



Four Strategies to Acquire New Design Clients

Ali Stein, Grabler Brand

1. Finish Every Project Strong!

It's important that the client feels good and confident up until the very last moment of the project. The smallest little thing will be memorable to them, good or bad.

2. Cultivate Authentic Relationships

If you consider yourself an introvert, there are ways to nurture your relationships with clients or potential clients. Everyone has their own way. Take notes during meetings to get the details of what they need. Do a little research on a potential client to get to know them and find connections before meeting.

3. Create Industry Partnerships

There are so many people in the industry to connect with. Some happen organically, and some you need to push yourself a little. These relationships lead to future clients whether it be through referrals or working together. When you surround yourself with wonderful people in the industry, you benefit from each other.

4. Ask For Help

For example if you are expanding your business, let people know and ask if they know anyone in need of your services in that area. You can let them know you are wrapping up a couple of projects and you are ready to take on new work. Letting them know in this way doesn't make you look desperate, it makes you look strategic.