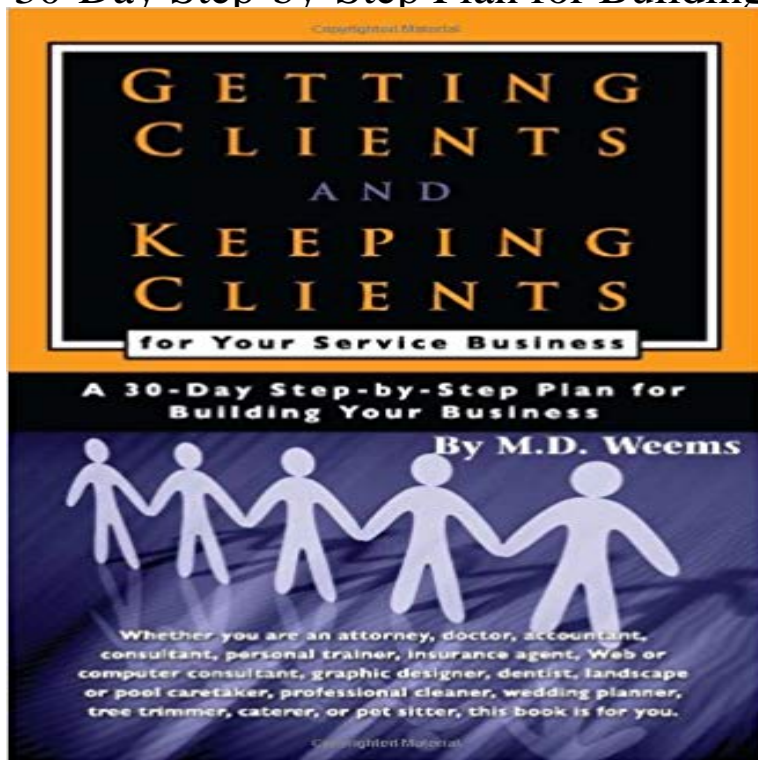


# Getting Clients and Keeping Clients for Your Service Business: A 30-Day Step-by-Step Plan for Building Your Business



Many books are written on how to attract more business for retail stores or new products, but this is the only book written for the small business service provider. Whether you are an attorney, doctor, accountant, consultant, personal trainer, insurance agent, Web or computer consultant, graphic designer, dentist, landscape or pool caretaker, professional cleaner, wedding planner, tree trimmer, caterer, or pet sitter, this book is for you. The truth is unless you keep a steady stream of clients coming through your doors, you will never be as successful as you would really like to be. If you're great at working with clients and you do an excellent job of providing your services, you have the capability to turn your service business into a highly profitable firm, easily. If you are like most small business service providers, getting and keeping new clients is hard work and takes up most of your time. And it is a big challenge. Yet this was not the reason you went into business. You went into business to assist your customers and make a financially rewarding business for yourself. This new book will guide you back to your original goals for going into business while making your life easier. Developing a low-cost proven marketing system doesn't have to be difficult or time consuming. This book details the principles and practices of marketing for the professional service business. In 30 days or less, you will be so successful in attracting all the business you will ever need that you can select the clients you want to serve. This specialized book will demonstrate methodically how to market and promote your services easily, inexpensively, and most important profitably. You will learn how to find new business clients quickly and keep existing ones satisfied by selling client based solutions and services by putting technology and low-cost marketing devices into place that take little or no time on your

part. You will learn to develop a marketing plan with hundreds of practical marketing ideas to help successful service providers attract new clients and increase business with existing ones. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company presidents garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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