my calendar for the previous two years and wrote down the names of each client.

The goal with this exercise is to write a couple highlights and lowlights of my working experience with these clients. Were they absolute gems? Did they cause way too much drama? Were they vocal about how much they enjoyed working with you?

After going through each customer, you’ll probably start to recognize a trend. Even if it’s: “Ugh. All my over-worked, over-salaried customers severely undervalued my services.” That’s gold. Even if the trend you notice is a negative trend, it’ll point you in the direction where you can avoid finding those folks in the future. But if it’s: “All my cubicle-worker, mid-career folks adored everything we did together.” That’s great too.

The goal is to find the common threads amongst your previous clients. Those threads can either point you to the folks you’ll want to avoid attracting through your marketing or highlight the ones that you want to work with more.



Note: If you're just starting out in business, then you can still do this by completing it in an "ideal world" mindset. The ultimate goal is to create a list of characteristics of people you want to work with or don't want to work with.

Exercise Two: Before There Was You

Take this same list of folks and get curious about what their life was/is like right before they meet you. Where do these people hang out? What kind of mental state are they in right before getting introduced to you? What's their lifestyle like? What kind of errands do they run, if any? What are their biggest problems/fears in life, even if you don't directly solve those?

- Are they going to the grocery store five times/week because they need your organization skills and keep forgetting ingredients?
- Are they attending their son's orchestra concert at school when they realize he should be practicing more and that taking lessons might be a good idea?
- Are they starting to make stupid mistakes at work because they are beginning to just not care about anything behind that darn cubicle?
- Are they getting curious about why they can't get a good night's sleep and eventually (via Google) learn that it'll probably get solved with a good therapy session and some melatonin?

Getting into what life is like for your customers right before they meet you is powerful knowledge. Use it.

Exercise Three: Pull It All Together

Once you've collected all this (and let's call it what it is) market research (gasp!), you can tell a story about your future ideal clients. Pull together all the details into a story. Then walk that story right up to your door/website/booth.

Example: If your favorite students are creative, free spirits with over-achieving, helicopter parents then you'll know that 1) pricing yourself slightly higher than the others in your industry will communicate to the parents that you are the best in your field, 2) the parent's ultimate pain-point is the fear that their child will fail at life, so using authentic-to-you wording which eases and speaks to that fear will be highly effective, 3) we all know those parents talk to each other so a referral program might work wonders!

Yes, you'll need to get creative with this part. It's not easy. In fact people, like me, get paid thousands of dollars to do this for large or small companies. So, if this exercise of turning-data-into-a-valuable-story doesn't come easy at first, don't fret.



My best advice is to just get really curious. Ask as many questions as you can. Use your history and current knowledge set to learn more about your own business's future.

If you get stuck at all, don't hesitate to leave a comment below and ask a question! I'm happy to help!

Emily Ann Peterson is a singer-songwriter, teaching artist, consultant, and creative entrepreneur who spent 17 years with her cello. It was her second voice until she was diagnosed with a degenerative neurological hand tremor. Refusing to resign to fate and genetics, she expanded her skills to include the piano and solo songwriting. This act of neurological defiance broke through her creative glass ceiling and then swept her up in the expansive limits.

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She is available here: www.emilyannpeterson.com



How to Attract Premium Clients

by Rob Hampton

Caution: I'm about to be rude.

I want to teach you how to attract wealthy clients, and just writing those words makes me feel like Rodney Dangerfield's crass character in *Caddyshack*. As much as we Americans like to think we've transcended class, we still have a long list of unspoken rules on how we talk about money, and I'm about to break several.

It'll be worth it though. I've benefited so much from working for wealthy clients—I teach some of the richest people on the planet—and if this is your goal, I'd love to help.

Just lemme throw on my plaid sport coat, light a cigar in the non-smoking section, crack a Bud Light, and get right to it.

Commit

If you want to work for wealthy clients, you can't just add a premium feature to what you currently offer. You have to choose them as your ideal customer, or "avatar" in business-speak, and then align your business toward them.

My own pivot toward teaching wealthy people was a violent U-turn. When I got out of college, my plan was to give back to my community by teaching English in a public high school and, if I'd been any good at it, that's where I'd be today. But I quickly burned out and, after a couple miserable years as Seattle's Worst Handyman, decided to try private guitar instruction.

It was a business-savvy friend who brought my avatar into focus. He was helping me design my website when he asked: "So, who's your ideal student?"

I considered the typical rate for music teachers in Seattle —\$60 an hour—and decided that income wouldn't go far in supporting a family or making mortgage payments. My first priority, then, would be to make my business sustainable. Once I had food on the table, I could return to saving the world.

"I want to charge top dollar," I said. "\$80 an hour. So...my ideal student should be able to afford that."



“Dude,” my buddy responded. “If you want to aim high, you should charge twice that. You should teach Bill Gates’ kids.”

Bill has yet to give me a ring, but that simple suggestion gave me a snapshot of my ideal client, so that when ultra-wealthy clients (or rather, their personal assistants) did call, I was ready.

Polish Your Brand

Your brand is how other people perceive your business. If you want to attract wealthy clients, you should broadcast “I am a premium service” in all the ways you present yourself and your business to the world. That means a professionally-designed website, good grooming, and a beautiful workspace.

But by far the most important way you convey your premium brand is by getting your clients excellent results. In fact, if you’re known as the greatest yoga instructor in New York, you could probably get away with teaching sun salutations to Michael Bloomberg while wearing torn jeans and eating a Reuben.

Chances are, you’d land that job not because of your nice website, but because Bloomberg asked his golfing buddy if he knew a good yoga teacher. And his buddy was so confident in your ability to deliver results, that he felt comfortable recommending you to someone who could hire any yogi in the world.

Offer the Moon, at a Sky-High Price

The first time I taught a guitar lesson in a student’s home, I charged a paltry \$5 extra. I quickly discovered that \$5 didn’t begin to reimburse me for the commute time, fuel and car maintenance, and discomfort of being on the road. I considered never offering in-home lessons again.

But I finally realized that instead of spurning students who wanted this service, I should simply price in-home lessons so that they were worth my time. The travel fee I arrived at, that I still use today, seemed obscene: it more than doubled the price of a lesson. Most students could not afford it, but the ones who could became my first wealthy clients.

Since then, I’ve learned from selling online products that it’s good to offer both a “basic” and “premium” version. The basic buyers feel like they’re getting a good deal, the premium buyers get the exceptional experience they’re seeking, and you make better money.

Also, by offering multiple price tiers for your services, you’ve made them accessible to a variety of students, wealthy and not.



If, like me, you want to be inclusive while still targeting wealthy clients, you can expand your impact further by teaching online. Ironically, my income from teaching wealthy clients has helped me circle back to the goal I had as a public school teacher, because it's allowed me enough free time to develop my online teaching.

I now offer excellent, free guitar instruction to millions of people, many of whom could never afford even the cheapest guitar teacher.

