

PRESENTED BY: ROBBIN BLOCK



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**GET MORE CLIENTS**

FIRST QUESTION:

**FEW LEADS OR NOT CLOSING?**

# SITUATION ANALYSIS

1. **WHAT KIND OF CLIENTS DO YOU HAVE?**
2. **HOW DID YOU ACQUIRE THEM?**
3. **WHAT IS IT ABOUT YOU THEY LIKE?**
4. **ARE THEY THE KIND YOU WANT?**
5. **WHO'S YOUR IDEAL CLIENT?**
6. **WHAT'S GREAT ABOUT YOU? WHAT MAKES YOU DIFFERENT? WIIFT?**
7. **BUSINESS MODEL?**

**BIGGER CLIENTS?**



# HOW MANY CLIENTS DO YOU WANT?

Who

How Many?

Demographics, Geography?

How many do you need?

B2B: Size? Industry?

What's your capacity?

Needs, concerns, problems,  
pain points, behaviors?

Timeframe?

## WHAT KIND OF WP DEV ARE YOU? B2B, B2CLIENT

- ▶ Brand Specialist
- ▶ Strategic Marketer
- ▶ Web Developer
- ▶ Web Designer
- ▶ Graphic Designer
- ▶ Copywriter/Editor
- ▶ Social Media Expert
- ▶ WP Technical
- ▶ Content Management
- ▶ Template Designer

## PROS (specialties)

Extremely customizable design, features, and functionalities

Extensive third-party tools

Hosting control for security and speed

Huge community of users and developers

Awesome for publishing (editorial/advertising), blogging, directories, etc.

Create customized templates by industry, user base, etc.

## CONS (client pain points)

Need technical knowledge to setup

Need knowledge and time to manage

Need coding knowledge to manage and troubleshoot issues

Need HTML/CSS/PHP knowledge to fully customize design

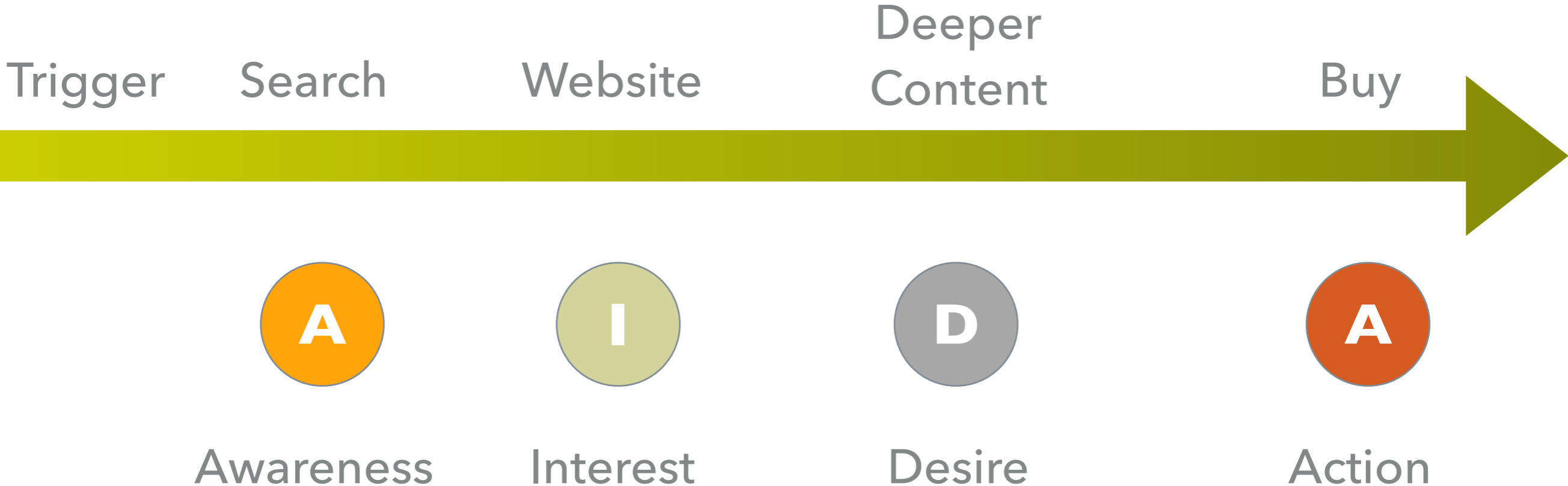
WordPress doesn't offer customer support

Huge learning curve

## CUSTOMER POV

- 1. HOW DOES SOMEONE FIND A WEBSITE DEV, LET ALONE A WP DEV?**
- 2. HIRING A WEBSITE DEV IS COMPLEX FOR MOST PEOPLE; HOW SOPHISTICATED A CLIENT ARE YOU GOING AFTER?**
- 3. ARE YOU SPEAKING TO YOUR IDEAL CLIENT?**
- 4. YOU NEED TO BE WHERE THEY ARE LOOKING. MEDIA?**

# PURCHASE PATH







UNDERSTANDING WHAT'S IN YOUR PROSPECT'S MIND WILL HELP YOU COMMUNICATE WITH THEM IN A MEANINGFUL WAY.

