

# **The Big Picture Business Podcast – Episode 14**

## **How To Get Clients For Free**

### **Introduction**

- In this episode of The Big Picture Business Podcast, you are joined by hosts Dominica Lumazar and Rory Carruthers. Dominica and Rory are both international best-selling authors who use their marketing expertise to help their business clients build their companies from the ground up. As a result, they have helped their clients gross over a billion dollars in revenue.
- The aim of each episode of The Big Picture Business Podcast is always to assist the listener with any business questions they may have so that they can be as informed as possible when starting or running a business.
- This episode of The Big Picture Business Podcast focuses on marketing tools, funnels, credibility factors, referrals, and relationships.

### **An Intro to Funnels**

- Something that can often get lost in this digital world is that on the other side of a screen is an actual person.
- Rory runs an incredibly successful book launch and marketing company. Many people launch a book and then get lost as to what to do next because they do not have the proper marketing systems set up behind that initial launch.
- One of the first things Rory will mention to clients are book funnels. A funnel is one of the main strategies that they can use to get clients for free.
- A book funnel is a series of web pages connected with a shopping cart in a basic explanation.
- Studies show that if a customer spends money on your services, they are 9-10 times more likely to shop with you again than someone who obtains something for free from you.

- Try to get customers to commit to you with a low-ticket item so that you can move them up your business value ladder to commit to higher ticket items later down the line.
- Once you have gotten a customer to be part of your email list, you can market directly to them without paying anything extra for marketing and advertising. This is what makes a funnel such a valuable tool.

## **Using a Book as a Marketing Tool**

- Rory set up Dominica's book funnel for her so that the book is free, with the cost of shipping being the only payment required.
- Dominica doesn't expect to earn crazy sales figures from her book directly; she is very aware that a book is a tool to fuel the bigger picture of her business.
- Before entering digital meetings with people, she offers them the chance to read through her free book. When they see that she is an international best-selling author with an incredible offer, it sells Dominica instantly.
- Giving a book as a gift to someone in advance also creates a sense of reciprocity. This creates a desire to give back, which is usually given back with business.

## **Credibility Factors**

- Think of the selling layout before you even get on the phone with someone. One of Rory's clients, Erik Fisher, states that 80% of the selling is done before you even get on the phone with someone.
- People need to know your credibility in advance. When discussing credibility factors, people need to know what you're selling and whether it is reliable. Providing the vast majority of that information before even making the sale is vital to the experience.
- For Dominica and Rory, showing off their credibility is evident. Highlighting their involvement with media sources such as ABC, NBC, CBS, FOX, Forbes, and Entrepreneur helps build trust before a sale has even been made. If you look at

bpbpodcast.com, you will notice that Rory and Dominica make all their credibility very evident on the home page.

- Getting featured by media is difficult because many platforms are unlikely to take a chance on you unless you have been featured in previous media, but of course, it becomes a catch twenty-two.
- Along with this, to get featured in media such as Forbes, like Dominica was, you need to hit specific requirements set by them, which can also prove to be a challenge.
- Unless you utilize these benefits to your advantage, nobody is ever going to know that you are credible in the sources that you have been featured in; you must put these features and factors front and center for all to see.

## **Improving SEO**

- People will search for you online. If you're searching for yourself and nothing is coming up, that is a problem that you need to change. This is where SEO proves to be a significant factor in your development.
- If you are unfamiliar with SEO, it stands for Search Engine Optimization. This is essentially something you can utilize by following specific steps to further increase your chances of moving up that search engine outcome list.
- If you do not appear on that first page of Google, the chances of you being seen as credible by others drop dramatically.
- Utilize the tools that are available to you. Use social media sites such as Facebook. They will help further increase the probability of your name appearing higher in the search engine. Many social media sites, such as Facebook and Instagram, are free, so there aren't really any drawbacks to using them to boost SEO.

## **Take Care of Your Referrals**

- Getting referrals is another huge component for success in developing your brand and business.

- Dominica estimates that around 75% of her business comes from referrals.
- It is very important to ensure that those who are referring you to clients are properly compensated for their aid in bringing business to your business.
- If referred to by someone else, Rory and Dominica ensure that the person who referred them gets a percentage of the commission since they did all the selling for them.
- Something that might be beneficial to incorporate with your referrals is to introduce a two-tier system. As more of your clients begin to become pathways for more referrals, your original referrals may feel pushed to the side a bit and like they aren't getting the recognition they deserve. This is where having a higher tier system that rewards longevity could prove beneficial to your relationship with those who have been aiding you longer.
- However, if you are getting referred to, you must ensure that you are delivering on your services. Everything that has been mentioned and set-up falls away if you are not delivering on the services that are mentioned regarding you.
- We are all not perfect, so if you drop the ball on something, there is no harm in being open about that and admitting that you did so and that things will be fixed as a result. If you are calm about a situation, then your client will be too.

## **Client Relationships and Mentors**

- It is important to remember that you should be looking to form relationships, not transactionships. For Rory, building relationships with a client is important due to the high likelihood that he will be working with them for a year or more.
- Do not take on anybody who comes along. You need to ensure that you know for certain that they are a good fit for you and your business and that in reverse, you are also a good fit for them and their needs.
- At first, Dominica took up whatever clients she could find. This led to a lack of follow-up with clients, with her often being utilized as a one-and-done job.
- If you have a mentor right now and they are not constantly on you about stuff, fire them. Having someone who is constantly pushing you, even when you feel like you do not want to be pushed, is vital to growing your business and making these huge leaps in progress.

- Having a good mentor is so important. This is why Rory and Dominica made the VIP program at <https://bpbpodcast.com/vip>. The connection and utilization of Rory and Dominica's help through being a VIP member is invaluable. Along with having a connection to them, you also have a connection to all the show guests from the past, and future guests are not allowed to be on the show without previously agreeing to be a part of this connection.

## **Proper Ad Tips**

- One of the ways that Rory and Dominica do advertising is via social media. This is a really effective way to turn a cold client into a warmer client.
- Once you have that client who has spent their first initial payment with you and you have their email, that is when you can move them up and bring them into your world, that is when you can provide them with advertisements. However, do consider that you shouldn't bombard them with ads. You need to be strategic about it.
- Advertisement targeting is very effective and potentially beneficial when done correctly as a result. If you are in the process of building an email list or if you already have an email list, use it!

## **Resources and Links Mentioned in Episode:**

- [Erik Fisher](#)
- [Empowered: The Business Owner's Guide to Leadership & Success by Dominica Lumazar](#)
- [Big Picture Business VIP](#)