I'll raise a can of Bud Light to that.

Rob Hampton is a guitar teacher and business coach in Seattle, WA. He's the author of [Rob's Totally Awesome Guitar Teaching Handbook](#), teaches guitar online at [Heartwood Guitar](#), and helps music teachers inspire their students and grow their business at [Greatest Gig](#).

Wondering if you're charging enough? Check out his super cool [Rate Calculator](#).



How to Create Your Niche To Stand Out

By Sarah Skraban

Niching down and getting crystal clear on your messaging attracts your ideal clients, builds your brand, and allows you to run a fulfilling and profitable business—not to mention saving you a heap of time and money.

When you first start out in your field, you want to help everyone.

You may have just earned a degree or certification, or you've read every book and knuckled down to some serious research. Either way, you have all this knowledge that's ready to be put to use.

While you quite possibly COULD help everyone—you shouldn't... at least not for long. Helping anyone and everyone will slow your progress in your business. You will spend hours creating custom programs and lessons for very different clients—and less time actually getting paid to work with clients.

When you can help similar people with similar problems, you do not have to constantly create new content.

If you are just starting out, niching down may seem unwise because you will be turning away potential clients—and income.

But being afraid to niche down and being unsure which niche to choose are two very different things. However, the answer to both quandaries is the same: Niche down anyway! There is no secret to success here. Niching down and getting really clear on your messaging just works.

Afraid to niche down?

If you were having chest pains, would you rather see your family doctor or a cardiologist? Narrowing down your niche allows you to be seen as an expert in your field and attract your ideal clients.

Niching down means you get to work with clients that you truly enjoy helping—therefore your “job” is fun and exciting.



Your business should NOT be all things to all people. You can be good or mediocre at many things, but you cannot be the go-to expert in everything. There are literally just not enough hours in the day.

Unsure which niche to choose?

If you are unsure what kind of clients you want to work with then, by all means, dabble in a little of everything. You will start to see a pattern of people who are attracted to you and the clients you enjoy working with.

For example, I have worked with a wide variety of clients in a private health club. From kids, to 30-year-old moms who like to be pushed, to 50-year-old men who want to improve their golf game, to 70+ year olds who just like to keep moving and enjoy the guidance.

Golf is big where I work, but I do not enjoy it. When I first started, I spent hours upon hours creating golf-specific programs for various clients. It was exhausting and stressful. While it was a great learning experience, I now know that working with women in their 30s and 40s who want to live an overall healthy life and youth athletes bring me the most joy. And that is where I spend most of my time and effort.

And, here is the really cool thing about running your own business, it is your job to try different things and see what works! So, even if you choose a niche at first, you can always refine it and change it later as you grow.

Niching down allows you to get crystal clear in your business

Once you niche down, you can stop guessing what your ideal client wants and start to KNOW what they need!

Understanding your ideal clients enables you to talk directly to them and build your brand. People like to feel a connection. They want to be able to relate to you.

When you get clear on your mission and purpose, your passion will shine through and you will connect with those clients who resonate with you. Those are the people you want to connect with. They are the ones who will buy from you.

Your story and personality won't appeal to everyone—and, while sometimes a hard pill to swallow, this will save you time (and money) in the end.



If you are trying to talk to everyone, people will overlook you.

Niching down simplifies your business

Once you define your ideal client, what he/she is struggling with, and how you can solve that struggle—your business becomes very streamlined.

You now have similar clients with similar struggles and you have a go-to solution to their problems.

Sure, there may be layers inside your niche and spin-offs to the struggles, but once you create a signature program, product, or lesson plan, it only has to be slightly tweaked and improved on as you go.

The importance of creating a signature offering

A signature program or offering is one amazing piece of material that offers a solution to a problem for a very specific group of people. It could be a course, plan, product, etc.

If you focus on making one or two AMAZING signature offerings, this allows you to spend more time creating quality content within that offering versus just pumping out a bunch of mediocre content on a variety of topics.

It will also save you time because you do not have to recreate the wheel for every new client. And, since your signature offering is your “baby”, you put all your research, resources, and effort into making it really great—which allows you to get referrals, build an amazing brand, and charge more as you attract premium clients.

In conclusion

There is no secret to success. Niching down works. Stop trying to be everything to everybody. It's OK to change course and direction in your business—in fact, you should! If we are not growing, we are standing still. And if we are in the same place now as when we very first started, our businesses will never be successful. Keep learning. Keep trying things. And keep making your products or services BETTER.

Niching down will allow you to run a fulfilling and profitable business versus a stressful and hectic one.



Sarah is a personal trainer, Fitness Director at a private club, mother, and writer behind [The Fit Niche](#). She helps fitness and wellness entrepreneurs work smarter (not longer!) and grow their businesses—without breaking the bank! She also runs a free Facebook Group called [Fitness Biz + Blog Mastermind Community](#). You can find her on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).



So, What Do YOU Do? Why Your “About Me” Is Never About You

By Emily Ann Peterson

Our answers and stellar discussion in recent little online hangout with other business owners reminded me about the importance of your “About Me”. Sometimes, this comes in the form of a page on your website or an introduction at a networking conference. It also comes in the form of answering the following question when you’re at a dinner party when someone inevitably asks...

“So what do YOU do?”

It’s a nerve-wracking question, especially when you aren’t prepared with (or comfortable with) an answer. Before I knew these little secrets I’m about to divulge, that question always caught me off-guard. So much so, that my excuse for an answer was closer to the sound of sweeping crumbs under the carpet than an actual, engaging answer.

So, if you’re an introvert like me or if you’ve found yourself guffawing while trying to answer the “So what do you do?” question, then read on! Because knowing how to answer this question is the difference between doing OK in business and doing so well that you need to hire multiple assistants.

Why Your “About Me” is Never About You

Whenever faced with a moment of bravery, I always encourage my music students AND my marketing students to start with the context and constraints. So in this case, let’s start with the context: the person asking the question.

Someone asking “So what do you do?” or getting ready to click on your “About Me” link on your beautiful website is doing so selfishly. They don’t want to know your familial history, or when you lost your virginity, or what you had for lunch. Sometimes they don’t even care that you have a doctorate, much less from where that doctorate came from. They’re asking the question because they need to know: “Which box should I put you in?” (For us artists, that’s terrible news—we hate to be put in boxes. But hey, it happens. That’s the reality of most situations.)



The real reason why they're wondering "About You..."

- Can I avoid this impending awkward silence at a cocktail party?
- Should I hire this person to teach my son/daughter?
- Is this person the right fit for my awesome event?
- Do I like this person enough to work on a project with them?

Regardless of their real reason for asking the question, you can respond in a way that helps them put you in the right box (or boxes.) So yes, you could respond with a short "I teach guitar lessons." But it's important that you communicate what your precise niche is, especially if you want to fit into multiple boxes or get more students or gigs.

Your "About Me" is NOT the place nor time to...

