

101 WAYS TO GET MORE CLIENTS WITH HEART, INTEGRITY AND SOCIAL IMPACT



- ✓ 10 Mistakes to Avoid
- ✓ 10 Simple Steps to Take
- ✓ 101 Marketing Strategies

Written With Love
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Welcome!

Thanks so much for downloading this guide – it's lovely to connect!

Let me start by checking this guide is going to help you:

- Do you feel in your heart that you've got a great product or service, but don't know how to get more clients?
- Maybe you've been trying to get clients for some time, but you're just not getting as much business as you'd like?
- Does the whole idea of marketing and sales overwhelm you or fill you with dread and confusion?

If you relate to any of these questions, you're not alone. These are the main stumbling blocks for many people trying to build a successful business, especially for those who like being of help or service to others. The **GOOD NEWS** is that there will be many things you can do to attract more clients (assuming, of course, that there is sufficient demand for what you offer).

Take a moment to imagine getting your products/services out to more people ... more quickly ... knowing what to do and how to do it ... feeling confident that what you're doing every day is getting great results ... and knowing that you are turning your dreams into reality. How would it feel to be running a heart-centered business – one that provides you with your ideal lifestyle *and* makes a difference to more people?

The purpose of this short guide is to give you **CLARITY** about what is stopping you from getting all the clients you could ever wish for. It will help you to identify the specific **ACTIONS/STEPS** you can take to be more successful in your marketing. I'll be sharing with you:

- ✓ How to avoid ten common mistakes business owners make when trying to get clients.
- ✓ Ten simple steps you can take to get more clients.
- ✓ How adopting a heart-centered, authentic and compassionate approach to your marketing could make the process of getting more clients an easier and more rewarding experience.
- ✓ 101 ways to get more clients (including which strategies to focus on first).

While I share lots of practical tips in this guide, they are only a snapshot of what I share in my training courses and coaching programmes. That said, you will get plenty of ideas that you can implement yourself.

So let's get started!

Alisoun x



10 Common Mistakes Business Owners Make When Trying to Get Clients

I'd like to help you avoid making these common mistakes that are made by many budding business owners – so you can grow your business more quickly (and take remedial action if required).

1. **Not defining their ideal clients** – who your ideal clients are determines all aspects of marketing: whether there is a viable market, what to offer and at what price, how to best to promote and distribute it. The vaguer you are in defining your ideal clients, the harder you make it for potential customers to know you could help them solve one of their problems.
2. **Not researching their ideal clients** – in terms of: finding out what potential clients want (and are willing to pay for); their budget; where they are (in large quantities); what influences their decision to buy; how they buy; and the results/benefits past clients get. If you don't do this, how can you possibly know what will sell, how to market it and the potential viability of your business?
3. **Not matching what they are 'selling' to what their ideal clients say they need** – instead they offer what they *think* their clients need (which isn't always the same as what the client wants and is willing to pay for).
4. **Using language their potential clients don't understand or connect with** in their marketing materials/websites and when speaking to people, e.g. at networking events.
5. **Promoting solely to individuals** – a much quicker, more generous and effective way is to build mutually-beneficial relationships with 'partners' who already supply large groups of your ideal clients and are happy to introduce you to these clients.
6. **Communicating what they do rather than the benefits/results their clients get** – the first thing people need to quickly understand is how you can help them solve their problems. What's 'in it' for them to continue listening to you or to read on?
7. **Avoiding selling and wasting time on non-cash generating business** – because 'selling' has negative associations for many people, they avoid any 'sales' activities and spend their time doing things they prefer to do instead. However, successful business owners invest in learning the skills and mindset needed to bring in plenty of clients and cash – to pay themselves well, and to pay others to support them.
8. **Adopting a random and sporadic approach to marketing and selling** – jumping from one idea to the next in the hope that 'something' will pay off. You will build up your business more quickly if you are clear about your ideal clients, create an irresistible offer and come up with a plan of effective actions to take every day/week so that you get more clients – and if you are savvy with how you spend your time and money.
9. **Allowing limiting beliefs and negative emotions to hold them back** – have you ever stopped yourself from letting someone know how you could help them – or felt resistance towards phoning potential clients, following up leads, speaking about your services/prices or suggesting that someone make an appointment to see you? Any doubts or negative emotions you have in relation to sales, business success, money and your ability to succeed will hinder your success.
10. **Promoting their services/products before they've built rapport, trust and relationships** – people buy from people they know, like and trust. Simply 'promoting' yourself (and your products/services) without first connecting with others and showing an interest in them is a sure way to turn people off buying from you. This applies at networking events and when using social media.

