



## MIRRORCOACHING

### 4 Things You Can Do TODAY to Get Clients

We're all busy. Sometimes, though, we seem to be too busy to do what we need to be doing *today* to ensure that we remain busy tomorrow, next week and next month. Putting time aside to promote our businesses just seems too hard; there is so much else that needs our attention *right now* that making time to do marketing ... well, that's too difficult to fit into our day, isn't it?

Well ... no. It doesn't have to be. Certainly some marketing activities require time, effort and planning to ensure you get your strategy in place, but there are always other, more immediate actions that you can ... and I would argue, *should* ... take regularly, maybe even daily in some cases, that require little more than a decision from you to do them ... and they don't have to take more than a few minutes of your time.

When you do take these actions, you'll achieve a couple of things.

Firstly, you'll have overcome that procrastination that has been holding you back ... you'll be working *on* and not just *in* your business.

But secondly, and most importantly, you'll be creating links and developing relationships that *will* bring you referrals ... possibly not today (though don't be surprised if you do get near-instant referrals as a consequence of taking some of these actions), but almost certainly over the course of time. Why? Because you will have become proactive about your business and ensured that you are on your potential referrers' radar. You will have become *visible*, and *that* is crucial if they are to think about your services next time they need someone with your skills for their clients.

So are you ready to take action ... here goes:

1. **Make that call.** You know that you've been meaning to call that agency, that potential referrer, that case manager, maybe even call about that recent answer phone enquiry, for some time now, but you've just not got round to it. There has always been some reason not to, hasn't there? It's time to stop making excuses. Pick up the phone and give them a call. If you're new to them, introduce yourself and your services. If you've worked for them in the past, remind them of the work you've done for them before; let them know that you're available for more of the same; ask what more they need from you to increase the chances they will send you new clients. That contact will be enough to get you on their radar again, and that *will* lead to referrals. So ... take a deep breathe and pick up that phone. 5 minutes work, just checking in, could lead to your next referral. But don't forget to "check in" with some degree of regularity: who knows what this might do for your business.
2. **Write an email.** Maybe a little less immediate (or less scary, perhaps?), but it is still a means of getting in front of your referrers. This is an approach that is



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possibly best used with contacts with whom you have worked previously, as they are likely to at least recognize your name and open the email! Make a list of your referrers over the past year and reconnect with them. Drop them an email with an update on what you're doing in your practice; remind them of some clients you have in common (who you have successfully treated); send them a link to an interesting article; thank them for their referrals in the past and express your hope that you'll be able to continue to offer your services to their clients in the future. Renew that contact and give them a nudge!

- 3. Follow up on a contact.** Remember that contact you made, perhaps at a networking meeting or a conference, where you swapped business cards and promised to keep in touch? Isn't it time that you reconnected with them? It shouldn't matter what their line of business is; if they are fellow talking therapists, you'll be able to discuss cross-referral possibilities; if they are any other profession, remind them about the services you offer and how you'd welcome them pointing any of their contacts, who might need your specialist help, your way. But this re-connection shouldn't be a one-way street: always ask what you can do for them? Who can you help connect them with? When you help them find business, you create a relationship that ensures you remain on their radar for future word-of-mouth goodwill referrals.
- 4. Review who you know ...** but have, probably, never considered approaching as a potential referral source. Your personal social network has the potential to be a rich source of referrals, but how often do we think about asking them if they could recommend our services? The fact is, they know and like you already, so by sharing with them just what it is you do, who you like to work with and how you're happy to receive enquiries from their wider networks, you're opening up a whole new additional source of possible referrals in the future.

If you simply make five minutes every day to undertake even just one of these actions, you will have expanded your network and increased the likelihood that you will generate new referrals in the not-too-distant future. So, what are you doing still reading this ... go take some action & build your practice today!

Cheers

**Dr Colin Clerkin**  
**Coach and Psychologist**

Do please let me know how you get on once you've started taking these simple steps to grow your practice – email [colin@mirrorcoaching.co.uk](mailto:colin@mirrorcoaching.co.uk).

And if you'd like further support, why not contact me to arrange a free [Business Breakthrough](#) coaching call – just follow this [link](#) or visit:

<http://www.mirrorcoaching.co.uk/business-breakthrough.html> to find out more.