- regurgitate your biography
- copy/paste your link to your CV or resumé
- share a bunch of unrelated facts and tidbits
- get really personal with too much information about your childhood
- spew narcissistic facts about your daily life

Your "About Me" IS the place and time to...

- share what makes you different from everyone else
- describe the kind of people you love to work with
- hint at how and where you do what you do

What you'll find below is a primer on how to expound upon those points.

"What Gives YOU the Right ?!"

There are thousands and thousands of nutrition coaches, guitar teachers, cello teachers, tennis instructors, and business consultants out there, which makes it all the more important to answer this brutal question: "What gives you the right to do that?"

In other words, what makes you so special, so perfect, so ideal for your clients? Your answer should make it super easy for someone who qualifies as your client or student to say "Yes! That's me! Sign me up! When can I start?" or at least "Hmm... That sounds like my cousin Betty. She should talk to you!"

Ironically, the answer to the question "What makes you special?" will have little to do with yourself.



Regardless of your industry, profession or niche, here's what I mean, I'll use myself as a guinea pig...

I teach bashful, awkward, or tired creative entrepreneurs who've been trying to "put themselves out there" for a while, but something isn't quite clicking. They either feel really out of place and awkward while trying to get the exposure their business deserves, or they feel like the task of being "out there" is like climbing up a never-ending 60% grade hill. They don't want to just outsource their exposure because they know that will dilute their message. They know the only thing holding their business back is their lack of bravery. So, they take "Applied Bravery Lessons" to learn from my own expertise, education and research.

Here's another example, using myself as a guinea pig again...

I teach adults (and sometimes kids) who've always dreamed about playing the cello and who want to build holistic life skills, while assisting in their own personal self-development as a thoughtful, engaged citizen. I teach both online and in-person. Most of my students are with me for years and years, whether they take an occasional pick-me-up lesson or weekly slot.

Every phrase of each of the above examples focus the field just a bit.

- Cello teacher > who teaches adults > an instrument they've always wanted to play > via holistic life skills > to bolster personal development > for a better world > done via online or in-person > for students who are in it for the long haul.
- Marketing consultant > for creative entrepreneurs > who feel out of place, awkward or tired > still wanting to find the right kind of exposure > without outsourcing their marketing > who don't want to dilute their message > wanting to be brave on their own > so they take "Applied Bravery Lessons."

The goal of this kind of narrowing or niche-ing is to not simply clarify for yourself who you serve. The goal of this narrowing is to make it super easy for someone who qualifies as your client or student to say "Yes! That's me! Sign me up! When can I start?"

Answer These Questions to Create Your Own "About Me."

OR You can [fill out this easy peasy questionnaire to write your own "About Me."](#)

It's like a game of madlibs and the answers will get emailed to you directly so you can use it for whatever you need: website, etc.



Even if these questions might not seem like they apply to your situation, it's still really valuable to consider the answers, even if you don't use them in your final "About Me."

- Their Demographics—What kind of people? Ages? Gender? Nationality? Income level? Political alignment?
- Their Emotional State—What kind of mindset or emotional state are they in right before they meet you? Scared? Excited? Ready for something new?
- Their Motives—Why are they searching for someone like you? Are they trying to learn that one cover song so they can propose to their girlfriend? Are they wanting to eat healthier so they can fit in that mother-of-the-bride dress this summer?
- Their Introduction to You—Are you a diamond in the rough? Are you the 15th person they've heard about who does this? Are you the only one in your area who does what you do?
- Their Lifestyle—Are they workaholics? Have a family life? Dating someone? Drive cars or take public transportation?

Whichever way you go about crafting your own "About Me," leave it in the comments below! I'd love to read it!

Once you've got an "About Me" that isn't really about you, you'll have your awesome clientele and student-base identified before you can say "I have an opening in my calendar."

So what do *YOU* do?

[Emily Ann Peterson](#) is a teaching artist who spent 17 years with her cello. It was her second voice until she was diagnosed with a degenerative neurological hand tremor. Refusing to resign to fate and genetics, she expanded her skills to include the piano and solo songwriting. This act of neurological defiance broke through her creative glass ceiling and then swept her up in the expansive limits.

Her podcast, [Bare Naked Bravery](#), features conversations with everyday heroes about the quiet successes and loud failures required to do the brave things for which we know and love them.



Peterson's mission is inspire a global resonance and magnanimous community through the marriage of art and whole-person development. Her music is available everywhere music is sold online and at www.emilyannpeterson.com



How to Encourage Your Students And Clients, Without Giving Up Your Social Life

By Emily Ann Peterson

There are serious life lessons held within the weekly meetings I schedule for both my entrepreneurial clients and music students. I know this: if I'm doing it right, that weekly meeting alone can be life changing.

But there are some of us business owners, myself included, who know that "touching home-base" more than once each week is the "special sauce" on a student's success. This is why I really enjoy surprising my students with a mid-week encouragement from time to time.

But here's the thing: I don't want to give up my social life or undervalue myself by giving away too many "freebies". So, I've learned a couple quick tricks to have my cake and eat it too. Not only have I minimized my "admin hours" to almost nothing, but I'm still able to provide mid-week encouragement to my students when they need it most, AND have a social life too!

Here are my favorite ways to accomplish this:

Students are invited to text/email *me* with any celebration or tribulation in their practice sessions.

The trick here is that my students are telling me when to give them extra encouragement, thereby relieving me from breaking myself due to bending over backwards for them. I make it known that my response will be no more than five sentences (here's why) so that I'm not obligated to write out a novel of a response. This is such a helpful tool for the parents of my kiddo students. It gives them permission to do more than just nag and tattle on their kids for not practicing—they can celebrate even the little things like "OMG! Johnny just played Minuet in G with all his bowings perfectly!" or "Any quick tips on how to get these Minuet in G bowings straightened out?" Overall, I recommend any teacher out there to at least consider setting up something like this. It's personal and externally motivated—both things I'm a huge fan of.

Mid-week email to all students.



I used to do this every week, but learned that I like saving my “encouragement fuel” for when I can tell my students really need it. However, my students are not your students, so your students might really love depending on a weekly email with your favorite YouTube video of Yo-Yo Ma or NPR audio clip featuring a fascinating interview. These emails don’t need to be long and laborious. Just a simple quick tip or link to an article you found interesting. Again, save the long-winded oratory for your lessons. Just a quick little “Hey! I’m thinking of you!” goes a long way.

Automation Trick: If you’re doing this via email, keep an updated list of email addresses in a group or on a spreadsheet, so you can do a quick copy/paste in the BCC area of your email composition. <begin rant> Also, don’t be that person—please for the love of all things holy and true, send the email via BCC (blind carbon copy) so you don’t spam everyone with “reply alls.” <end rant>

Send a quick studio-wide video message.

If sending an article might not be personal enough for your corral of students, then recording a quick selfie video with your mobile phone works wonders! You could store the video in Dropbox and send that Dropbox link to each student via email or text! Send a group text message.

