

Land Your First Client: Seven Ways To Get Your First Paying Client



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With the exception of Dave Flannery, probably every HMA consultant could use a few more clients especially if you're just starting out. So in this audio you'll hear from two HMA consultants, Paul Flood and Richard Emmons, as they go over the details of landing their latest clients. And I have Paul and Richard walk us through everything where they met their clients, what they said to get a first meeting and how they turned that meeting into money. From the amount they charge to how they get their referrals, you'll hear it all. You'll also hear the great approach Paul uses for introducing joint ventures to his prospects as part of his consulting service and collects 15% of those deals in addition to his flat fee for consulting. How Paul uses an e-newsletter to build credibility. Suggestions for getting the conversation back on track during an opportunity analysis so that you don't waste time. How Richard convinced a client to use him instead of the Jay Abraham mentoring program. Specific examples of how to use networking to gain more clients and referrals including where these consultants go to meet prospects and what they say when they find them. Both Paul and Richard agree that in order to be successful you need to get out there and be persistent. And they also say you need to make sure you're practicing what you're preaching. In other words, don't forget to apply the HMA systems USP and core principles to your consulting practice so that you can be an example of how well it works. Because real life scenarios are sometimes different than the textbook ones, it's always a good idea to hear how other consultants are turning their acquaintances into clients. And that's what this interview is all about. It's around 40 minutes long and is full of advice and tips on how to make the most of your consulting practice. Enjoy.

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