PEOPLE ARE MORE LIKELY TO BUY FROM PEOPLE THEY FEEL UNDERSTAND THEIR NEEDS.

THE **FAQ METHOD** IS A GOOD STARTING POINT

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**UNDERSTAND  
VISITOR  
PRIORITIES**

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# WHERE COULD MORE WORK COME FROM?



## Promotion

Getting the Word Out

Driving Leads

Conversion



## Cultivate & Harvest

Referrals

More work from  
current clients



## Opportunities

New skills

Trends: WP, clients,  
industry, marketing?

# ATTRACTION-BUILDING PRIORITIES

**You  
Control**

**KEYWORDS**

**SEO**

**GOOGLE STACK**

**LINK BUILDING  
(DIRECTORIES)**

**ON-SITE  
CONTENT:  
(BLOG, PDF'S,  
VIDEO, AUDIO,  
ETC.)**

**PARTNERING  
(ONLINE/OFFLINE)**

**EVENTS  
(YOURS/OTHERS)**

**Earned  
Media**

**SOCIAL MEDIA  
(USER-  
GENERATED)**

**PR  
(EDITORIAL  
REVIEW)**

**CONTENT  
MARKETING  
(SELF PUBLISH)**

**Off-site  
Quality inbound links  
More time/money**

## SURVEY SAYS: THIS IS WHAT WORKS FOR WP DEVS

- ▶ Organic SEO
- ▶ Referrals and word of mouth
- ▶ Facebook
- ▶ Trade associations, Chamber of Commerce, BNI, networking events, joining local networking groups
- ▶ Blogging and podcasting



EASIEST TO EXECUTE  
SHORT TERM VS. LONG TERM  
MOST PROFITABLE

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**PRIORITIZE. YOU CAN'T  
DO EVERYTHING.**

