

How To Reach Out To Clients

← REMEMBER THIS QUOTE

"Action is the foundational key to all success."

– PABLO PICASSO

Activate Your Network

← LIST POTENTIAL CLIENTS

Take the list of close potential clients that you made in Unit 6 Lesson 3 and study them. Where do they hang out? How can you gain their attention and start a conversation?

1

Family & friends

1.
2.
3.
4.
5.
6.
7.

2

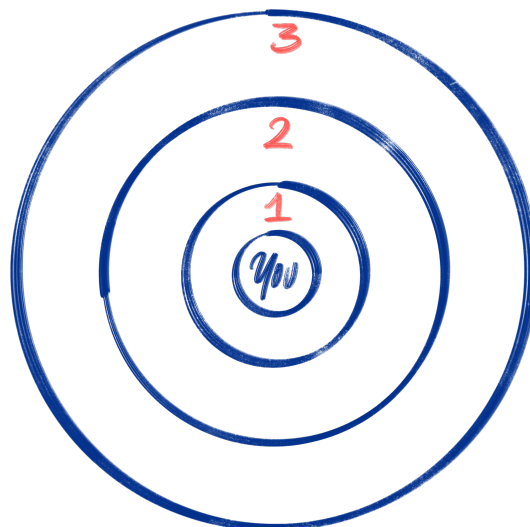
Friends of friends
& acquaintances

1.
2.
3.
4.
5.
6.
7.

3

Big clients:
brands & agencies

1.
2.
3.
4.
5.
6.
7.



☛ BIG CLIENTS

Think about the big clients you just listed: how can you help them with your skill set? And how would you reach approach them?

HOW COULD YOU HELP THEM?

HOW CAN YOU REACH THEM?

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How To Approach New Clients. Offline And Online

☛ LIST POSSIBLE PLACES TO HANG OUT AND MEET CLIENTS

Make a list of places or online platforms/forums where you can approach or connect with clients.

1.	8.
2.	9.
3.	10.
4.	11.
5.	12.
6.	13.
7.	14.

Promotional Material

☛ BRAINSTORM

Write down ideas for material to promote your business and reach out to potential clients.

Get creative. Think of memorable ways to put your brand out there!

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How To Build Social Media Following

☛ REMEMBER THIS QUOTE

"Success is something you attract by the person you become."

– PABLO PICASSO

Main Social Networks And How To Use Them?

☛ LIST REFERENCES DOWN

Look for social media accounts of artist, designers, and creatives you find attractive and interesting. Study what kind of content they post and how do they communicate with their audience. Write down your ideas and notes below.

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☛ SET UP YOUR SOCIAL MEDIA ACCOUNTS

Sign up to the platforms that you think would make sense for your professional profile. Keep your username consistent, so people can find you easily.

PLATFORMS

USERNAMES

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