



7 WAYS TO FIND YOUR FIRST WEB DESIGN CLIENT

1) PERSONAL NETWORK

People do business with those they know, like and trust. Be direct!

2) TARGET A NICHE

Focus on one industry. If you are selling to everyone, you appeal to no one.

3) FREE OFFER

Give something away for free - domain registration, business cards, etc.

4) PROVIDE EXAMPLE

Build a demo website to show potential web design clients.

5) COLD EMAIL

Be specific and add the personal touch to increase response rate.

6) COLD CALLS

Don't always go for the sale, instead set up an in-person meeting.

7) FOLLOW-UP

Have a long-term, growth mindset. You are planting seeds during outreach!

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