Most mobile phones these days have ways to create and modify a group of phone numbers for group text messages. But if you’re like me, then those “reply all” conversations might not be your cup of tea. (See above rant.) That’s why I love using Remind.com for this purpose. My students can sign up to receive text messages and announcements via text message. Remind.com is FREE, super simple to set up, and it’s designed specifically for teachers too!

Start a Facebook group for your students.

For the teacher with students already active on Facebook, starting a group (as opposed to a page) is the way to go. You can set the group up to be private or secret so membership is controlled. You can designate other students to help you moderate the group (remember, you want to keep your social life.) And you can share all these lovely bits of encouragement already mentioned above in the group too.

Bottom-Line: Identify what your students need most, how you’d like to deliver mid-week encouragement, and then set up an as-much-as-possible automated system to do so!

Not only will your students thank you for the extra encouragement boost, but they’ll appreciate having a teacher who has a social life too. ;)



[Emily Ann Peterson](#) is a teaching artist who spent 17 years with her cello. It was her second voice until she was diagnosed with a degenerative neurological hand tremor. Refusing to resign to fate and genetics, she expanded her skills to include the piano and solo songwriting. This act of neurological defiance broke through her creative glass ceiling and then swept her up in the expansive limits.

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Why You Should Screen Your Clients

by Steve Treseler.

After teaching lessons full time for ten years, I started to burn out. Although I had several awesome students, I was frustrated working with those who were apathetic, unprepared, or had a poor attitude. Over time, I became more complacent and distracted as a teacher, which wasn't a good situation for anyone. The key to reinvigorating my studio wasn't more willpower or grit—it was introducing a 'Red Velvet Rope Policy'.

Public school teachers need to serve every student who shows up. As freelance teachers, we have the opportunity to be selective about who we work with. In the business development guide *Book Yourself Solid*, author Michael Port outlines a system for screening clients called "The Red Velvet Rope Policy". Port tells us: "when you work with clients you love, you'll truly enjoy the work you're doing; you'll love every minute of it. And when you love every minute of the work you do, you'll do your best work, which is essential to book yourself solid."

He suggests we identify who our ideal clients are, and hand pick only these students to join our studios. It might seem crazy to turn away business, but when we identify and choose to work with students who inspire us, we do better work, attract more of our ideal students, and find more joy and fulfillment in teaching.

Identify Ideal Clients and Duds

What are the characteristics of students who inspire you to do your best work?

Here's a rundown of my ideal students. They:

- Are curious about music and ask questions
- Have an internal drive
- Are fun to spend time with
- Commit to regular lessons
- Are willing to push themselves out of their comfort zones
- Agree to my studio policies.

Your list may look completely different.

Port defines "dud" clients as "those you dread interacting with, who drain the life out of you, bore you to tears, and frustrate you." What are the characteristics of your dud clients that shouldn't make it past your velvet rope?



Here are the attributes of my dud students. They:

- Are uninterested, or forced into lessons by their parents
- Argue about policies they agreed to
- Are chronically unprepared
- Resist change and growth.

Dump the Duds

In *Book Yourself Solid*, Michael Port's first action item is to identify the "dud" students in your studio, and dump them—that is, professionally and tactfully refer them to another teacher. Dumping the duds sounds harsh, but hanging on to these students hurts your entire studio. Sometimes a different teaching style is a better fit. On more than one occasion, a student I struggled to connect with thrived with another teacher. Port also notes that by dumping our duds, we have more energy to devote to the students who are neither ideal clients nor duds, but somewhere in the middle. By bringing more enthusiasm to our work, some of these mid-range clients transform into ideal students.

Screening Process

To set up your red velvet rope policy, you need a process for screening and selecting new students. Some possibilities are:

- Initial questionnaires (Google forms is great for this)
- An interview process
- Informal meetings with student and parents
- Recommendations from another teacher.

If you are just starting out as a teacher, you can implement a screening process from day one—but you may need a more relaxed grip on the velvet rope. As you gain experience and build a reputation for excellent work over time, you can be even more selective about the students you take on.

I read Michael Port's *Book Yourself Solid* when I was rebuilding my private studio after graduate school. I was resistant to "dumping the duds," because I needed the income. But I took the plunge while also working to over-deliver for my ideal students. In the process, I raised my rates and started attracting more of the students I love teaching.

Steve Treseler is a Seattle-based saxophonist, teacher, and author. He is on faculty at Seattle Pacific University and teaches creative music workshops across the U.S. Download a free digital copy of his book *Creativity Triggers for Musicians* at stevetres.com



How to Gracefully Turn Away a Mismatched Client (Bonus: Preserve Your Sanity too!)

By Emily Ann Peterson

There will come a time in any small business owner's career when they find themselves in one (or probably both) of the following situations:

- a current client has outgrown your services
- a potential client has characteristics that might not mesh with you or your business

Turning money away at the door doesn't seem like great business advice, BUT IT IS! Growing pains within a client relationship are natural, but when that client starts to groan with those pains, it's time to let them go. Not only will you make room in your client's life for appropriate growth, but you'll do the same for yourself! Win-win!

Here's what I mean by growing pains:

Let's say Client A has been with your business for five years. They've done their homework diligently, turned in their work way before deadlines, and generally been a supremely angelic client. A is for angel after all! But they've done so well that your expertise is now feeling stretched. Deep down, you know they would be better off in someone else's expert, caring embrace. This kind of "goodbye" is always a good one, albeit never easy (for me at least).

Now let's say Client B has been with you for six months, long enough to feel the pains of their totally inappropriate demands. (For example: emailing you at all hours of the day, not respecting boundaries, late payments, complaining about pricing, showing up late every single time, etc.) It's almost as if you woke up one day to realize this client had the word "NO NO NO" written across their forehead, only somehow you missed it and are just now seeing it.

Now, let's take Client C, maybe they just sent you an email with their first question about your services being "How much do you charge for...?" even when that information is clearly right



there on your website. Umm... Maybe they show up to their initial client consult 30 minutes late and don't apologize for it. Rude. Maybe they show up without pants and try to give you a bear hug. Yikes. Whatever it is, Client C is figuratively (or let's face it, possibly literally) rubbing you the wrong way. You know that if you accept this certain individual into your life and business, you might as well invite the Tasmanian Devil over to have tea with your frail grandmother. Ain't gonna happen.

So What Do You Do With a Mismatched Client?

For Client A types, I sit down with them (usually at a quarterly planning session) and we talk about all the wonderful things they've accomplished. We list out all the things they'll need to meet their goals. Usually after making that list, it's pretty clear to all parties involved that it's time. It's for this reason that I always have on hand a list of peers (aka niche-mates) who I can "pass the baton" to with my full trust. Depending upon the situation, I'll allow the client to "go shopping" on that list or I might have a perfect person in mind.