If you've been doing any of the above, the **GOOD NEWS** is that there is plenty of scope to **TAKE REMEDIAL ACTION** and to make your business work.



How to Attract an Abundance of Your Ideal Clients

If you want to make more sales, it is critical that you learn how to help your ideal clients solve their problems, i.e. by offering products/services that do this and letting them know you exist.

The following diagram outlines the process that you're looking to take your ideal clients through with a view to converting some of them into paying clients. This is your sales funnel:



As you'll see from the top of the funnel, you need to be arousing the interest of significantly more of your ideal clients than the number who will become clients or customers. So please don't get upset or disheartened if lots of people who say they're interested in what you're offering don't ever buy from you! This is simply part of the process and one of the reasons you need to be getting exposure to significantly more of your ideal clients than you need to support the lifestyle you want.

Instead, adopt SMART (Specific, Measurable, Actionable, Realistic, Time scaled) marketing strategies to increase the number of your ideal clients who hear about your services.

If you capture the contact details of those who express an interest (e.g. their email address, telephone number) and ask their permission to add them to your mailing list, you can at least follow them up. Doing this itself may increase your conversion rate (if you follow up well).

However, the effectiveness of any sales funnel is also dependent upon you having done the three basics of marketing – defining your ideal clients, doing your research and coming up with an irresistible offer that a sufficient number of your ideal clients are ready to buy. Of course, you also need robust processes in place that will create an easy flow for yourself and your potential clients.

If you've not got these foundation blocks in place, you could end up with an empty funnel; you might be 'filling your pipeline' with people who are never going to buy from you – or you could be letting potential paying clients 'escape' at any of the stages shown.



Ten Simple Steps to Get More Clients

1. **Put yourself in the best place to succeed by developing a positive mindset towards and relationship with money, selling and your success** – to be successful in business, you need to believe it's possible for you to be happy and successful and you need to have a positive attitude to money and selling. If you doubt yourself, or if money and selling have negative associations for you, your experience of business will be more challenging. The good news is that, no matter what beliefs you have today, you can change any that are not aligned to and supporting your dreams.
2. **Define your ideal PAYING clients** – who they are, what problems they have, where they 'hang out', what influences their decision to buy and how they buy etc. To find this out, research your ideal clients and speak to those who have worked with you to find out what specific results/benefits they've got from you. Also determine whether there are sufficient numbers of your ideal PAYING clients to make your business viable.
3. **Research your ideal PAYING clients** – one of the biggest challenges many business owners experience is finding out what their ideal clients want and are willing to pay for, and knowing how to market to them. They make it harder than it needs to be by trying to work this out for themselves rather than doing the **only thing** that will help them know what to do – **asking** their ideal clients! Most of my clients haven't done this when I start working with them and, when they do, they are so relieved to know what to do next!
4. **Create an irresistible offer** – matching your passions, skills and gifts to what large numbers of your ideal clients are ready to buy. Then get clear on your core marketing messages – what you stand for, the outcomes you help your customers to achieve and your 'elevator pitch' (a concise statement that conveys effectively what you do for others). Use these when networking, on your website and in your social media profiles.
5. **Choose feel-good marketing strategies you enjoy that get results** – there are so many ways to get clients (you'll get plenty of ideas on pages 7-10), so please make things easier for yourself by choosing highly effective marketing strategies you enjoy. When you select strategies that connect you with your audience and make the best use of your skills, you're more likely to generate the results you're looking for!
6. **Create compassionate sales funnels and sprinkle these with kindness** – set up effective sales funnels (both automated and personal) that attract large groups of your ideal PAYING clients. Consider how you can be kind and compassionate at each stage of attracting leads and converting them into clients. You may also want to consider how to support charities and social causes as part of this. I share more on how to do this in my free guide *52 Ways to Grow Your Business by Supporting a Charity* [here](http://alisoun.com/52-ways-charity-optin/) - alisoun.com/52-ways-charity-optin/
7. **Follow up leads and build great relationships** – only 3% of the ideal clients you meet are ready to buy from you in the moment you meet them; but many may buy from you in the future if you follow up and keep in touch with them. If you don't follow up leads, you are letting so many clients slip through your fingers – and you are sending them to your competitors. Start by gathering at least the name and email address of all those who express an interest in your products or services; then, follow up and build relationships with them, so they are more likely to buy from you in the future. There are ways to automate much of this. Discover more in my free ebook, *The 9 Secrets to Signing Up Clients Without Selling* [here](http://alisoun.com/9secrets) - <http://alisoun.com/9secrets>
8. **Convert leads into sales** – become masterful at and confident in having authentic sales conversations that help you and the client establish whether what you've got to offer is a good fit for them, rather than focusing on getting the sale. In the same way you've learnt what to say and do in many other areas of life, you can easily learn how to structure sales conversations for mutual success.
9. **Prioritize cash-generating activities in your business** – if you want to earn good money from your business (which I assume you do or you would be volunteering instead), make getting and following up leads for a profitable product/service a priority. Set yourself sales-related goals, get what you need in place to support these and create a practical, focused action plan you can follow every day or week.
10. **Put your own 'success' team in place** – it's much easier to succeed in business when you have the right people around you, to guide and support you. You don't need to do everything yourself; you're more likely to succeed if you learn from those who know what to do and you delegate certain activities as appropriate. Your team is likely to be a mix of family, friends and professionals who believe in you and what you're doing – people who will be there for you to bounce ideas off, to help you work out the best way forward and to overcome any challenges you may face.

