



**Your Clients & Customers Turnaround  
(Part 1)**

---

**Your Most Likely (Immediate)  
Buyer**

## Your Most Immediate Buyer

### Intro

Hello, and welcome. This is Naomi from Ittybiz, and you're listening to the Clients and Customers Turnaround track, part 1, called "Your Most Immediate Buyer."

In this section, we're going to look at finding the shortest path to finding buyers, and not just any buyers. We're going to find your Most Immediate Buyers. These are the people who aren't just likely to buy from you in general, but they're likely to buy from you soon – or in some cases, right now.

Before we begin, I just want to thank for listening to this session. Because you're taking the time to focus on this training, you're setting yourself up for success in your ittybiz. You're not just sitting by the sidelines, waiting for things to get better. You're going to make it better.

So, let's get started.

### Your New Target Demographic

The number one priority in turnaround mode is getting cash in hand as quickly as possible. So what we need to do is target the right target demographic for the kinds of things you sell.

Now, you may have already gone through a target demographic exercise in the past – you know you're selling recycled stationary paper to female hippies, or physical therapy to athletes in their 20s, or training products to computer programmers in medium-sized non-profits.

That's your old target demographic. As far as we're concerned in turnaround mode, you have a new target demographic from this point on: people who are likely to give you money as close to now as you can get.

Let's talk about those people in detail, and how you can bring them in as clients and customers.

## Finding Customers With Built-In Urgency

What you want to do at this point is to start looking for customers who have built-in urgency. And if they don't have enough built-in urgency, you're going to make some.

Here's how it works. Think of what you're selling, and think of the kind of person who buys those things. Now look for situations in which they might need to get those things right away. Look for the moments of urgency.

If you're an artist, maybe these customers are people who need a birthday or anniversary gift in a hurry because they're a procrastinator. A well timed email or physical mailing that positions your art as the perfect gift for the hard to shop for person and says rush shipping is available may be a slam dunk.

If you're a chiropractor, your urgent clients are people in immediate pain, not people interested in wellness in general. You're going to want to handle your promotions in ways that highlight getting rid of severe back pain fast.

If you're a retirement planner, you're going to think of the slice of people who have been putting off retiring for so long that they need to get started yesterday. They're most likely to buy now.

We'll talk about how to find and get those people in just a moment, but right now I want you to start putting on the blinders and only looking for the most urgent buyers. These are the people who require a lot less work to get in as clients and customers, and in turnaround mode, that's just what you need.

So think of what you sell, think of the people who need it urgently, and start brainstorming how you're going to position your products and services to appeal to those people. "Birthday gifts in a hurry," "Immediate pain relief," and "Last-minute retirement planning" are examples of the lowest hanging and most easily pickable fruit for your ittybiz.

So that covers people with true, built-in urgency. Now we need to talk about the people who need a little urgency added to the pot.

These people are fence-sitters. They've been thinking of buying products and services like yours but they just haven't made the decision to do it. Maybe they just don't have \$300 for professional headshots, or they don't have the time to drive across town to get a massage, or they love that painting you made but they're not sure. They want it, but they're on the fence.

It's time for you to start tipping them to your side of the fence. Imagine the reasons why people might almost-but-not-quite buy from you, and find a way around it that adds urgency to the situation.

Those ways usually involve discount or convenience. This is where you do the headshots for \$200 but this week only. This is where you get a portable massage table and you say "We'll come to you." This is where you pull out the free shipping.

The compelling offer tips them over the fence, and while it may cost you time and money, you have to look at it as a viable option. Of course, you don't want it to be too big a negative for you. You're not going to do something that makes you lose money or spend too much time driving around town – but it may be time to see just how special your special offers can become.

These discount or convenience customers won't necessarily line your pockets with profit, but they can give you some immediate cashflow when you need it most. And they can give you one thing that can make a difference for you in the short term – personal referrals.

### **Referrals**

Whether you're dealing with customers who have built-in urgency or clients that you had to take at a discount, do everything you can to get referrals from friends and family. Most people don't do this because they feel weird or pushy by asking, but it doesn't have to be that way.

Think about it from the other end. If you go to the dentist, and he says on the way out, "Hey, if you know anyone who needs a dentist, I'd love it if you'd refer them over," you're not going to feel like he's pushy. It's a nice, easy referral process.

Also, if he were to hand you a few 20% coupons for new customers, you might be inclined to pass them along to people you like, to help them save some money. Again, there's nothing pushy here – it's just a simple ask. And this simple ask can bring you new customers, so it's essential in a turnaround situation.

So make asking for referrals a part of every new customer transaction. And take your existing customer base and send them a quick message asking for referrals. Be gentle, be easy, and be respectful. You can even wrap it in a new offer. You can send a message to your list that says something is on sale this week only, and then clearly but gently ask them to pass the offer along to people who they know would appreciate it.