For Client B types, I follow my 7 Steps to Setting Difficult Boundaries. Sometimes a frank conversation is required, but most of the time these situations resolve themselves by me just standing firm in my policies and personal boundaries. (For example: Morning after the 2am crisis, "Thanks for your text, I'll respond via email when I'm at my computer next.") I have found that if they can't work with those kind of boundaries, they will find an alternate solution without your help.

For Client C types, I'm super honest (but kind). For my one-on-one clients, I build in some sort of application into their initial consult scheduling process. I include questions that will show me any obvious red flags right away. For me, these are questions like "What will you be doing in five years?" or "How would your life be different with my services?" or "What are you looking for in a teacher?" This way I can choose to either deny them an initial consult or have a further conversation. Either way, if a client is a mismatch for my services, then I tell them quite honestly...

If for whatever reason, I wouldn't pass the client on to a peer, I respond via email "I'm so sorry! Based on my availability this season, I'm unable to work with you." (Optional: "Keep in touch! If you don't find someone else in six months, reach out to me again.")

If I think the client might be a good match for another peer's expertise, I respond with "You know what? I've got a friend who I think would be a perfect match for you, even better than me! Let me introduce you! I'm pretty sure you two will hit it off swimmingly!"

Usually one of the above solutions will fit any mismatched student who comes my way. My motto with my business is to run it like a well-oiled machine: automate and smile as much as possible! Joyful and helpful wins every day.



[Emily Ann Peterson](#) is a teaching artist who spent 17 years with her cello. It was her second voice until she was diagnosed with a degenerative neurological hand tremor. Refusing to resign to fate and genetics, she expanded her skills to include the piano and solo songwriting. This act of neurological defiance broke through her creative glass ceiling and then swept her up in the expansive limits.

Her podcast, [Bare Naked Bravery](#), features conversations with everyday heroes about the quiet successes and loud failures required to do the brave things for which we know and love them.

Peterson's mission is inspire a global resonance and magnanimous community through the marriage of art and whole-person development. Her music is available everywhere music is sold online and at www.emilyannpeterson.com



How to Find Your Perfect Clients with Facebook Groups

By Sarah Skraban

Facebook Groups are a great way to find, connect, and build trust with your ideal clients. You can learn how to provide valuable content that will make a difference in group members' lives and, become a name potential clients know and trust. Here's why you should start your own Facebook Group, and how to build a really engaged audience!

In March of 2017, there were more than 1.94 billion monthly active Facebook users—which is an 18 percent increase year over year!

Then on June 27, Mark Zuckerberg announced that there are now two billion monthly active Facebook users.

Facebook is not going anywhere and, most likely, your ideal clients are hanging out on Facebook.

However, Facebook has recently made getting your Facebook business page in the news feed of these potential clients harder and harder. Facebook is giving priority to live videos, paid ads, popular content (posts that get a lot of engagement right out of the gate), and very specific content that pertains to each reader.

So, I'd suggest spending less time on your business page and more in Facebook Groups! Facebook Groups are a GREAT way to connect and interact with your ideal clients—and they are FREE! Groups are also more visible because members of the group can get notifications about new posts (although they can turn these notifications off if they choose).

But where should you start? Here are my top tips to help you understand and use Facebook Groups to your business's advantage:

Join groups where your ideal clients hang out

There is a group for everything on Facebook—at the last count you could join up to 6,000 groups! But that doesn't seem like the most effective approach—so focus on joining groups that will have the MOST impact on your business.



To search for relevant groups, use the “Search” field in the top left corner of Facebook. You can search by topic (ex: yoga), your location, or even type in something like “Groups joined by people who like (your page name)” or “groups of friends by people who like (your page name).”

If you are in the health and wellness business and you know many of your ideal clients have used or tried Weight Watchers, you could even type in “Groups joined by people who like Weight Watchers.”

You can also go into the “Groups” section of Facebook, click “Discover”, and Facebook will suggest groups that your friends belong to, local groups, and other relevant groups you may like.

Read the description of the group and determine if it is a good fit for you. Most groups are closed so you have to join to actually see the posts. You want to find groups where people are engaged and helpful. Groups where people just share their own content all the time become promotional and spammy.

Make the MOST out of three to five Facebook Groups

Facebook groups are a great place to make connections, ask questions, give and receive advice, and offer your expertise. While you may join 10–20 (or more) Facebook groups, it would be unrealistic to be consistency active in so many. However, it is still beneficial for you to keep your eye on them if your ideal client hangs out there and listen to what people are talking about.

Choose a few Facebook Groups where your fans and ideal clients are and post or comment at least once a week in them.

People take notice when they see the same name popping up over and over again, and they might just want to get to know you better!

Remember earlier when you searched for “Groups joined by people who like (your page) ?” If your Facebook fan(s) are in a particular group, it’s likely the other people in that group are interested in similar things and you have the opportunity to connect with potential fans and clients.

Provide valuable information in the group and become a resource. Offer your expertise and ask for nothing in return. You are just getting your name out there and providing great content. People will eventually start to remember your name, ask you questions, and seek you out.

Start your own Facebook Group
Why start a Facebook Group



Creating your own group allows you to really establish yourself as an authority and build trust. You are creating an online community that knows you, appreciates you, and will spread the word about you.

Your own group also allows you to gain valuable insights about your ideal audience. Get to know your ideal client. Understanding what your audience wants and needs versus just guessing allows you to grow your email list, create and market your programs, and gain new clients!

Connect with your group members

This may sound obvious, but the most important thing to do in your group is show up! Have a list of topic ideas (you could have daily themes), ask questions that elicit responses from your group, and provide lots of great value and resources.

A challenge is also a fun way to kick off a group.

For example, if you had a group for moms who want to lose weight, you could put together a free ebook or something to help them prepare quick and healthy meals in the kitchen. Ask daily questions and provide check-ins in the group to get people talking and connecting. You also want to start collecting email addresses from the members of your group. Put together a great freebie (ex: freebie mentioned above) that provides extra value and include it in the pinned post.

The next thing you want to do is watch and listen to what group members are talking about and the questions they are asking. One of the best ways I have found to gain this valuable insight is to welcome all new group member every week and ask them to introduce themselves and share one thing they are struggling with when it comes to xxx. Then, make a list of all the pain points and create a poll within the group.

One of the most powerful tools of a Facebook group is the ability to poll your members and find out exactly what they want and need. You can poll your group on everything from names to free content topics to product or service ideas.

Be sure to balance the free and paid content you provide. If you are constantly just saying, "hey, come buy this!" people will see that and leave your group. The goal is to get people to know you, give them great free content so they trust you and want more, and then subtly sell yourself.

Create an engaging group

Investigate similar groups or Facebook pages and watch which posts are getting likes, comments, and discussions. Then create similar posts in your own group.



Be genuine. Talk to your group members and not AT them.

A few great ways to get engagement and excitement in your group is through Facebook Lives, open ended questions, celebrating successes, and doing giveaways.

Share your group

Be sure to share your group everywhere!

