



UMBREX

How to Find Clients

I. Identify your ideal target client

Read *The Irresistible Consultant's Guide to Winning Clients* by David A. Fields.

Review the Business Development section of the Umbrex Guide to Setting Up Your Consulting Practice

21 business development ideas: Episode 364 of *Unleashed* and Umbrex article.

Identify your core network: Episode 357 of *Unleashed*

II. Adopt the mindset of a marketer

Update your LinkedIn profile: Checklist of LinkedIn best practices and Episode 211 of *Unleashed*

Create or update your consulting firm's website: Episode 59 of *Unleashed*

Use a professional email address and update your email signature to include your phone number

Create a portfolio of sanitized work: Episode 121 of *Unleashed*

Review the Marketing section of the Umbrex Guide to Setting Up Your Consulting Practice

Reach out to clients where you lost a proposal in the past — perhaps there are new opportunities

Set up a CRM (we recommend Pipedrive): Episode 172 of *Unleashed*



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III. Craft your fishing line

Create or refine your fishing line: [Episode 411](#) of *Unleashed*

IV. Engage in meaningful personal interactions

Make outbound calls: [Episode 170](#) of *Unleashed*

Go to past clients and ask for feedback

Organize a virtual event: [Episode 410](#) of *Unleashed*

V. Create and distribute content

[Start a newsletter](#) and send it at least twice a month — preferably weekly

[Start a podcast](#) and invite potential clients as guests

Post 3-5 times per week on LinkedIn on some comment you want to be known for: [Episode 235](#) of *Unleashed*

Get invited to be a guest on podcasts focused on your niche: [Episode 209](#) of *Unleashed*

Post on your blog or write articles for other publications.

Be a press source using a service like [HARO](#).