Tactics For Growing Your Business
Lesley Myrick
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1. **Become a Guest Speaker:** When you're a guest speaker, it establishes you as an authority in your field. It builds your reputation and helps you get more comfortable with presenting and public speaking. It can even bring you clients directly from the audience! Don't let your inexperience hold you back—if you provide actionable, helpful tips, people will want to hear from you!

2. **Play Nice with Google:** One of the easiest ways to do this is by frequently posting on your Google My Business page. You don't even have to come up with new posts or content for this—just share an image with a link to a blog post or another piece of content you have already put out. This is a simple way to get Google to love you and increase your online visibility.

3. **Use HARO:** Help a Reporter Out gives you a chance to be interviewed by reporters looking for contacts in your field. It establishes you as an expert, lets you get your name out there, and gives you something to post about. Media mentions are always a great opportunity!

4. **Repurpose Your Content:** Lesley does this with her weekly Facebook and Instagram live, Bust Out of Boring. It's just a 5-10 minute video, but she then posts it on Youtube, uses it as a basis for a blog post, uses those ideas on her podcast, includes it in her weekly emails to her list, shares it to LinkedIn, and includes it on her Pinterest as well. Those 5-10 minutes are serving her on virtually every platform she's active on.

5. **Find Your Dream Audience's Sweet Spot:** When Lesley thought about her four best client experiences and reached out to find out more about each of those clients, she discovered something very interesting—all four of them were Enneagram 3. Armed with that knowledge, she can cater the language on her website toward that same personality type. This is powerful—figure out what common denominators your dream clients have. Use that to build in more ways to attract them on your website, emails, and social media.