- Share your group on all of your social media channels (include images—they get more engagement)
- Post to your personal Facebook page and tag people who may be interested in joining
- Put a link your group in the header of your website
- Create images in Canva (free version works just fine) and put an image and link to your group on your blog sidebar
- Write a blog post about your group and include a pin-able image
- If you do any guest posting or podcast interviews, share the group there
- Share your group with your current email list
- Include a link to your group in your email signature
- Run Facebook ads to your group

If you are interested in learning more about HOW to start a successful Facebook group from scratch, you may find this article helpful: [How to start a successful Facebook Group to grow your business](#)

Facebook is changing the way of marketing. Unlike years ago when we had to pay for any kind of advertising (newspaper ads, radio commercials, billboards, mailings, etc), Facebook allows us to get in front of hundreds of potential clients and promote our services for free!

If you are not currently using Facebook for your business, I encourage you to start small (join a few relevant Facebook groups) and start looking for and listening to what your ideal clients are talking about.

Sarah Skraban is a personal trainer, Fitness Director at a private club, mother, and blogger behind [The Fit Niche](#). She helps fitness and wellness entrepreneurs work smarter (not longer!) and grow their businesses. She also runs a free Facebook Group called [Fitness Biz + Blog Mastermind Community](#). You can find her on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).



5 Ways to Show Your Clients You Care About More Than Just Their Money

By Kosta Miachin

Working with clients is a great way to build long-lasting business relationships, but it's also more complex than simply working with a multitude of customers where you don't need to establish that rapport.

With clients, the experience is paramount. Your attentiveness should be a top priority. Your results must surpass your clients' expectations every time if you want them to work with you in the long-term.

Delivering great results is only the start of a fruitful relationship with your clients. You also need to stand out from other providers by giving them a personalized experience that engenders long-lasting loyalty and continued business.

Here are five simple ways you can show your clients you care about more than just their business. These tips will help you provide a memorable experience that keeps them coming back time and time again:

1. Remember Your Clients' Names and Preferences

Personalization may sound like a tall order, but it's actually very simple. If you monitor the correct information, you can easily make your clients feel special by making them feel like they have your undivided attention.

It all starts with their name. When you address them via email or any form of correspondence, always address them by their first name. Beyond this, try to keep a spreadsheet or notes about their preferences.

Here are some preferences to consider jotting down:

- Their last purchase or project you worked with them on
- Their exact specifications or preferred options when working with you



- Their personal story
- Major milestones from your time working together (yearly anniversaries, holidays, etc.)

2. Support Any Businesses They Have

Let's say your clients are fellow small business owners. You may work together or offer your client advice on running their business. So long as it doesn't interfere with your own work, why not send some talented people or customers their way?

You don't want to create competition for yourself, but if you refer talent and customers to your client's businesses, it shows that you care about more than just your pay check. You want their business to thrive as well.

3. Ask for Their Honest Feedback

It's always important to keep growing in both your skills and your results. No one is perfect, so ask your clients to provide feedback. For example, every six months you could ask them to take a quick survey and provide feedback on how you can improve your work with them.

You don't want to overwhelm them with solicitations for feedback, but it doesn't hurt to check in with them every now and then to see how you're doing in their eyes, and how you can do better.

4. Stay Positive and Tell Jokes

Professionalism is incredibly important, but if you're always serious, you may come across as too stoic. Remember, you're working with people just like yourself. Keep things light, even when deadlines are tight and tensions are high.

Crack a tasteful joke every now and then. Always stay positive in your outlook and in your conversations with them. Bringing down the mood doesn't really help anyone.

5. Own up to Your Mistakes, Apologize, and Fix Them

This one requires you to swallow your pride, which is difficult for some of us, myself included. When you make a mistake with your clients or you mess something up, it's incredibly important to own up to it and apologize.



If you can't acknowledge your mistakes, than you can't improve. It also shows humility, which is something many professionals lack.

Final Thoughts

Clients are concentrated customers that are crucial to your business. You need to go the extra mile to show them you care about them. These tips are easy to implement into your practices, and will go a long way towards making you stand out in their eyes.

Kosta Miachin is the creator of VIKASA Yoga method—a unique, challenging and effective approach to yoga. He is also the founder of VIKASA Yoga Academy.



7 Steps to Setting Difficult Boundaries: How to Hold Your Own, Stand Strong, and Show Up Confidently

By Emily Ann Peterson

If you're reading this, most likely you've found yourself at one time or another feeling like a friend, family member, client, or student has stepped on your toes.

Maybe a client is chronically late to their appointments? Maybe they go way over their allotted time with you? Maybe they have perpetually late payments? Or last minute and unreasonable demands? Maybe they talk over you while you're trying to say something important?

Emotional boundaries, relational, or professional boundaries—getting those lines crossed does not feel good. Speaking from personal experience, it causes me to be the kind of person that I'm not always proud of (because I'm second-guessing myself, trying to catch my breath, or worse coming from a place of defensiveness and fear).

It doesn't matter whether I'm teaching a music student, conversing with a family member, or working with a marketing client, here's what I've learned about setting difficult boundaries that have already been crossed:

1. Find Your No

When I first got started teaching music students, I'd get caught up in the moment of instruction and wouldn't realize until after the appointment that a line had been crossed. I'd be standing in the door waving goodbye to the student and their (difficult) parent, only to close the door behind them and think "Why on earth do I feel so yucky? so angry? so [insert odd emotion here]?" This sensation would also happen after strange interactions with friends or family members.

I quickly learned that if I didn't listen to that initial question, nor try to find the answer to it, then an even bigger line would usually get crossed later down the line. (Payments that were



4–8 weeks late? Yuck! Parents on their phones for the entirety of their child's lesson? No thanks. Clients assuming I had nothing else going on that weekend? Think again.)

The first step of setting difficult boundaries is to recognize where exactly is your “no”. Even if you think they've only tread upon the grey area of the boundary, it's still important to acknowledge to yourself where the definitely-not-no-way-absolutely-do-not-go-there boundary is.

Maybe for you the grey area is a client arriving 5–10 minutes late. It happens, right? But you know that 30–45 minutes late is an absolute no. Maybe a grey area is one week of misconduct due to other life stresses. But you know that two months is way too much drama. Maybe a grey area is one small verbal criticism, but 10 stingers in under 30 minutes warrants a full-stop, walk-away moment.

Identify for yourself where the no is and this will empower you while you're setting the boundary, and also inform your future boundary setting.

2. Observe How the Line was Crossed

When you're setting a difficult boundary, it helps to acknowledge the ingredients that made up for the crossing-of-the-line in the first place. Are they perpetually late to everything in their life? Do they not care that they're late? Or are they forgetting? Do they need an automatic reminder? Do they need two or three automatic reminders? Is the street parking really godawful? Is the traffic that unpredictable?

