



# 5 TIPS FOR ATTRACTING MORE CLIENTS INTO YOUR BUSINESS

EASY TIPS TO GENERATE MORE  
PHOTOGRAPHY  
AND CLIENT LEADS

# WELCOME!

## *Five of my easiest tips*

I have been coaching other creatives on running a sustainable businesses for a little over 10 years. One of the questions I get asked the most is, “How can I generate more leads?” There are a lot of different marketing strategies you could use to bring in more clients. Over time, I have developed quite a few useful marketing tips that work well but sometimes they cost money. I wanted to share a few of my favorites that are free, easy to apply and almost every business can use them!

These are 5 of my favorite tried and true tips on how to attract more clients into your business!

If you find yourself loving these tips but are looking for more one-on-one curated advice that applies directly to your business and life, I offer customized coaching just for that!

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## 01. *Blog consistently: Optimize your Search Engine Optimization Organically*

Let me tell you a secret: I believe optimizing your SEO is the most effective free marketing strategy that I know of. (SEO is short for Search Engine Optimization). Think about it: How many times do you “ask google” for the answer of something you are looking for?

The better your SEO, the better chance you have of showing up in internet search results. Blogging consistently is the easiest and most organic way to improve your SEO. Your SEO will improve if you blog with information that is unique, helpful, trustworthy and relevant to the reader. Blogging more than 300 words at a time is also essential to help search engines know you are providing quality content.

What should you blog about? Think about the questions that your future customers are “searching for”. Then write unique, useful, relevant, and informative blog posts that answer those key questions in the form of a blog post.

Want to learn more about SEO and blogging? Two of my favorite FREE resources are Google’s Search Engine Optimization (SEO) Starter Guide and the articles on Yoast.com. Both of these resources have a lot of useful information for beginners.

Do you need more individualized one-on-one help with SEO? My favorite referral is Paula Castillo, a Harvard trained analyst that can help you with your SEO one on one. <https://www.paulacastillo.co/>.

*A friendly challenge : blog once a week  
for three months!*

Before you start blogging more, set up google analytics for your site so you can see the dramatic way blogging helps you drive more traffic to your site. Set yourself a goal of blogging once a week for 3 months and every time you blog, share the post to Facebook, Instagram and Pinterest. At the end of the challenge see how your traffic increased every time you blogged.

## 02. *Exchange a complimentary shoot for marketing content*

Are you a newer business and you don't have much to blog or share yet? Organize a shoot for yourself and/or your product and create something that resonates with the clients you are trying to attract.

For example, if you're looking for more families to photograph, put a call out on social media for a model family. In exchange for a complimentary family session, be sure that you receive permission to use the photos for marketing purposes (and that when they post photos they are crediting you properly). You can then blog and post the images to social media with to help get your work out into the world.

### ONE:

You don't need to include the JPGS in the complimentary session you are exchanging. You can give a complimentary session sitting fee and then charge for prints and/or JPGS after the session.

### TWO:

For the years I was growing our senior portrait business out, I ran a senior representative program which gave the session fee complimentary in exchange for marketing they had to do for me. They still had to purchase prints and JPGS after the session and even though most reps only purchase a few things, it still generates energy around my senior sessions and usually books me 5-6 more senior sessions.

### THREE:

Not a photographer and need content for your blog? Consider an interview series that relates to the industry you are in. Or, organize a styled shoot for yourself with a local professional photographer that you admire. This is a great way to network, cross promote, and create new content for your blog.

### 03. *Form genuine relationships with your industry peers*

Creating authentic relationships with other entrepreneurs that are connected to your specific industry is a wonderful way to generate referrals and leads to your business. It also helps you feel good and not so alone by having other people to relate to and discuss ideas with.

Forming a strong & trusting relationship takes time, but I believe it is one of the best ways to keep your business thriving.

**A SUPPORTIVE RELATIONSHIP INVOLVES TRUST,  
ENCOURAGEMENT, LISTENING, AND FROM TIME TO TIME,  
ACTUALLY SEEING EACH OTHER (IN PERSON!)**

You can start by reaching out to someone connected to your industry and offering to buy them coffee or lunch to pick their brain. You can host monthly meetups with a group of people connected to your industry (If you're a photographer, you can meet up with a florist, videographer, dress maker, make up artist, etc all at once and brainstorm ways to help each other).

Over the past 10 years we've formed close relationships with photographers that we trust to send our clients to when we're booked, and in return, they trust to send us their clients when they're booked. We also have close relationships with other vendors in the industry that create an amazing network of referrals and support!



## 04. *My magic tip: stay organized!*

This tip falls in the category of “magic tips.” A cluttered home is a cluttered mind and can block your energy flow of attracting new clients. Clearing out cluttered spaces in your home will help create the space to welcome new things into your life, including new clients. You’d be surprised how much clearer your mind will get when you aren’t living in cluttered space. And when your mind is clearer, you can focus and work more efficiently.

### ONE:

A cluttered and overfilled office, desk & e-mail in-box is telling the universe that you don’t have room for new clients. Whenever I feel stagnant in leads, cleaning and clearing spaces helps shift my energy around. Without fail, I usually receive an inquiry within 48 hours of clearing my clutter!

### TWO:

Finished cleaning off your office, desk & inbox and still feeling like no new clients are coming your way? Stretch yourself further and clean out your closet, bookshelf, wallet, etc. Clearing space & energy sends a message that you’re ready for new energy to come into your life.

I created a FREE decluttering challenge on my coaching website [www.alignedandkind.com](http://www.alignedandkind.com) that can help create more room in your life for clients to come in. Complete this simple challenge and let me know what magic comes into your life by making space for the new.

[GET YOUR DECLUTTERING CHALLENGE HERE!](#)

## 05. *Gratitude always*

This tip might seem self explanatory, but read on. Holding gratitude for the clients you have already, and finding ways to give them in return more than they paid for is the best way to create lasting referrals for your business. It's easy in the slow seasons to over-think that we don't have enough clients. But by focusing on "not enough" you will attract more of not enough in your life. Focusing on what you already have and the gratitude you feel for it, will help attract more your way.

If you don't have clients yet, focus on what you do have, no matter how small, and hold gratitude there.

### ONE:

Under-promising & over-delivering is a great way to show your current clients you are grateful for them. As a bonus, it always leaves clients happy & raving about your services to other people. This can be as simple as showing up earlier & staying later than contracted, guaranteeing a gallery of 25 photos and over-delivering 40, gifting a complimentary JPG or print credit, sending them a PDF of helpful planning information, and so on. Think about the last time someone did something above and beyond what they promised to do and how that made you feel. Brainstorm ways you can make your clients FEEL this way too by surprising them with more than what they paid for.

### TWO:

Reach out to past clients and let them know how grateful you are for them. Ask them to leave you a google review in exchange for a complimentary print or savings on their next session.

### THREE:

Send personalized thank you notes when a client books you and/or after a session. If you include something unexpected in the note like a gift card, delicious cookies, a beautiful smelling candle, or a few complimentary prints, bonus points!



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