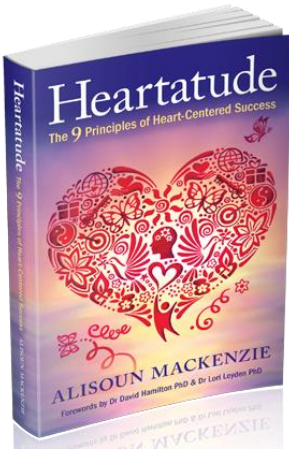
Don't worry if you don't know how to do all of this yet – I share resources that can help later.



How to Adopt a Heart-Centered Approach

If you want to earn good money doing what you love, with less effort and more impact, adopting an authentic heart-centered approach will help you achieve this.

Consumers around the world are calling for change in the way products and services are 'sold'. Most are fed up with the old traditional ways of 'selling' at us – where it can feel that we're being pressurized or manipulated into buying what we don't really need or want. Most people now respond much better to a more authentic, gentle and generous approach – one where there's mutual benefit, where transactions feel like a 'fair' exchange and take place at a time that is 'right' for all.



My Amazon best-seller book, **Heartatude, The 9 Principles of Heart-Centered Success**, explains how to attract more success in life generally by aligning your head (thoughts), heart (feelings) and actions to your purpose or mission in life.

In the context of business, Heartatude is about engaging your heart, becoming business savvy, developing a success mindset, providing solutions that solve critical problems for your ideal clients and making a difference in the world.

So I encourage you to embrace your business – and in particular your approach to marketing and sales – with love, kindness and compassion.

You can do this by applying the *9 Principles of Heart-Centered Success* in all you do:

1. **Engage your heart** – come from a place of love, kindness, compassion, integrity, peace, respect and gratitude – towards yourself and others.
2. **Make a difference** – to yourself, your clients, community and the planet.
3. **Be the best authentic leader you were born to be** – align your business to what's important to you and master all the skills that will enable you to succeed.
4. **Take personal responsibility** – for all you do and experience.
5. **Choose thoughts and emotions for success** – manage your thoughts and emotions effectively.
6. **Embrace possibility and success** – embrace and enjoy breaking through your comfort-zone.
7. **Act consciously with positive intention** – turn off your autopilot and align your actions and behaviours to your desired results.
8. **Develop meaningful relationships** – with yourself, others, the planet, success, money and sales.
9. **Nurture and tap into natural energy resources** – feed your body, mind and spirit for peak performance.

I know from experience that by mastering these principles personally, then applying them to the way you interact with others and in business, you really do transform how you feel and the results you get. Many of my clients have experienced this too.

