



Boundless

INSPIRATION. GUIDANCE. TRANSFORMATION.

THE 40 BEST PLACES TO
CONNECT
WITH
NEW CLIENTS



THE BEST CONNECTIONS ARE GENUINE CONNECTIONS

It's no secret that we all want new clients.

For years, I tried to sell myself to the faceless masses and it felt like it drained my very life energy. After years of living that hustle, I came to the realization that finding new clients is far easier if my focus is not on selling myself but on making genuine connections to new people.

Now I put myself in as many places as possible and set my sights on meeting new people who might become clients. Sometimes we don't connect. Sometimes we connect over something non-business related. Sometimes we connect because I can be of value to them. Sometimes we connect and then they connect me to someone else amazing.

I have found that I book just as many clients this way and it feels much more authentic and enjoyable.



MAKING THE CONNECTION

A few tips as you head out to connect....

Don't just stand there! You need to strike up a conversation.

Look around for people you are drawn to. Your intuition is a powerful thing! But don't pass up the opportunity to talk to someone who comes up to you even if you don't think you will connect.

Remember my favorite mantra, "Be interested, not interesting." It reminds you to start off every conversation with the focus of learning about the person you are meeting. Perhaps it's asking, "What brings you here?" or "I love that scarf you have on. May I ask where you got it?" And while you can certainly share things about yourself, keep the focus on finding out about them.

While you aren't there to sell yourself, be sure you are always prepared to speak eloquently about what you do and the value you add. But be accepting of the fact that now might not be the time to bring out your elevator pitch.



THE BEST PLACES TO CONNECT

Every place you go can end up being the "best place" to connect with new clients if you are focused on making genuine connections and not just a sales pitch.

But here are 40 of MY favorite places to connect!

Be a Joiner

1. Attend conferences
2. Join MeetUps
3. Take classes
4. Join a Mastermind group
5. Join business networking groups

Chat Away

6. Chat up people in airports and on airplanes
7. Get to know people on your vacations
8. Meet people at your gym
9. Work in a co-work space
10. Always talk to your Uber or cab driver
11. Talk to people in coffee shops
12. Talk to people during your commute

Help Others

13. Participate in volunteer activities
14. Offer your services to a not-for-profit
15. Say "yes" to requests for your help
16. Get involved in community events
17. Organize a service activity like a beach cleanup or tree planting
18. Start a community book club
19. Go on a group service vacation

Reach Out Online

20. Comment and message in Facebook groups and on Instagram
21. Get active on LinkedIn
22. Create a Facebook group for something you are interested in
23. "Friend" or "Follow" people you meet in real life and genuinely interact with them
24. Find some blogs you love and regularly comment on their posts
25. Be sure to continue conversation with anyone who comments on your social media or blog posts

Share Your Wisdom

- 26. Partner with a successful business
- 27. Host free workshops at your library
- 28. Answer questions on Quora
- 29. Teach classes online or in person
- 30. Set up a table at a craft fair or trade show

Utilize Referrals

- 31. Reconnect with old clients
- 32. Ask friends to introduce you to people who might use your products or services
- 33. Ask current clients for referrals
- 34. Say "thank you" for any introductions that are made
- 35. Connect people you know who might benefit each other

Get Social

- 36. Host a social gathering and ask everyone to bring a new friend
- 37. Chat with your bartender
- 38. Say "yes" to every invitation ... you never know who you will meet
- 39. Organize a supper club
- 40. Plan a block party



NOW GO MAKE MAGIC!

Now that you know where to connect with new clients, get out there and do it! (And don't forget your business cards.)

Challenge yourself to get out to one place on the list each week and start connecting to new clients with ease.

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