Not knowing these ingredients can feel like standing knee-deep in water inside a boat while hoisting buckets of water from the hull and exclaiming: “I don't know how on Earth this water keeps getting in here?!?!?” Take a step back and acknowledge exactly how the boundary has been encroached upon.

3. Find Your Yes

This is especially important when dealing with clients or customers (or toddlers for that matter!) Find your yes. Find the thing you want them to do. Identify the way things can ideally be. If the world were a perfect place, how would things have gone differently for the better? Knowing your “yes” will equip you with the tools to highlight the positive rather than the negative with your client. For example, telling a toddler “Keep your food on your plate” is sooo much more effective than “Don't throw your food on the floor!” This is because the child hears the desired behavior, rather than an enforced negative behavior. Same goes for other difficult conversations with more (hopefully) grown-up individuals.



4. Decide How to Set Your Boundary

I am such a huge fan of clear and frequent communication. I learned the hard way that if I merely sat silently, the situation would never change. That said, sometimes it is appropriate to say nothing. This is why it's so important to decide in advance how you'd like to make your boundary known.

Perhaps laying down an iron fist policy change in a mass email to all your clients is not the best solution for this instance? Perhaps a casual problem-solving conversation is best? (Example: "I've noticed you've been late to your lesson the last two weeks. Is everything OK? Let's brainstorm, how can I help you get here on time?")

At one time in my teaching career, I chose to inform chronically tardy students that after 15 minutes of waiting I'd leave my teaching studio to use their appointment time for a bonus (paid for) coffee break and lock the door behind me. When they showed up 45 minutes late without notice, to a locked door and called me asking "Where are you?" it was then that I'd respond, "Oh! You weren't here. I didn't hear from you, so I went to run an errand and get some coffee."

Again, different situations will warrant different methods of enforcing and informing about the boundaries. If you have observed your own responses and ingredients of the breaking-of-the-boundary, then this step will be much easier.

5. Take a Deep Breath

If your situation is asking for a roll-your-sleeves-up brave moment of speaking up for yourself, then I highly encourage taking a deep breath before making your next move. It really does help. Your brain and emotional well-being will need all that oxygen to break out of the fear-filled loop of reaction.

Get yourself grounded. Remind yourself of the all the previous steps mentioned above. Take a deep breath. Or two. Or three. And then...

6. Set the Boundary

Have the conversation. Write the text/email, press send. Do the thing.



My professional work with students and marketing clients has told me time and time again that the worst part of a scary feat is the preparation for it. Creating the website might take months, but launching it happens with the click of a button. Same goes for sending that difficult email with a new set of boundaries or having the conversation.

If this is a boundary that you'll have to enforce frequently, know that it will get easier over time. Also, know that enforcing it is worth it.

7. Their Reaction is Not Yours

If you have intentionally and carefully done the above steps, even if everything can go smoothly as possible, sometimes it doesn't pan out. This is just a fact of being human, not everyone will love us equally and unconditionally. (Deep thoughts, huh?)

Depending upon the person and the boundary you're setting, you might lose them. Your friend's feelings might get hurt. They might feel "boxed in". It's important to remember that their reaction is not your responsibility. This new boundary is there to protect all parties involved. In most cases, the boundary exists to nurture the relationship, even if the nurturing comes in an uncomfortable form at first.

This is why I like to throw in the next bonus step...

Bonus! 8. Participate in Self-Care

In most cases, the setting of these new boundaries already qualifies as self-care. However, if you're like me and you're facing a more difficult reaction, then a post-conversational solo walk or bubble bath is in order. My personal favorite act of self-care? A good roll-down-the-windows-turn-up-the-music sing along head-bang session.

Setting difficult boundaries can be tough as nails, but I know that I'm more likely to enforce a future difficult boundary if I care for myself and my own emotions afterwards.

Knowing that you have a sense of safety, confidence, and place to be yourself in the world?

Worth it. So worth it.



[Emily Ann Peterson](http://www.emilyannpeterson.com) is a singer-songwriter, teaching artist, marketing consultant, and creative entrepreneur. Her podcast, [Bare Naked Bravery](#), features conversations with everyday heroes about the quiet successes and loud failures required to do the brave things for which we know and love them. Peterson's mission is inspire a global resonance and magnanimous community through the marriage of art and whole-person development. She is available here: www.emilyannpeterson.com



What To Do When a Student Wants to Quit

by Scout MacKay

Miah collapsed on the floor in a pile of tears and frustration. “I do not want to have a music lesson, I do not want to practice, and I do not want to play guitar!”

As a second grader who is a year into guitar lessons, Miah had got quite good. She had mastered all the basic chords and various strumming patterns. I didn’t want to see her give up. From playing her favorite songs to even writing one of her own (featuring the daily routines of her pet rabbit)—listing all of her accomplishments didn’t help.

Miah was overwhelmed with the idea of another half an hour lesson consuming her free time. She was not budging from the leg of the table she was so desperately clinging to, no matter what her parents and I said to her. She loudly made it known that she’d had it with scheduled time and wanted only to curl up with her cat on the floor and do nothing.

Her mom and I stepped outside onto the doorstep while her father patiently coaxed her out from underneath the table and helped her dry her tears. She explained to me that Miah was overwhelmed by witnessing her younger brother and his extensive hours of play time, while she had increasing responsibilities and heavier homework load after moving up a year in the vigorous Seattle Public School system.

One thing we forget easily as adults (who often cope with too much on our plates) is that kids get stressed out too. They not only belong to the same society that underestimates the importance of free time—they’re being raised by it. In order to continue lessons with an overwhelmed student, music has to become the tool to unwind and let go. Music has to become alone time, free time, a time for introspection and play—rather than a perfected presentation for the outside world.

I left the situation in Miah’s parents’ hands for the week, and wrote her mother an email suggesting that we take a different approach. Miah, strong-willed and determined to do things her own way, showed up at my house a week later with two recorders and a blank notebook. “I want to learn recorder instead of guitar,” she said. I hadn’t played a recorder since I was in elementary school when the music teacher had put on a humiliating performance, where we squeaked our way through songs no one had ever heard of about recycling and water conservation.



As a result, I scarcely regarded the recorder as a real instrument. But, after Miah and I watched a few impressive YouTube videos of the world's best recorder players, my opinion changed and I was intrigued.

So, as Miah refashioned her feelings towards music lessons, I adapted my feelings towards the recorder. She was incredibly natural and enthusiastic, and within a few months she'd learned the Harry Potter theme song from sheet music, with all the sharps and everything. I realized all along I had been teaching a wind instrumentalist a string instrument, and what she had really needed was to express herself her own way.

While Miah became Seattle's best Harry Potter recorder interpreter, I took a more laid back approach on giving her assignments and made lessons feel more like play time. Together we went into Harry Potter's magical world and took time to reflect on what part of the story the songs in her music book came from. How did Harry Potter feel when he received that Nimbus 2000? What was "Double Trouble" really about? For Miah, the enthusiasm she brought to her music was equal to that of John Williams', the composer. Music lessons were a half-hour to make Harry Potter's world real—with a music stand and a recorder. I was on the sidelines as her biggest fan, every so often helping out by coming up with a rhythm exercise or working out the squeaks.