Making these principles central to the way you do business will help you create a business that is aligned to what's important to you, attracts more clients authentically with less effort, and that ACTUALLY has the impact you'd like.

If you'd like to know more, you can check out my book **Heartatude, The 9 Principles Of Heart-Centered Success** [here](http://amzn.to/1AFKyG6) – Amazon UK - <http://amzn.to/1AFKyG6> / Amazon US - <http://amzn.to/1vI0ZxE>



101 Ways to Get More Clients

Marketing and sales basics

1. Define your ideal clients.
2. Do your research – create fun surveys with prizes to find out what problems your ideal clients have and are willing to pay to fix.
3. Come up with irresistible product/services your ideal clients say they are willing to pay for – solutions to their problems.
4. Consider offering a range of products/services at different price points, at prices that appeal to your audience.
5. If you have knowledge to share, convert the same knowledge into lots of formats at different price points, e.g. a free tip-sheet, eBook, book, workshop, home-study course, live on-line program, one-to-one support.
6. Connect/promote in places where your ideal clients say they hang out.
7. Convert interested buyers into sales in the moment.
8. Capture the contact details of ideal clients – those who are not ready to buy yet. Ask if you can add them to your email list or database. If you don't get permission and mass email them, this is SPAM and against the law in many countries!
9. Provide valuable free content/samples that those who are interested can sign up to – e.g. an e-book, tip-sheet, report, blog, video series, email course, audio.
10. Build an email list of your ideal clients using a reputable business email software provider.
11. Have robust sales funnels in place – for each of your freebies and products/services – that convert leads into paying clients.
12. Build relationships with your ideal clients, clients, business partners and those on your email list – create a community or tribe your ideal clients want to be part of!
13. Set yourself a 30-day cash generation goal and take action towards this every day for 30 days.

14. Commit to calling 5+ leads/clients/partners every day.
15. Say 'no' to – and stop doing – activities that aren't aligned to your cash-generating goal.
16. Focus on building relationships and a community rather than just names on a list or in a database.
17. Put being of service and making a difference at the core of all your marketing and sales activities.
18. Allocate at least 30% of your time to effective marketing/sales.

Be kind to yourself

19. Learn how to let go of fears, anxieties and doubts in relation to sales, money, success and business.
20. Set prices that will generate a good income.
21. Invest your time and money in developing and selling higher profit generating products/services first.
22. Automate marketing and sales processes as much as possible.
23. Delegate those tasks others can do better, can do cheaper or love doing more than you do.
24. Use marketing strategies you enjoy and that energize you.
25. Promote before you create – so you only develop what you know there is demand for.
26. Invest in learning basic marketing and business management skills.
27. Say 'no' to meeting up with/having calls with people who are not your ideal clients/potential partners and with people you don't connect with.
28. Meditate and exercise each day.
29. Get training/coaching/mentoring from someone who is already successful, rather trying to work it out yourself.



Generating more leads – the foundations

30. Block time out in your diary well in advance for your holidays and each week so that you can nourish your soul and spend time having fun with those you love.
31. Define your core message – the bold statement, transformation, promise or results you offer clients.
32. Get a logo/branding done that reflects the quality of the brand you want to project.
33. Craft an 'elevator' pitch so that people know specifically who you help (and what you help them to achieve/overcome).
34. Use the same elevator pitch in all social media profiles.
35. In your marketing copy, and when speaking, use the words your ideal clients use to describe the benefits of buying from you.
36. Add a professional photo of yourself to all your social media platforms and your website.
37. Invest in learning how to write brilliant copy for your website, email headers and blog posts – or invest in using good copy writers who know how to write attractive copy that engages readers and makes it easier for people to find you on-line because of your great SEO content!

Ways to get more leads...

38. Focus on a few highly effective marketing strategies that you enjoy, which resonate with your values and generate good leads – so you're more likely to keep going with them!
39. Create a 'Top 250' list: write a list of everyone you know personally; let them know what you're up to and ask (ideally by phone) if they know anyone who could be interested in your offer.
40. Email your contacts about a new or special offer.
41. Review your inbox, email list and social media contacts for ideal clients and Joint-Venture Partners (JVPs) you could get in touch with – and then phone or email them.
42. Ask family and friends if they know anyone who could be interested in what you're offering/your special offer.

