



# 3-Step Process to Attract New Clients

## Automated Prospect Generator

### **Step 1:**

**What do you have to offer?** Ideally, this is something specific that resonates with a target prospect. Often it's better to focus in on one key need or problem. If you make it too broad it will be ignored and you'll lose their interest. Offering a financial plan might not motivate someone to respond whereas providing a special report that helps answer a simple question like.... *Do I have enough money to retire right now* might get their attention. People are time-pressed. Focus in on an issue or problem that might be troubling them.

Your offer \_\_\_\_\_

### **Step 2:**

**How will it make their life better?** As quickly as possible, you need to tell your potential prospect how your offer will solve a problem or improve their life. Don't over complicate this. If you address one problem with a solution, your odds increase that you can build your relationship and bring them into the fold.

How is their life better? \_\_\_\_\_

### **Step 3:**

**What do they have to do to get it?** Whether it's a book, guide, download, event, etc., offer a simple and easy way for them to request what you are offering. If you don't ask, you won't receive.

How do they get it? \_\_\_\_\_