



Consistency is Key to Getting More Clients

When it comes to getting more clients, consistency is key. When your marketing, messaging and branding are consistent, it demonstrates that you are focused. This focus will attract clients because they see that they can depend on you to provide consistent value.

There are three important reasons to make sure your messages are consistent. These reasons include:

1. Cultivating Client Relationships

While acquiring new prospects is important, it is just as essential to cultivate relationships within your already established clients. Engage your clients by asking their opinion on topics. This engagement also helps to foster two-way communication whether it is through email, your blog, or social media. Your clients get to know you and you get to know them better. As you deliver consistent value, your community will seek you out and buy from you over and over again because people buy from people they know, like and trust.

2. Search Engine Optimization

People go to the internet to find a solution or research a problem they have by using a series of related words. When they do, you want them to find you especially when they search for a solution you provide. Search engines pick up pieces of searchable information from articles you write on your blog or from articles posted in article directories. When you use those same key words in your articles or blogs, they will be picked up by the search engines and tie back to you. As you put out relevant and strong content consistently, you will attract visitors to your site. There is significant searchable power when your messages are consistent.

3. Becoming Known as the Go-To Expert

Keep your messages and articles on topic with your services or industry. If your messages vary dramatically because you are casting too wide of a net with your services or if you are unfocused on your target market, you will lose out on becoming known as a subject matter expert.

Not only do you want to make your messages focused, but you also want to establish regular frequency. Whether it is weekly, biweekly, or monthly communication, you create a cadence that others come to expect. When you first systematize your marketing, you may want to test it by measuring your bounce rates or your unsubscribe rates. You also may want to simply ask how frequently your list would like to hear from you. Adjusting your frequency accordingly helps you take out the guesswork and deliver what

they want. Over time, you will develop a library of articles and when people search on your topic, you will be the expert they find.

When you provide consistent, frequent value-added content as well as engage your community, you will develop a long list of clients coming back for more and have a line of prospects wanting to do business with you.

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