43. Write personal messages to your social media connections to let them know about what you're offering/a special offer.
44. Offer existing clients incentives to refer people to you, e.g. a discount voucher or gift (for them and those they refer).
45. Give clients/contacts what they need to promote you easily, e.g. discount vouchers, email/social media post copy.
46. Focus on building relationships with JVPs who can put you in front of lots of your ideal clients.
47. Offer to help, support or promote JVPs before asking them to promote you.
48. Come up with attractive incentives to encourage JVPs to refer clients to you.
49. Create a useful and highly attractive freebie that your ideal clients will want to sign up for (in exchange for their email addresses).
50. Invite your ideal clients to sign up for your freebie at every opportunity – e.g. at networking events, when speaking, in social media discussions and through adverts.
51. If you already have good relationships with your JVPs, proactively ask them to promote you and your freebies and to refer business to you.
52. Participate in 'giveaway' events – where you collectively promote an event that is packed with lots of valuable freebies – with other JVPs.
53. Run free on-line webinars as tasters of your work for your ideal clients to sign up to attend; during the webinar, up-sell into a product/service (without being 'salesy').
54. Offer free on-line training/events to your ideal clients (in exchange for their email addresses) with no up-sell – have a follow-up sequence in place that up-sells later.
55. Host in-person taster events so your ideal clients can meet you and sample your work or products. Invite them to buy from you as part of these events.
56. Ask to support others' events, e.g. by offering tasters, taking along products or simply being there.



Ways to get more leads (cont.)...

57. Email marketing – send regular content-rich emails to your leads and clients that they will find helpful (relevant for most audiences, though not for some, e.g. corporate or once-in-a-lifetime services).
58. Email marketing – send offers to those on your email list, so they know what you're up to and don't miss out.
59. Public Speaking – seek out groups of your ideal clients to speak to, e.g. through Facebook groups, Meet Up groups, local community groups, networking groups.
60. Whenever you do free talks/webinars/taster sessions to groups of your ideal clients, make an 'offer', e.g. a freebie/ product /service as part of this, in a heart-centered way so you can build up a relationship with them.
61. Offer incentives for people to sign up with you on the day.
62. Run fundraising events targeted at your ideal clients (on-line or in person); you'll often get better attendance than for free events, as well as attendees who are more willing to buy.
63. Networking – attend events your ideal clients and followers will be at.
64. Networking – attend events your peers and potential business partners attend.
65. Networking – make the most of the events you attend by preparing a polished elevator pitch and inviting potential leads to sign up to, at least, your irresistible freebie.
66. Networking – once you've found a network you like, join and attend it regularly to build up good relationships.
67. Networking – set up and run your own business network for your ideal clients.
68. Networking – introduce contacts to one another.
69. Host events with others in your network who serve the same audience as you.
70. Social media – run your own group of your ideal clients, proactively giving support and sharing resources.
71. Social media – only spend 'marketing' time on the social media platforms where your ideal clients/JVPs are.
72. Social media – focus on one or two platforms that you enjoy.
73. Social media – participate in discussions, 'like' and support others more than promoting yourself.
74. Social media – participate in conversations and build relationships with key influencers/group leaders who serve your ideal clients.
75. Social media – offer ways for people to join your email list so your communications are more likely to be seen by them and so you're not dependent upon a third-party platform.
76. Social media – learn how to use social media ads effectively to promote useful free content (once you've a sales funnel in place to follow up leads and convert them into clients).
77. Social media – use content or competitions to stimulate interest and raise your visibility.
78. Social media – plan your social media campaign in advance for each month and link it to other marketing activities or promotions.
79. Support a charity through your business – when you strategically link your marketing to a cause close to your heart, you'll be amazed at how your business will grow. See my separate guide on this topic.
80. Blogging – re-purpose content by sending it to your email list, 'publishing' on LinkedIn, sharing across platforms, and creating guest posts on others' blogs or articles in magazines.
81. Be a guest – on other's tele-summits, YouTube channels, podcasts, at events, as a blogger, writer, etc.
82. Video marketing and vlogging – if you prefer video to writing, record short films of tips and upload them to YouTube, your blog, Google+, your Facebook fan page, etc.
83. Podcasting – if you like interviewing/talking, host your own podcast show (and re-purpose the content in various ways). Remember to include incentives and ways for people to sign up to your email list and join your community.
84. Website – set up 'opt-in' pages where leads can sign up to your freebies.



