

how to find a client ?



aim

to find

- a. projects
- b. clients



lesson 1

how to fish

Method 1

Sit beside the water
and wait for the fishes
to jump into your frying pan ...

Method 2

... use a fishing rod.





What kind of **projects**
do you dream of?



What type of **clients**
do you want to work for?





If you don't know what you want,
how can you expect to get it?

If you know what you want
it will come your way.



define your dream-projects

look for prospective clients

find the person you have to talk to

find a way to get in touch with this person

don't give up - be patient



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If you have no **courage** to dream, you
have no **power** to fight.



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If clients don't look for you (yet)

look for clients.



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Don't be shy,

if you don't get your dream-project,
someone else will get it.



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don't give up - be patient



Success is often a matter of the right connections.

Get the right connections.



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It is like fishing:
You never know when you get a bite.

But you never get a bite when you give up.



strategic prospecting

Defining dream projects
is a never ending process.

Organise a filing system
for your dreams.

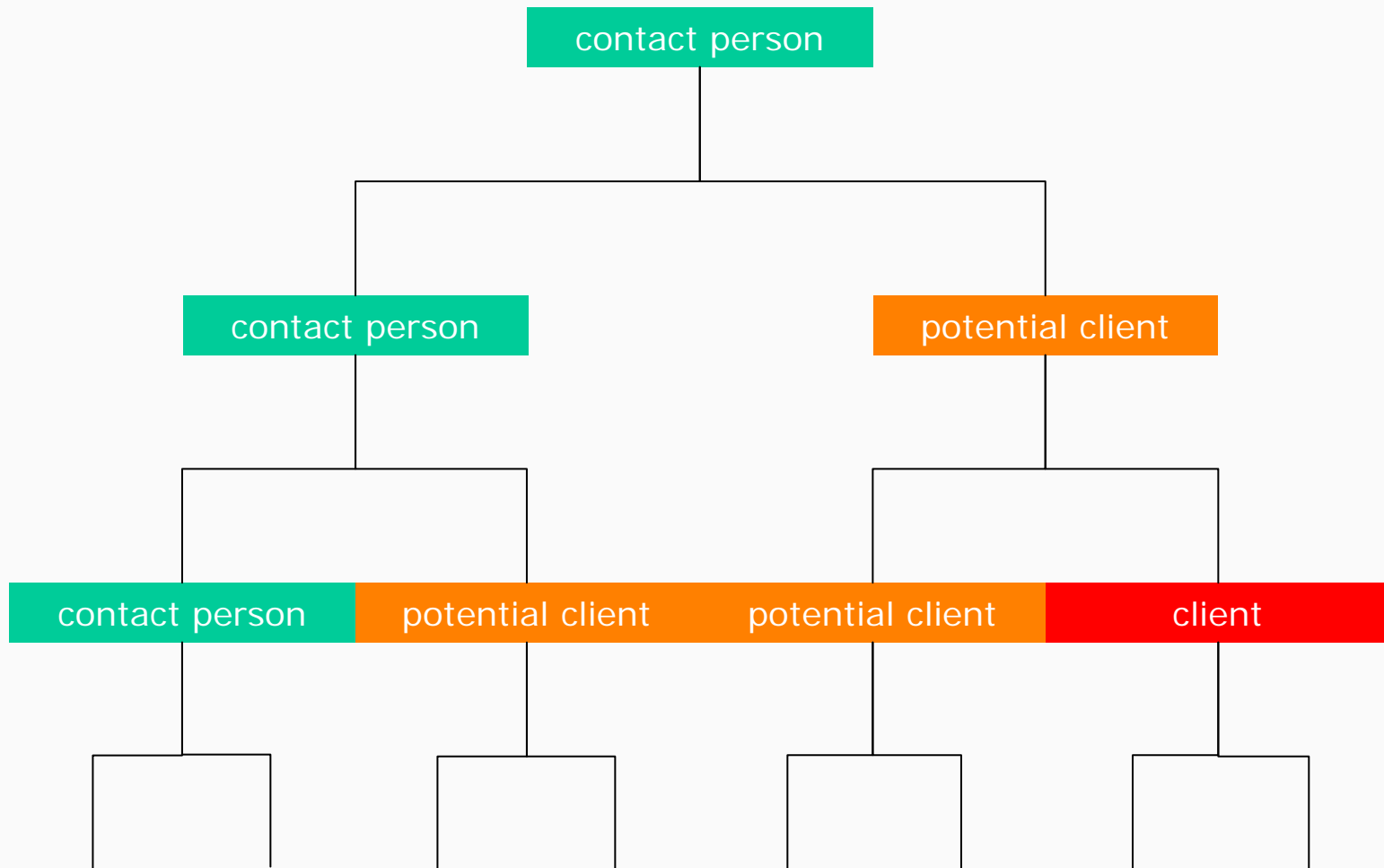


strategic prospecting

project sheet	
project idea	
potential clients	
contact persons	
tel.Nr.	
mobil Nr.	
personal	
first contact	
next contact	



strategic prospecting



strategic prospecting

Make a schedule:

When did you contact the person,
when do you want to contact him again?



strategic prospecting

Be disciplined:

Spend half a day every week
only for prospecting.



and now

Go fishing,
and good luck.



task

Define 5 dream projects,
make project sheets and find the
coordinates of the people you need to
talk to.

