

# Landing Remote Clients (And Keeping Them Happy!)



Presented by Liz Elfman



# How is landing a remote client unique?



What people think a remote job is



What a remote job *actually* is

# Your Remote Outreach Plan



Informational Interviews



Solve a pain point in advance



Use virtual job boards



Reach out to your contacts

# Sample Email To Your Contacts

**Hi X,**

**Did I tell you I started a remote copywriting agency?  
Check out my website.**

**I know you're super connected to start-ups and entrepreneurs, so I was wondering if you knew anyone who needed copywriters? I'm in the process of developing a roster of remote-friendly clients.**

**If you think of anyone now or in the future, please keep me top of mind. I'd be glad to offer a finder's fee in addition to my gratitude!**

**Speak to you soon,  
Liz**

# Your Remote Outreach Plan (continued)



Reach out to other remote organizations



Create remote-friendly content



Do your homework

# Sample Email To Remote Orgs

**Hi X,**

**I know you're busy and you charge for your services.**

**We're a new remote web development agency, and I was hoping you'd have time to quickly answer a question.**

**How did you land your first couple of remote clients?**

**Thanks for any advice you can provide.**

**Liz**

# Do's

- Build an online presence
- Get feedback from current clients
- Automate your admin
- Show up armed with case studies
- Partner with other specialists
- Use canned responses and templates to save time
- Tweak those canned responses to feel personal

# Don'ts

- Assume a client has worked with a remote org
- Forget to educate your client
- Stay anonymous
- Use unnecessary stories or over-communicate
- Lose track of your email
- Expect prospects to communicate on your schedule
- Try to be all things to all clients

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**EVEN IF YOU WORK REMOTELY,  
THERE'S A BUILT-IN MOTIVATION  
FOR ANALYZING THE VALUE OF YOUR  
TIME SPENT WEEK-OVER-WEEK.**

*Jake Goldman, CEO, 10Up*





# **Happily Ever After** **Creating Long-Term Client** **Satisfaction**

# The Blissful Ever-After



Schedule regular calls



Use them in side projects



Surprise and delight




Be punctual



**A 5% increase in customer retention correlates with about a 25% increase in profit.**

# Display Your Wins

 **ChowNow** 888-707-2469 [How It Works](#) [Testimonials](#) [Pricing](#)

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“Our takeout just went through the roof because we could be taking five orders at one time, instead of just one order at a time.”



Erin Wade, Co-owner

# The Blissful Ever-After (continued)



Be personal



Stay professional



Come up with new ideas



Make sure you understand their long-term goals

# Burn No Bridge



# The In-Person Meetup



Don't live in fear that you're not doing enough or that the relationship is starting to sour.



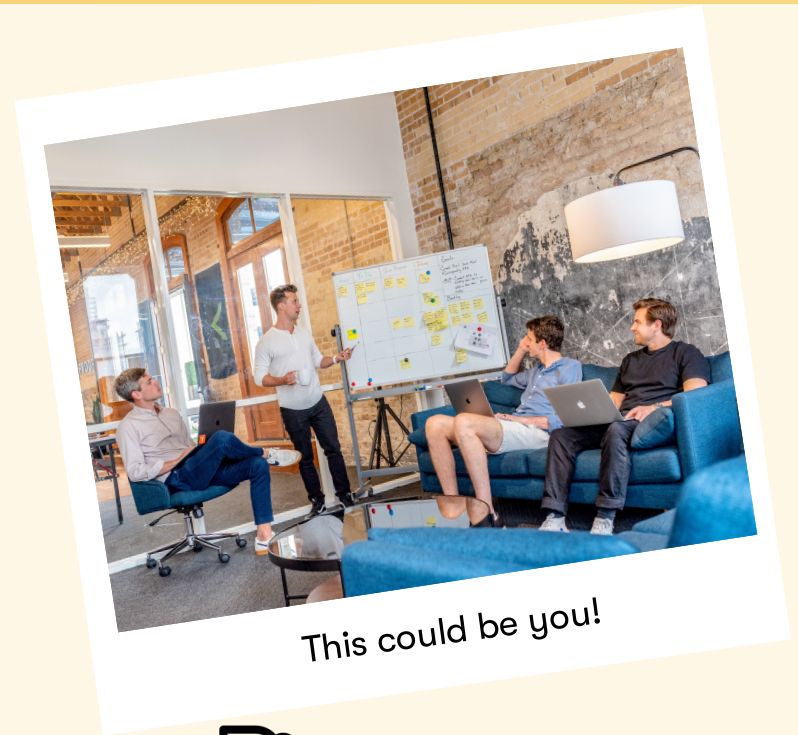
There's lots to think about! Have a plan for how to make the most of in-person meetups.

# The In-Person Meetup

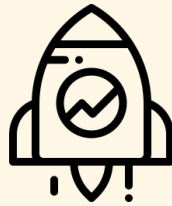




# That's all, folks!



From video calls to virtual coffees, stay connected and personal



Always come up with new projects, ideas, and ways to innovate



Take your relationship to the next level; meet in-person sometimes

