

5 Free Ways to get  
5 Clients in  
5 Days

Creatively simple, yet  
overwhelmingly powerful  
strategies to boost your  
leads, clients, and bottom line

0 2

# Email

## WHY:

Email is one of the fastest, most effective, low (or no) cost ways to keep in touch with your clients, offer them new services, deals, coupons, tips and tricks, or just to say hi when you haven't heard from them in awhile. It's a very unobtrusive way to get the word out to your customers without being salesy or spammy, and truthfully, people love to hear from you as long as you're offering value to them.

It's also a great way to “schedule” your marketing in a way that aligns with your brand, your marketing calendar, and to boost sales in slower periods of business.

## WHAT:

You will need an email platform with automation (so you can schedule posts in a sequence after someone signs up). This makes for a low-touch, time saving way to ensure your clients don't forget about you, and it's a great way to drive sales. Email platforms are very reasonably priced, and the best part, is you own your list. No one can take those emails away from you! Use them to your advantage.

## HOW:

If you don't yet have a marketing calendar (or don't know what one is) schedule your FREE 1-on-1 strategy session with me [here](#).

03

## Email

If you already have your calendar in place, take a look at the campaigns that are on it and the duration for those campaigns. Make sure you have 5-10 emails in place for each one. You can write these ahead of time and schedule them in your email platform to go out to your list as soon as your new campaign launches, or right before to make them aware of it in advance.

### **WHEN:**

The best open rates on email happen Tuesday through Friday.

### **THINGS YOUR CUSTOMERS WANT TO KNOW:**

- Build momentum

Tell your customers about any upcoming sales, personal projects, or events in advance.

- Limited Time Offers

Boost sales on the fly with very limited offers to your prospects when they take action now.

- They want to know about YOU, on a personal level.

Introduce the person behind the business. This builds rapport.

- Give them more information

Got a handy DIY trick up your sleeve? Tell your customers!

- Ask them what they WANT.

This is an excellent way of asking them for feedback, engaging them personally, and ultimately, researching your market.

### **COST:**

Free or Paid

# Facebook Groups

## WHY:

People LOVE talking to people. That's why social media is so important: your customer or client is out there in the ether, waiting on a conversation with you. Take a look at any random community group on Facebook, and search it for some of your business keywords to find people talking about what you offer.

## Example:

"hair" will bring up people searching for recommendations on a hair stylist. "Paint" will get you results for people looking to hire a painter, or what the best kind of paint is to buy.

## HOW:

Engage in 3-5 of these groups regularly, WITHOUT pitching your services, and just TALK to people. This builds rapport, gets your name recognized among the folks in the group, and you'd be surprised who will recommend you.

The other method is to engage them with an "advertisement." Now, don't panic if you don't know how to make an ad. You're simply going to show some really awesome photos of your work, of your office, of something interesting, and introduce yourself to the group. You're not pitching your product or service! This is important, for two reasons.

- 1) Facebook and their respective group admins tend to look at you unfavorably when you're just showing up to sell something.
- 2) People do business with PEOPLE, not businesses. You have to demonstrate that you are competent and available to help them, without being spammy.

Once you have established some credibility in the group, you can pitch your services occasionally. Just make sure to read the group rules and Facebook Community Guidelines, and abide by them.

05

# Facebook Groups

## WHEN:

Groups are more active around 7:30 am, noon, 3-4 pm, and 8-9 pm.

## SOME TIPS AND TRICKS:

- It's called "social media" for a reason. Be sociable and friendly, on as many posts as you can within those groups! No one wants ads crammed in their face every second they're looking at the newsfeed.
- Get to know people and they will get to know you – and that will get you business.
- This shouldn't take a lot of time. After all, you are running a business, not browsing Facebook all day. Take 5-10 minutes 2-3 times a day to scroll through your groups and interact.
- Use the 80/20 rule: 80% of the time you are engaging and providing value in the group. 20% of the time you are actively selling to the group.
- Still need help? Schedule your free strategy call with me today and we'll get your social media game on point. Go [here](https://www.crystafoster.com/bookings-checkout/your-free-explosive-biz-strategy-session-1/book) to book:  
<https://www.crystafoster.com/bookings-checkout/your-free-explosive-biz-strategy-session-1/book>

## COST:

Free

06

# Facebook Messenger

## **WHY:**

Facebook messenger is a direct line to your customers, from anywhere, at any time. If they are currently your friends (on your personal profile, not your business page) pop in and say hi. Get in front of them, and engage. The point is not to sell, but to show genuine interest in THEM. People love talking about themselves, and that is providing value to them.

## **HOW:**

Find 3-5 people a day to talk to, and open up a conversation with them. The longer it's been since you've spoken with them, the better. Ask questions about their lives, and again, be generally sociable. When you find the conversation winding down, ask them if they know anyone who might need your services, and get a referral from them.

Notice, you aren't selling to them – you are simply making them aware of what you do (a reminder, or it might be new information) and asking if they know anyone who could benefit from your services.

## **WHEN:**

During regular business hours, or when your customer is active on Facebook.

## **TIPS AND TRICKS:**

- Use that 80/20 rule. 80% should be about them and their lives, 20% should be about you and your business. Remember, you are NOT engaging them for a sale.
- If you can get on the phone with them, even better. Conversation flows more smoothly, it will take less time, and some people are more comfortable talking versus typing.

