

Welcome to...

How to Create Clients from Prospects

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How Prospects Become Clients



- Set the tone for a successful client relationship**
- Did you return a voice mail message within a few hours or days later?
 - Did you return an email within 2 days or not at all.
 - Did you seem distracted or was there a lot of background noise.
 - Did you call back from your car?
 - Did you seem like you knew what to do and what to ask or did you seem like you were brand new at this?

2

Manuscript Creation Clients



What do your aspiring author clients need?



3

Thanks for Watching and Listening!

You just completed the slidecast in red below.

- 4-1 Attract Authors with Your Web Presence
- 4-2 Identify Authors as Business Prospects
- 4-3 Get Referrals with Personal Networking
- 4-4 Create Clients from Prospects
- 4-5 Create Great Client Relationships
- 4-6 Become a Resource Through Speaking and Writing
- 4-7 Create Media Opportunities

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