



ULTIMATE **IN-PERSON CLIENT** **ACQUISITION STRATEGY**

**E-SLIDES FOR SEOS, SMMS, PROJECT
MANAGERS, UX/UI/WEB/GRAPHIC DESIGNERS,
B2B SALES DIGITAL OPERATIONS**

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OVERVIEW

1. **DON'T APPROACH SALES FROM THE VIEWPOINT OF TRYING TO GET PEOPLE'S MONEY, BUT INSTEAD TRYING TO SOLVE PEOPLE'S PROBLEMS.**
2. **DON'T COME TO THEM AS A SALESMAN WITH A CLIPBOARD. COME TO THEM AS A CUSTOMER, WHO WANTS TO HELP AND HAS THE KNOWLEDGE TO DO SO.**
3. **HAVE 0 EXPECTATIONS OF ANYTHING HAPPENING FROM THIS ENCOUNTER.**

YOUR OUTLOOK

**NO MATTER YOUR PROFESSION, TITLE OR INDUSTRY.
YOU SHOULD BE IN BUSINESS NOT ONLY FOR MONEY.
BUT FOR THE GRIND, THE LOVE OF HUSTLING AND PROBLEM-SOLVING.**

**IT'S ABOUT PASSION, AND A BIG PART OF THIS STRATEGY NOT ONLY ENTAILS
PASSION BUT ALSO COM-PASSION, FOR YOUR FELLOW ENTREPRENEUR AND THE
WANT TO SEE THEM SUCCEED. THIS STRATEGY INCLUDES GIVING OUT A LOT OF
FREE CONSULTATIONS, SOME WOULD SEE IT AS A WASTE.**

**I SEE IT AS A BLESSING, THE FACT THESE PEOPLE WANT MY HELP WITH THEIR
BRAND IS SUCH AN AMAZING FEELING. I AM VERY GRATEFUL THAT I HAVE MY
DREAM JOB.**

YOUR APPROACH

BREAKDOWN

- APPROACH THEM AS A CUSTOMER
- BE INFORMAL BUT PROFESSIONAL
- CONVERSATION STARTER “DO YOU GUYS HAVE A WEBSITE?”
- LEARN ABOUT THEIR BUSINESS, OFFER YOUR FULL ADVICE
- LEAVE THEM WITH A CARD
- EXPECT NOTHING TO HAPPEN FROM THIS

Evan Beale in my experience you kind of have to tweak this strategy as in, you dont want to go door to door with your padfolio giving the same pitch over and over hoping someone bites.... the way i do "in person" acquisition is this: I just go shopping, i never really have a plan, i just go to small businesses that i actually want to check out, half the time i end up buying something, most the time it being a small business you'll be talking to the business owner right then and there... i ask "Do you guys have a website" this opens up the dialogue... 75% of the time they say "no" or "its being worked on, it will be ready soon" this opens up plenty of dialogue for you to help them out....

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I was in vegas for business and you have no idea how many contacts and clients i got by doing just this, once i got started talking to these owners they would literally block the door to keep me from leaving...

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so my advice is to keep it very informal yet still be professional, dont go in with the intention of getting their business, just go in with the intention of learning more about their business from that you get an idea of where they are. and from there offer as much value as you can to them, give them a free consultation right then and there, say it was great talking to them and wish them all the luck, then include that you would be happy to help them out if they ever need help in the future but no pressure and leave your business card.

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going door to door and cold calling can be hard yes, but as with everything its all about how you go about it

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i do about every acquisition strategy in the book but for awhile i was relying heavily on digital leads, i started to miss getting out there and talking to people... now this is one of my strongest strategies, talking to someone face to face is extremely powerful, again, if done correctly

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Make sure your communication skills are on point, make sure you are easy going, friendly, confident and knowledgeable and straight forward/blunt. People will respond in a positive way.

ADD-ONS

CREATE A PAMPHLET OF YOUR SERVICES YOU CAN USE AS A LEAVE BEHIND, IT WILL BE BASICALLY EVERYTHING YOU TOLD THEM IN YOUR CONVERSATION, JUST DON'T HAVE IT OUT AND USING IT AS A DIRECT SCRIPT.

WHY OPTIMIZE?

