



# HOW TO FIND the work

1. **Tell everyone you meet what you do:** have a 10-word blurb or elevator speech handy, so you can articulate this information quickly and concisely
2. **Talk to your friends about what you do:** who better to sing your praises than the people who know you best—they may even become a client too!
3. **Hang out where the (potential) clients hang out:** attend trade shows or other business events geared toward your target market
4. **Present yourself:** get a booth at a trade event for even more exposure to your target market
5. **Attend networking events:** meeting other businesses can lead to a working relationship and/or job referrals
6. **Join a group related to your business:** meeting people increases your chances of making business connections, as well as learning about job leads
7. **Ask for a referral or testimonial from current clients:** chances are they would be happy to give you a glowing review or pass along your name to a colleague
8. **Promote yourself:** choose the optimum promotional method for your type of business (flyers, postcards, print or online ads) and get the word out—pair up with a complementary business to make your advertising dollar stretch
9. **Be patient:** the business connections you make today may turn into a client next week—or next year. Don't give up!

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