This may feel weird or unnatural, but it needs to be a part of your process. You are in emergency turnaround mode, and you need new customers and clients fast. Just be nice about the process – once you do it a few times, you'll find it's not so bad after all.

Work this process on your existing customer base and mailing list, and it will help a lot towards getting cash flowing into your ittybiz.

### **Tapping New Sources For Most Immediate Buyers**

Now let's talk about where to get brand new customers who have the potential for a lot of built-in urgency. Picture your customers and clients, the ones who need what you offer in a hurry, or who are just on the fence and need a little tipping. Where do they hang out?

Figure out where they spend time, and then get your ass over there pronto. If you're a marriage counselor, find a website, blog or newsletter that focuses on how to deal with divorce and see if you can get exposure there. Write some content over there that puts you in front of that urgency-filled audience. If you sell weight-loss coaching, go find the internet hangouts of people who want to quit smoking and get exposure there. Those are people in urgent need of dealing with the weight gain that comes with quitting smoking.

Basically think of all the related problems that your urgent demographic may be going through and start getting exposure in those places. You don't even have to create content for them if that's not how you operate – you also have the option of simply getting direct referrals and giving a commission.

Back to the weight-loss coach – she can simply make an agreement that if the owner of the stop smoking website sends her clients, he gets a percentage of the money. Or, she could run an ad on that site to attract those urgent buyers. This works for offline businesses too. A yoga studio owner could find a chiropractor and agree to advertise each other's businesses with flyers on their front desks, or a mailing to each other's lists.

These strategies take a little bit of work to get into place, but it's an extremely fast way to get in front of an audience of your most immediate buyers.

So think about the other businesses out there who have the highest likelihood of having the customers and clients you need, and consider working with them to get exposure as soon as possible. Throw in a great offer, and finding new business will become even easier.

### **The hands-on approach**

We're going to wrap up this section with a part that's probably going to make you a bit uncomfortable – but it is probably the closest you'll get to a sure thing when it comes to getting new clients and customers.

I'm talking about hand-selling here. Not literal hand selling, like standing on the corner asking people to buy your stuff, but personal, one on one selling. No automated emailing lists. No direct mail. No running ads. In this situation, you are the ad.

This is where you get personal, and start emailing people who could be potential customers and making them an offer. This requires some research, but it can have an extremely high chance of success.

If you're a wedding photographer, you could look your old clients up on Facebook. See if they have kids. Then you can send them an email that says "Hi Karen, it's Jill. I was just looking up some old clients in that "where are they now?" way and I see you've been up to so much since your wedding! Your kids look great. I notice Andrew just turned one last week, and it made me think of the new baby photo shoots I've been doing. I'm not sure if you're interested, but would you like me to send you a few sample shots I took last week to see if you'd like some, too? They're 20% off this month. Just let me know. Yours, Jill."

Ok, that would probably take you 10 minutes to do. Look up an old customer, find an offer that would work for them, and send them an email or a short card with that inside. Generally, if you do it right, two out of ten will buy.

That's a lot better conversion than an automated email or an ad. It works because it's personal. You cared. You used the name of their kid, for God's sake. A message like that says "You're not just a name on a list to me – you're a person." And people respond very well to that.

Your existing customer list is your number one asset for getting more business, and doing some hand-selling could help get you out of turnaround mode faster than you think. You can get new business by hand-selling, and you can get referrals from it too. Maybe Karen doesn't want baby photos. But her best friend Claire is getting married soon and poof – she refers her to Jill.

You can get a lot of business by sending personal communication to customers. But it also works for people who aren't customers yet. You can simply do 5 minutes of research, and send an email, just the same way.

If you're a headshot photographer, look for people who have candid headshots on their websites and who might be really chomping at the bit for a professional deal. Get a little information from their site and send them a message. "Hey Greg, I was just on gregscoaching.com reading the article you wrote about setting goals. The part about getting clear on deadlines really helped me, because I can finally see now why I was procrastinating so much. Anyway, I was also looking at your About page and was wondering if you were interested in getting a professional headshot – if you are, I'm doing them for 30% off this week. Just let me know. Cheers, Derek."

Now, if you were a headshot photographer and targeted an urgent audience – say, up and coming life coaches who need all the pro touches they can get – you're pretty likely to get some immediate traction this way.

Hand-selling takes a little bit of guts, and a little bit of time, but if you don't have clients and customers right now, time is all you have. Start trading it for money. Send 5 emails this week, just to get your feet wet. It's actually kind of fun, because when you get personal, people don't feel like you're just another person hawking their stuff. You're treating them with attention and respect, and often that's enough to seal the deal.

And that's all we have for this part – now you know what to do to start getting your most immediate buyers hiring or buying from you. Take your first steps doing this over the next few days, and let's see if we can't get this ship turned around.

Thanks for listening to part one of the Clients and Customers Turnaround track, part 1, called "Your Most Immediate Buyer." I'm Naomi from IttyBiz, and I'll talk to you very soon.