4.88 BILLION
WORLDWIDE INTERNET USERS

600K
NEW INTERNET USERS EACH DAY

\$1,000,000
THESE CONSUMERS SPEND ONLINE EVERY MINUTE OF THE DAY

71.6% OF INTERNET USERS SEARCH FOR BRAND INFORMATION ON SOCIAL PLATFORMS

FOR YOUR PIECE OF THE PIE YOU NEED TO SHOW UP

OUR CLIENT'S SALES INCREASED

300%
3 MONTHS AFTER ONBOARDING
1000%
12 MONTHS AFTER ONBOARDING

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DIGITAL INFRASTRUCTURE

IN THIS DAY OF THE DIGITAL AGE, YOUR COMPANY NEEDS AN ONLINE PRESENCE.

WEBSITE

A DIRECT HUB FOR YOUR VISION, ACTING AS A DIGITAL STOREFRONT FOR ALL YOU HAVE TO OFFER, ACCESSIBLE TO BILLIONS.

SOCIAL MEDIA

TAKING WHAT YOU HAVE TO OFFER AND BRINGING IT TO WHERE YOUR AUDIENCE OR CUSTOMERS LIVE IN A VALUABLE AND MEANINGFUL WAY.

3RD PARTY DIRECTORY LISTINGS

INCREASE YOUR WEB PRESENCE AND DOMAIN AUTHORITY, BY CLAIMING YOUR LOCAL LISTINGS WITHIN ONLINE DIRECTORIES, AND WHILE DOING SO, INCREASE YOUR SOCIAL PROOF AND BRAND RECOGNITION.

THE
DIGITAL
LANDSCAPE
CAN
BE
OVERWHELMING.

HAVING A DEDICATED TEAM OF WIZARD'S FOR YOUR EVERY DIGITAL NEED COULD BE A GAME CHANGER.

FEEL FREE TO REACH OUT TO THE WIZARDS.



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IS YOUR COMPANY OPTIMIZED FOR THE DIGITAL AGE?

USING YOUR DIGITAL INFRASTRUCTURE TO INCREASE CONVERSIONS THRU VARIOUS MARKETING CHANNELS

MARKETING

YOU MAY ASK YOURSELF HOW DO THESE BILLIONS OF PEOPLE FIND YOU ON THE INTERNET? MARKETING IS THE ANSWER. IN THE VAST OCEAN OF THE INTERNET, YOU NEED TO FOLLOW THE FISH TO YOUR STREAM THRU BOTH PAID AND ORGANIC REACH.

PAID REACH

GOOGLE ADWORDS / GOOGLE IS THE #1 USED WEBSITE IN THE WORLD, ITS ESSENTIAL THAT YOU STRUCTURE AN ADWORDS ACCOUNT BASED OFF YOUR WEBSITE.

SOCIAL MEDIA / ADVERTISING ON SOCIAL PLATFORMS WHERE YOUR AUDIENCE LIVES, IS INCREDIBLY ROI POSITIVE. WITH AS LITTLE AS \$5 DOLLARS A DAY WITH RETARGETING CAMPAIGNS, YOU CAN SEE A SOLID INCREASE IN SALES AND GROWTH IN COMMUNITY.

ORGANIC REACH

TIKTOK / A WILDLY POPULAR APP WITH HUGE POTENTIAL FOR ORGANIC REACH, IF YOU CAN INCORPORATE YOUR CONTENT ONTO TIKTOK, IT IS HEAVILY RECOMMENDED.

PINTEREST / ONE OF LAST FEW PLATFORMS WITH HUGE POTENTIAL FOR ORGANIC REACH, DOING THE BARE MINIMUM CAN NET YOU 10K VIEWS PER MONTH.

SEO MARKETING

SEARCH ENGINE OPTIMIZATION FOR YOUR WEBSITE IS INCREDIBLY IMPORTANT TO BEING RANKED HIGHLY AMONG SEARCH ENGINE RESULT PAGES.

A LOT OF FACTORS PLAY INTO THE RANKING OF YOUR SEO STATUS, YOU NEED TO FOLLOW INDUSTRY STANDARDS.

EMAIL MARKETING

EMAIL MARKETING IS STILL ONE OF THE TOP CHANNELS IN 2022.

ITS ESSENTIAL YOU HAVE A PLATFORM DEDICATED TO A MONTHLY EMAILING LIST.

THIS ACTS AS A DIRECT LINE TO YOUR CUSTOMERS, YOU CAN OFFER THEM INFORMATION, RESOURCES, DEALS, NEW PRODUCTS, AND A LONG LINE OF MANY OTHER THINGS IN A FORMAT NOT POSSIBLE ANYWHERE ELSE.

IT HELPS BUILD COMMUNITY, SOCIAL PROOF, BRAND RECOGNITION, ALL WHILE ACTING AS ANOTHER SEMI-AUTOMATED SALES FUNNEL.

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