Ways to get more leads (cont.)...

85. Website – when using on-line marketing strategies, direct leads to freebie 'opt-in' pages rather than your home page.
86. Website – have a prominent freebie opt-in visible 'above the fold' on your home page.

Follow up and build relationships (away from social media)

87. Put in place manual and automated processes for following up leads, potential clients and partners.
88. Have a way of capturing interest /emails from those who attend promotional events and talks and who you meet when networking – e.g. a sign-up list or contact slips.
89. Be savvy with how you offer your free time, e.g. offer free group calls other than to those who are interested in buying a higher-end product/service or who are ready to buy/book now.
90. Set up auto-responders for each of your free gifts to auto-deliver your freebie and build good relationships with your subscribers.
91. Remember to include an invitation to buy in every freebie auto-responder sequence – so your leads know exactly what you offer and know how sign up to a product/service if they're interested. There's no point gathering leads if you don't invite them to convert to customers at some stage!
92. After attending a network event, send all those you connected with a 'nice to meet you' message and connect with them on social media.
93. Add 'warm' leads from events to a sales tracker document and follow up each lead as appropriate.
94. For those who are ready to buy, stop 'selling' and sign them up.
95. Add all potential business partners to a JVP tracker document and follow up as appropriate.
96. Review your sales and JVP trackers every day and follow up as appropriate.
97. Offer your leads a way to connect with you personally, e.g. hosting free webinars or calls they can dial into or one-to-one conversations for higher-end products/services.

98. Nurture and build good relationships with those on your email list.
99. Turn your email list into an engaged community, e.g. by running an on-line group/calls.
100. Give bonuses or presents to your clients.
101. Give gifts to those who help you in business.

Convert leads into sales

102. Put yourself into a good emotional state of confidence and calm before having sales conversations.
103. Phone people – set yourself a daily target and do it! Having sales conversations gets easier with practice and especially when you realize you can do it.
104. Be strategic in the way you structure your sales conversations – ask resourceful questions and listen before talking about what you offer.
105. Focus on helping potential clients come up with the best solution and their preferred next steps, rather than on you.
106. Think of the purpose of 'sales' calls as being to help your potential clients determine whether what you offer is a good fit for them – rather than thinking about these calls as being about 'getting a sale'!
107. Only invite potential clients to buy if you also think what you offer is a good fit.
108. Anticipate objections and have a response to these should you need them.
109. Always respect a person's decision when they say they are not interested (i.e. when they say 'no' rather than coming up with reasons why they can't buy at the moment).

OK, so there are more than 101 ideas here – but I wanted to share as much as I could with you with you.

I hope you don't mind and find these helpful!



How to Grow Your Business with Heart, Integrity and Social Impact

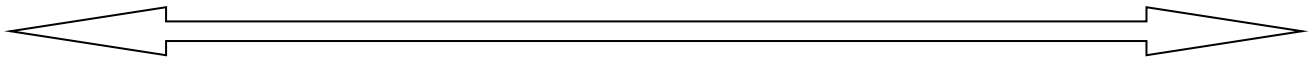
“It **IS** possible to enjoy marketing and selling AND make a difference in the world when you master the art of authentic, compassionate and strategic giving.”

One of the biggest challenges many business owners face is that they've been conditioned to think that marketing and selling are undesirable behaviours. Most people know what they *don't* like when it comes to selling, e.g. pushy sales people, a lack of integrity, being ripped off or feeling pressurized into buying. However, they don't have the same conscious awareness of what authentic and compassionate selling could be like.

Marketing and selling is so much easier if you align what you do to what's important to you, choose feel-good marketing strategies and master your skills and mindset for success.

Selling is simply a way to be kind and compassionate – it's about taking action to help solve others' problems. At the same time, you need to be kind and compassionate to yourself – you want your business to be sustainable!

