

# How to build and nurture your client base

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## Conference strand: Self-marketing / promoting yourself

By the end of the workshop, you will have a clear idea of how to approach communication with your client in a way that gets the results you want.

A couple of personal stories as preamble:

Story 1: my first direct client, small marketing services company, set up by a pair of creative friends. Worked with them on and off from 2002-2007. Went for first meeting with the 2 bosses – friendly and open, keen to improve their English; one intermediate, the other, low-int. Thought I'd gone into meeting fully prepared – had lined up what I could offer, checked them out in the internet, put on my best suit and arrived in plenty of time to find parking. Then I messed up over the question of pricing, floundered and caved, offered lower price, which I got stuck with for ages. Did put price up when returned at start of new year and new phase. Nearly blew it with them after about 6 months over a “lost in translation error”: shame = scandal = schande! Also lost class with bosses because I got too friendly and lackadaisical. Kept the group classes though.

Story 2: Medium-sized auto engineering company, in-house training programme. 2012, Went in with clear pricing structure – thought through & printed up on logo-ed document: daily rate + flat rate for course design / translation of German material.

1. Clarify terms. Who is the client? = the purchaser of your professional services; the body with which you have the contract and who pays your bill. This may or may not be your student(s)
2. Who's in the audience? What's the group's experience of dealing with clients? Why do you want to “build and nurture” these clients? And what's the difference between the 2 terms?
3. Build your client base – get more clients vs. nurture your client base – keep current clients happy.
  - Customer or client (Fisher, 2019). What Is the Difference Between a Customer Vs. a Client? Small Business - Chron.com. Retrieved from <http://smallbusiness.chron.com/difference-between-customer-vs-client-56387.html>)
  - <https://keydifferences.com/difference-between-customer-and-client.html>
  - <https://writingexplained.org/client-vs-customer-difference>
4. Mindset – need to separate your teacher brain from your professional services provider brain – become the consultant who listens to client, weighs up what they want against what you can provide then offer potential solutions.
5. Barriers to achieving this? Could be many. If you want to get the business, you have to get over yourself! *Hire a coach to work on that*. For now, I offer you a framework to follow and practice with to build on and nurture the clients you have. This is our focus, so I'm going to make the assumption that you are clear on what you can / are prepared to offer.