



**#AIP21 –
The Virtual Conference for
Independent Info Pros**

**April 14 - 16, 2021
*Virtual21.AIP.org***

Finding Infopreneurial Bliss

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What we'll cover

Dog-whistle marketing, or how to attract the clients you want to keep

Releasing the negative, or how to fire a client who's no longer sparking joy



Solopreneur wisdom

You're not working for yourself, you're working for your clients. Make sure they're people you want as your boss.

Your clients aren't paying you for your time; they're paying you for what happens after you leave.



Attracting good clients

Freelancer? Self-employed? Consultant?

Freelancers are a set of hired hands

Self-employed are one-person businesses

Consultants are partners and peers with their clients



Don't make your prospects think

WHAT you do or HOW you do it = blah blah blah

WHY would your clients hire you?

I help my clients see where to expand their market.

I help my clients generate fresh leads in their most important markets.

I help solopreneurs make a living doing what they love.



Reality-check conversations

Find out what you don't know you don't know

Find out how your market talks about its biggest pain points

Find out what your clients actually value

(More info at is.gd/equdov)



Attracting, not chasing, clients

All marketing hours should be to *multiple* prospects

One-to-one outreach:

Has low ROI and sunk time

Sends message of low value of your time

Misses all the new opportunities



Attracting, not chasing, clients

Focus on getting prospects to come to you

More perceived value

No need to sell yourself

You can turn down or refer out work



BE a thought leader!

Yes, you!

Public / virtual speaking

Writing: social media, blog, white papers, reports

Have something (interesting) to say

Own your authority

Enter, The Imposter Syndrome

Act like you would if you did feel brave



Be authentic

Model the client relationships you want

Informal and accessible

Formal authority figure

Check your ego at the door

Be curious; you don't have all the answers

Be clear on what your client values



Firing clients who don't spark joy

Penny pincher

Micromanager

Scope creeper

Second-guesser

...



Watch for red flags

Listen to the client

Are they confident in your abilities? (Are you?)

Are they clear on what they want?

Are they pushing back on your budget?

Are they complaining about another consultant?



When you see things are going bad...

Don't quit mid-project

"What can I do now to make this better?"

Afterward, ask yourself if it's the **budget, the **project**
or the **client****

Can you manage the next job for more \$\$\$?

Or do you never want to work with the client again?



50 ways to leave your client

Make it *unarguable*

"It's not you, it's me"

You have a conflict of interest

Your focus has shifted and you no longer do that

You are fully booked for the next X months

Double the budget



What next?

Reflect on how to recognize that problem client

Ask colleagues how they see your focus

Are you inadvertently attracting the wrong clients?

Do some more reality-check conversations



Let's talk!

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