The Giving Spectrum



Unsustainable GIVING	Strategic Sustainable GIVING	Self-Centered GIVING
<p>Approach - I love and respect others more than myself – often giving too much away and letting others take advantage of me; I undercharge for my services; I avoid sales conversations; I focus on those who can't afford my services.</p> <p>Outcomes – I am kind to others but I'm not generating enough money to live off and this worries/stresses me. I'm not making the difference I could because I'm not serving enough people. I'm unhappy with the way my business is going.</p>	<p>Approach - I have a healthy balance of loving/respecting myself and others; I'm connected to my heart and put myself in the best place to succeed and make a difference; I give and receive; I build relationships; I offer solutions; I offer to help others; I use SMART marketing strategies.</p> <p>Outcomes - I sign up lots of good clients who refer business to me. I earn good money and have the time to do what's important to me, e.g. supporting social causes. Happiness and gratitude ooze from my heart.</p>	<p>Approach - It's all about me; my needs and rights are more important than those of others; I say I act from the heart but my actions say otherwise. I'm a taker; I charge what I can; I don't see the need to build relationships before I promote myself; I focus on getting the sale.</p> <p>Outcomes – If I'm skilled at sales, I earn good money and may be happy superficially in the short-term but I need to spend a lot of time 'selling' as I don't have long-term relationships or get many referrals.</p>

5 Keys to Strategic Giving:

1. **Love** – act with unconditional love, kindness and compassion, towards yourself and others in every moment.
2. **Integrity** – have the courage to express your authentic self and speak your truth in all you do.
3. **Balance** – between giving to yourself and giving to others; of giving and receiving; charging good prices and doing charitable work; unconditional giving in the moment and strategic giving in what you offer through your product/service range; listening to your head and your heart; setting intentions while at the same time being unattached to outcomes.
4. **Leverage** – be strategic and make best use your time, money and resources so you can give generously to others in a way that is also kind to you.
5. **Impact** – focus on how you could have the greatest positive impact while making best use of the resources available to you. One of my favourite ways to grow my business is to weave fundraising for charity into my marketing and sales activities. If growing your business by supporting charities and social causes is of interest to you, you can check out my free guide *52 Ways to Grow Your Business by Supporting a Charity* [here](http://www.alisoun.com/52-ways-charity-optin/) – [alisoun.com/52-ways-charity-optin/](http://www.alisoun.com/52-ways-charity-optin/)



What's Next?

Embrace Your Potential and Share Your Success

Whatever you decide your next steps are, I'd like to thank you for being the unique and special being you already are. Each and every person in this world was born with the same right to be loved, to be happy and to succeed. The only thing that gets in the way of this are doubts, fears and anxieties that you've learnt from other people since the moment you were born.

So I courage you to reconnect with the beautiful and wonderful being that you were born to be, to start to peel away the outer wrapper and to reveal the natural spirit of who you are inside. Then do whatever it takes to share your gifts with the world. Your happiness depends on it! The lives of others depend on it! You really can make a difference – the type and scale of your impact is up to you!

The future of our planet is calling for people like you to have the courage to step into their personal power. There is a growing tribe of people who want to succeed in business with heart and integrity.

Just imagine how you'd approach growing your business if you knew that life was more enjoyable, rewarding or exciting on the other side of your comfort zone...

Take Action and Get the Help and Support You Need to Succeed

Please don't worry if you feel overwhelmed by all these ideas or don't know what to do first – you have a choice as to how to take this forward – either learn from someone who can show you what to do (the easier way) or try and work it all out for yourself (this usually takes longer). It's up to you!

If you'd like help, there are a few ways I can support you...

- ☛ You can join my **free Facebook group** and post your questions there – <https://www.facebook.com/groups/221805754616314>
- ☛ Or 'like' The Heartabiz Hub Facebook Fanpage to receive regular tips, inspiration and offers – <https://www.facebook.com/TheHeartabizHub>
- ☛ My *Jumpstart Your Business* course talks you through how to put the basics of marketing in place – email me at results@alisoun.com for further info.
- ☛ If you've got the marketing basics in place, my *Compassionate Sales Formula* course is designed to help you generate more leads, feel **GOOD** about 'selling' and convert more leads into clients. Email me at results@alisoun.com for further info.
- ☛ Or check out my one-to-one business mentoring services [here](http://alisoun.com/1-1/) – <http://alisoun.com/1-1/>

Over the next couple of weeks I'll send you a few other resources my clients have found really helpful.

Here's to your abundant future of happiness, health and prosperity!

With love & light

Alisoun x