

# How to get 10 new clients without spending money

*Even if you haven't done this before.*



## Let me ask you something.

Do you work really hard in your business, keep your clients happy, and still sit with your bank statement at the end of the month wondering where the next order will come from?

Most business owners in that spot reach for their wallet. Ads. Pamphlets. Paying someone to "handle the social media." Please hold on to that money for now. Your next ten clients are most likely one or two conversations away, among people who already know you, trust you, and would happily send work your way if you only asked.

You don't need a budget. You need a simple plan and the nerve to follow it.

**So here is the plan. Do it in this order.**

## What you'll need

Your phone

A notebook, or page 2 of this guide

One focused hour a day

A little courage :)

### 1 Say who you help in one sentence

If you tell people you help "everyone," nobody can refer you. Fill in this line and practise saying it out loud until it sounds like you:

I help \_\_\_\_\_ who struggle with \_\_\_\_\_ to get \_\_\_\_\_.

*For example: I help home bakers stuck at a few orders a week get steady corporate orders. Now when someone hears it, a name pops into their head.*

### 2 Write down 50 people who will take your call

Open your phone. Scroll through WhatsApp, your contacts, LinkedIn, your college batch group, your apartment association, even the parents from your children's school. Write down 50 names of people who know you and like you. They aren't your prospects. They are your connectors, and a good connector is worth more than any cold lead.

### 3 Message them one at a time. No broadcasts.

A forwarded message gets ignored. A personal one gets a reply. Write to each person in your own words, something like this:

Hi Priya! It's been too long. How is everyone at home? I've been helping small business owners bring in more clients this year. If you know anyone who's trying to grow their business, I'd love an introduction. And let's catch up over chai soon!

10:42 am

Ask about their life before you ask for anything. Relationship first, business next.

## 4 Go back to the people who already paid you

Your happiest clients are your best sales team, and they cost you nothing. Call them, thank them, and ask two questions: *What did you like most about working with me?* and *Who else do you know who needs this?* Write their answers down word for word. With their permission, that's your testimonial.

## 5 Give something useful before you ask

Offer a free 20-minute health check of someone's business. Give a short talk at a women's association, a college or your residents' welfare meeting. Share a one-page checklist that fixes one small problem. When people experience how you think, you don't have to convince them.

## 6 Show up where your clients already sit

Chambers of commerce, entrepreneur associations, networking groups, alumni meets, the comments section on LinkedIn. Pick two and go regularly. Don't sell in the room. Have a chai, listen properly, and follow up the very next day.

## 7 Follow up. Then follow up again.

Most people give up after one message, but very little business closes after one message. Put a date next to every name on your list. If someone said "maybe next month," call them next month. Be polite, be consistent, and watch how often "maybe" turns into "yes."

## Your 10-client tracker

*Print this page and keep it where you'll see it every morning.*

| #  | Client's name | Who connected us | Next follow-up | Signed?                  |
|----|---------------|------------------|----------------|--------------------------|
| 1  |               |                  |                | <input type="checkbox"/> |
| 2  |               |                  |                | <input type="checkbox"/> |
| 3  |               |                  |                | <input type="checkbox"/> |
| 4  |               |                  |                | <input type="checkbox"/> |
| 5  |               |                  |                | <input type="checkbox"/> |
| 6  |               |                  |                | <input type="checkbox"/> |
| 7  |               |                  |                | <input type="checkbox"/> |
| 8  |               |                  |                | <input type="checkbox"/> |
| 9  |               |                  |                | <input type="checkbox"/> |
| 10 |               |                  |                | <input type="checkbox"/> |

**One last thing.** You don't have to hustle 24/7 for this to work. One focused hour a day will take you further than one frantic weekend. And don't wait to feel confident. Confidence shows up after you start, not before, so send the first message today.

## Stuck somewhere along the way? Let's talk.

We'll sit down for a business health check, find where your growth is hiding, and make sure your hard work finally starts showing up in your bank account.

Book a consultation at  
[sumanrangabhashyam.com](https://sumanrangabhashyam.com)

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