## WHAT'S YOUR "PIE"?

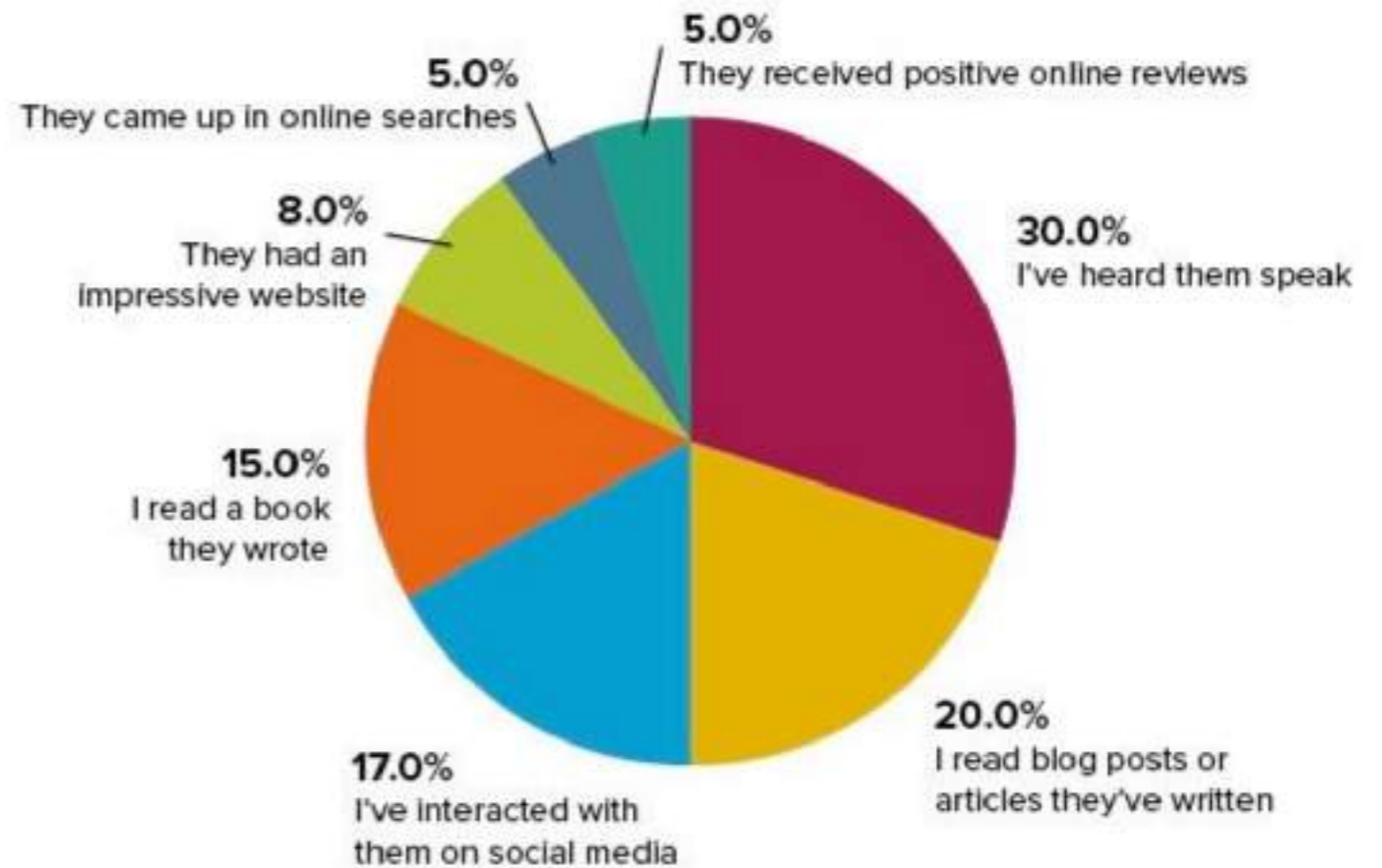
**WHAT PROMOTIONS WORKED OR DIDN'T?**

**WHERE SHOULD YOU ALLOCATE YOUR TIME?**

**HOW WILL YOU MEASURE?**

**WHAT AREA OF PROMOTION WOULD YOU LIKE TO LEARN MORE ABOUT?**

Sources of Expertise-Based Referrals



# TO DO LIST IN PRIORITY ORDER

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		<b>Link Building</b>	
<b>Website</b>	<b>Website Visibility</b>	<b>Network</b>	<b>Public</b>
USP/Messaging Mobile/Speed SEO	Google Marketing Stack On-Site Content	Referrers Partnering Social Media Main Niche Social Sites	Publish Off-Site Media Outreach



# STRATEGY MATRIX EXAMPLE

Promotional Mix	Website	Personal Selling	Advertising	Earned Media
Strategy	Improve Website Visibility	Cultivate	Drive website traffic	Find a trend, demonstrate expertise
Tactic	Internal linking	Periodically ask for reviews	Google Ads	Find targeted media opportunities (i.e., HARO)
Task/Action	ID high-traffic pages/ converting pages	Add reviews to website	Work with Adwords expert	Publish on LinkedIn



CAN YOU CLOSE THE DEAL?

**CONVINCING,  
COMPELLING, CONVERTING**

YOU'VE GOT TO WALK THE TALK! SHOULD WE ASSUME EVERYONE HAS A GREAT WEBSITE THAT'S FULLY OPTIMIZED?

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## DRIVE LEADS & CALLS — IN A SNAPSHOT, VISITORS MUST:

- ▶ Understand who you are
- ▶ What you offer
- ▶ Relate to the business model and content (ID themselves in it)
- ▶ See that you can solve their problem, fill need, relieve "pain"
- ▶ Trust that you can fulfill your promises
- ▶ Does your CTA work for them?



[BLOCKBETA.COM/HOMEPAGE-HOMERUNS](http://BLOCKBETA.COM/HOMEPAGE-HOMERUNS)

## DON'T "SELL THE CATEGORY"

- ▶ Don't just say, "I build Wordpress websites"
- ▶ Convince them why you're the one to deliver (differentiate)
- ▶ Show your understanding, so they believe you can solve their problem



JUDO MARKETING:  
MARKET TO PEOPLE WHO GET YOU

# CLOSING ARGUMENTS

Lead Source/Type	Your "Kit"	Preparation	Make It Easy to Buy
Form Phone RFP etc.  Cold → Hot Referral	Business model  Packaging, Packaged Pricing  Fixed/Flexible Terms Differentiated Messaging  Sales Responses	Client Research  "Lightbulbs" (custom, unique insights)  Understand the "Fit" -- financial, need/specialty, spin	Listen to Needs Alignment  Share "Lightbulbs" Alternative Close(s)  Qualify the Spend  Payment Plan  Confirm Scope  Promise Proposal/ Estimate



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"It is a great use of your time, especially if you are a small business person."



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