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Freelance / Small Business Panel Discussion

San Juan County Economic Development Council

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10 steps to get customers and grow your new business

1. Get clear on what services you provide, why, what makes you different
Think big picture: identify what you offer and the value you bring to the world
2. Identify your ideal client
Dig deeper to create a customer avatar
3. Consider your branding
Design your visual brand and your brand promise
4. Develop a website
Gain instant credibility and make it the hub of your marketing
5. Build your email list
Leverage your most valuable marketing tool
6. Cultivate a social media presence
Go where your prospects hang out
7. Network: Make connections
Be proactive – reach out and connect
8. Keep advertising + public relations in mind
Be open to advertising and PR opportunities
9. Volunteer your skills + knowledge
Demonstrate your skills, broaden your base, connect with others
10. Seek referrals + testimonials
Referrals + testimonials are marketing gold