I asked Miah and her mother if I could write this article and she was honored. If your method isn't working to teach a student, maybe they're not a pianist but a vocalist, and maybe they need time to escape from a source of pressure.

Eventually, patiently, with the stage set on your student's terms, you will build a unique kind of trust and friendship that is unstoppable. Then, after a long eight-hour day of teaching, you'll pick up your guitar and go to your own version of "Hogwarts" and reinvent the lesson for yourself, perhaps with Miah on the sidelines, every once in awhile pencilling in an eight note that went by too quickly.

[Scout MacKay](#) teaches more than 40 students piano, voice, guitar, songwriting and composition in the Seattle area. She also travels annually to Latin America where she provides instruments, art supplies and music lessons as tools for developing communities.



How to Market Your Business on Facebook Without Coming Across Sales-y

By Emily Ann Peterson

If you are a small business or solo-entrepreneur, I guess you don't have a marketing manager, sales team, or large budget to promote your work. This article covers five ways to market your business on Facebook without coming across sales-y and without spending any money!

Facebook is a great place to connect with your ideal clients. And being a small company or single person can actually give you an advantage.

As Jon Goodman says in his book, *Viralnomics: How to Get People to Want to Talk About You*:

“Big companies come of sales-y, but people trust people. People choose what they see in their feed. People fill their feed with friends and family members—be someone they want in their feed and someone they trust.

Feeds are like reverse search engines—showing people what they want to see before they think of it.

But, unlike search engines, people who click your blog post or website because it showed up in their feed, already know you and trust you. When someone searches blindly for something via a search engine and is taken to your site, you have to gain their trust. More times than not, they are looking for something, they either get it or they don't, and then leave your site. That is of no benefit to you.”

Here are five ways to market your business on Facebook while remaining true to yourself and your business (and without spending a cent!):

1. Share value on your personal page and become known as the “expert” among your friends



Share tips and glimpses into your business now and then on your personal Facebook page. People have to know and trust that you actually know what you are talking about before they can even consider working with you.

Take this a step further by commenting, liking, and connecting with your friends so you stay in their news feed. Social media is about being social after all!

When the time comes that they have a question or are in need of further support (or have a friend or family member in need of your expertise), you will be the first person they think of. This approach takes time, but once you start getting a few clients and they start sharing their experiences with their friends and family, it can really snowball into a valuable potential client list!

2. Join relevant and local FB groups and/or start your own Facebook group

I run two Facebook groups and one of my BIGGEST pet peeves is when people only comment to promote their own business. And it happens quite a bit. Usually when entrepreneurs do this, they also post the exact same post in various other Facebook groups. Please don't do this. Join Facebook groups that are relevant to your business and where your ideal clients hang out. Use the group to make connections, learn from others, and help and support fellow members. If you have a really valuable tip that would benefit the group, share it. Become a name that people see in the group frequently and appreciate the value you add... for free.

To learn more about finding relevant groups to join and connect with your ideal clients, you may find this post helpful: [How to find and connect with your ideal clients with Facebook Groups.](#)

Take this a step further and start your own group!

So many entrepreneurs have or have recently launched a free Facebook group to connect with potential clients.

Starting your own group allows you to provide value to your ideal clients, establish yourself as an authority in your field, stay in front of potential client's mind, and strategically promote your programs or services.

Learn more about [how to start a successful Facebook group here.](#)

Here are three possible free Facebook Groups you could create:



- 1—Start a general fitness group for your local community targeting a specific population or goal. For example, I run a local fit moms Facebook group.
- 2—Create a Facebook community that coincides with your blog or business (just don't promote your business or blog posts all the time—that gets annoying).
- 3—Create a private Facebook group that coincides with a free challenge and use it to support one another and add extra value to the challenge. You can then turn this into your community that has a theme related to your business.

If you already have a group or are looking for engaging content for your FB page, be sure to grab the freebie → [30 Facebook Post Topics Ideas for Health, Fitness, and Wellness Entrepreneurs](#)

3. Create a Facebook business page

While Facebook is giving priority to video, Facebook groups and paid ads, having a business page is a MUST.

For one, it is a place for people to look you up and learn more about you. These days, people look online—especially social media—to find businesses to buy from. If you are active and responsive, people are much more likely to do business with you than a company with no Facebook presence or a poorly run page.

Your business page is a great space to share tips, more about your business, and occasionally promote your services—without bombarding your personal page.

Secondly, you need a business page to run Facebook ads.

Thirdly, a Facebook page allows you to gather leads and send people to your website through posts and the customizable button at the top of the page.

Finally, creating videos—and then posting those videos in your Facebook Group or on your blog—will boost engagement on your page and allow your potential clients to get to know you better.

Here are [8 steps to starting a Facebook page for your blog or business](#).

4. Do LIVE videos on your FB business page

As much as many of us may hate the thought of being on camera, Facebook is giving priority to video—and especially Live videos.



Video is central to Facebook's vision for the future of the platform. In 2014, [CEO Mark Zuckerberg was quoted](#) as saying: "In five years most of Facebook will be video."

And, if you do run Facebook ads, video will result in more engagement and lower costs.

A few ways you can use Facebook Live in your business:

1. Discuss a topic your audience is interested or a recent blog post you wrote.
2. Give a behind-the-scenes look into your business or life. This is a great way to really make a connection with your audience.
3. Announce and promote an upcoming event or program. Before you go live, let fans know you have a special announcement to make. Then, share specific details about your event on the Live video.
4. Give a sneak peak into a product or service you offer.
5. Do a Q&A. Gather a few questions before hand and answer them all in the video. Open the Live video up for questions from viewers at the end.

Before you plan to go Live, be sure to post on your page (or group) letting people know so they can tune in.

5. Run a free challenge or give something away for free in exchange for an email address

[Running a free challenge or offering a free product or service does two things](#): it shows potential clients you can alleviate some struggle they have and it gives you the opportunity to collect their email addresses to eventually sell them something.

You can offer a free challenge within your Facebook group or just right on your personal or business page, prompting people to sign up on a Google form.

By over-delivering and building relationships with challenge participants, you leave them asking: "what's next?"

Even if they do not buy from you after the challenge, you have the opportunity to continue to build trust and stay in the front of their minds by sending occasional, beneficial-to-them emails.

In conclusion

As more people turn to their mobile devices to discover new things, small businesses need a strong online strategy. [Facebook is the mobile solution for 65 million businesses pages](#). And



the best thing is there are plenty of ways to market your business without spending a ton of money on advertising.

If you are just starting out, creating a Facebook page is a great first step. You can then become more active in groups, create your own group, make time to interact with others, do videos, and create amazing content to WOW your potential clients.

Big things have small beginnings.

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