## Facebook Messenger

- If they personally show interest in your services, then you can offer. If it isn't an urgent need, ask if they'd like to be added to your email list instead.
- If you're really stuck on what to say, you can schedule your free call with me and I'll give you the same exact script that I personally use that gets me 3-5 referrals per week. Click the link below:

<https://www.crystafoster.com/bookings-checkout/your-free-explosive-biz-strategy-session-1/book>

### **COST:**

Free

## Freebie Opt-in

### **WHAT:**

A freebie opt-in is something you can give potential clients in exchange for their contact information. In fact, you're on my freebie right now! The purpose is to get clients into your email, or pipeline, so that you always have a stream of leads that can generate you some business.

### **HOW:**

If you aren't technically savvy, don't worry. This can be a very simple, free process you can use in Facebook groups, and have people message you for free information or a coupon; you can run enter-to-win contests on your business page, website, or at networking events; or it can be a gift-with-purchase scenario for all walk-in clients. The goal is to retain their information in order to build rapport and nurture them into becoming a paying client or customer.

0 8

**TIPS AND TRICKS:**

- It's imperative that you make your freebie something valuable to your customer. It's still a business transaction – it's technically NOT free. They are giving you their information in exchange for a product or service, so it's a barter based off mutual trust.
- Make sure you deliver! Scamming for email addresses isn't cool – and I've been on the receiving end before, as I'm sure you have. Give, and ye shall receive. ;)
- Don't give away the farm! Your freebie should be valuable, but not so valuable it will break the bank. Again, make sure you can deliver on your promises. People have to trust you in order to do business with you.
- Do you know what your customers want? What would get them to say YES to your freebie? If you aren't sure, or need help getting it set up, I'm your girl. Go here for your free strategy session and we'll get it ironed out:

<https://www.crystafoster.com/bookings-checkout/your-free-explosive-biz-strategy-session-1/book>

**WHEN:**

anytime

**COST:**

Free or Paid

*Sales Ambassadors*

**WHAT:**

Grab your friends and hire them! Sales ambassadors, or “vouchers,” are your online friends and past clients who would be willing to help you consistently for a free service, or a trade. These are folks who will sing your praises from the mountain-tops to every person they come across that needs your particular service.



09

# Sales Ambassadors

**WHY:**

When others recommend you, they are right there in the comment section “vouching” for you and your services. These people ALSO know people, and that expands your network and your reach. If people can trust your friends, they're 85% more likely to trust you.

**HOW:**

Remember that freebie? Turn it into an incentive for your sales ambassadors, or create a new one just for them. Be specific about what you'll offer them in exchange for seeking you out online and recommending you to others in their free time.

**WHEN:**

anytime

**TIPS AND TRICKS:**

- This is similar to using a “finder's fee” approach, but with more exposure and less tracking. You want to ask friends that you trust, and aren't out to take advantage of you.
- Beware of using free or paid “engagement” groups. These are groups of people who consistently like and comment on your content, but they rarely result in any new sales for you.
- You'll get better results if your sales ambassadors are already members of your active community facebook groups.

10

## 3 Easy Daily Tasks to Boost Revenue and Confidence

### 1. Check and respond to all your emails, text messages, phone calls, voice mails, and instant messages twice per day.

- Using a set time to respond to messages every day will quickly increase your appointments, service calls, and sales – and ultimately save your sanity and your time.
- **Hot Tip:** In the event you aren't already conducting business with a customer, respond immediately. People are impatient and need instant gratification. Not only will an immediate response almost guarantee you the sale, it instantly builds trust with your client.

### 2. Ask for 2 referrals, testimonials, or reviews every day.

- Paying customers and clients rely on their peers to make a determination of your business's worth. If they can't get a personal referral, they will look for a good word about you all over the internet. If they can't find any....you won't get hired.
- **Hot Tip:** Make the links to review you readily available to your customer as a trust builder. Add it onto social media comments, or emails. (Ex. Check out our awesome reviews here! [link] )

### 3. Get an advertisement or piece of marketing material out to your customers or audience every day.

- Both past customers and potential buyers need to see your business's name in front of them an average of 19 times before they'll remember you, and you must have at least 5 personal or valuable interactions with them before they will buy from you.
- **Hot Tip:** If you're persistent, you will get it – if you're consistent you will keep it. Don't send an email every day if you can't keep it up. A weekly interaction that's consistent will work as long as it holds a lot of value.

1 1

## Conclusion

That's it! These tactics will boost your organic reach to the maximum, get you massive exposure, and get you free, qualified leads daily. All you have to do is put it into action!

**Now, if you're still not sure these will work for you, I encourage you to schedule your free business strategy call with me now. It's a free call designed to help you get more business, more clients, and more money than going it alone.**

I'll answer any questions you have, and you'll even get a personalized action plan to make your business goals a reality. There's no obligation and zero risk!

**And yes, this is actually going to benefit YOU - there's no fluff involved.**

**Schedule here in 20 seconds:**

<https://www.crystafoster.com/bookings-checkout/your-free-explosive-biz-strategy-session-1/book>

**Peace and Prosperity, and Cheers to your Success,**

- Crysta



*Crysta Foster is a Licensed Cosmetologist of 20 years, American Board Certified Haircolorist, Business Marketing Strategy Coach, Certified Reiki Master, and Natural Energy Healer. Crysta has helped dozens of small and local business owners with advertising and marketing with an excellent track record of results, accolades, and accomplishments. She is active in her community and supports the conservation of wildcats in her philanthropy.*

