

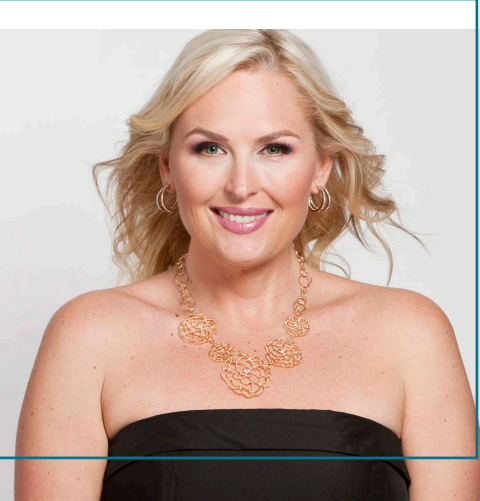


Heidi
O'NEIL

101 WAYS TO FIND AFFLUENT CLIENTS

{Find High-Paying Clients Who are Loyal, a Pleasure to Work With, and Willing to Invest in You!}

{A SPECIAL REPORT}



{Hello my motivated, beautiful friends...}

Today is a great day, and I'm SO excited to share it with you! And the truth is, this is NOT the only day we'll be sharing together. Whether we do business together in the future or not, I know we're going to be spending more time together than the time you spend reading this today.

What makes me so sure?

Well, the long-term value of this report makes me so sure!

Unlike other "special" reports you may have come across, this report is actually special. It's going to give you highly specific AND immediately useful tips that are a combination of my life's work and modern marketing insight. This is a report that you're going to refer back to – time and time again – to get more of the affluent clients this report helped you find in the first place!

This is also a report with a collection of tips that you won't find anywhere else. *Really!*

If you're having trouble believing me though, do a Google search right now of "ways to find affluent clients" and you'll see that I'm not BS-ing you. And speaking of BS, you'll see that nearly every result in Google is chock full of BS. Sure, maybe some of the information is "good to know." But it's not going to help you today, tomorrow, next month, and next year like this report will.

Before we get to it though, allow me to tell you a little bit about who I am, why you can trust my tips, and about some of the things marketers tell people about finding affluent clients that just aren't true.

Kelly
O'NEIL

{About The Woman Who is About to Show You that Affluent Clients are in Your Very Reach!}

If you don't know already, I'm Kelly O'Neil.

I'm an international brand marketing strategist and results mentor for conscious entrepreneurs like you who want to position themselves as thought leaders, attract affluent clients, and impact the world with their special offering in a profound way.

I'm also not one to toot my own horn when it's unnecessary. But I want to show you that I'm legit here. I want you to be confident in implementing the 101 tips below, knowing that you're not wasting your time. Because let's be honest, there are so many tip sheets out there that hype you up and don't deliver.

That's not what this is, and the people I have helped find AND retain affluent clients can attest to that.

"I've experienced a huge shift as a result of my experience in the Kelly's program. I have crystal clarity in terms of my niche and program offerings. This clarity has allowed me to feel ready to hire a branding agency (Innovate!) to develop a brand identity. The work that I've done in the Kelly's program has kept me focused on high pay-off activities, and has allowed me to raise my prices significantly, in line with the true value of what I offer. I've attracted three new high-paying clients even though I wasn't even actively seeking new clients. This program is invaluable because of Kelly's dedication, energy, and laser-sharp insight. The support and input of other program participants has also been fantastic. I highly recommend this program to anyone seeking to grow their business starting with a rock-solid foundation."

— Robin Treasure, robintreasure.com

"Kelly O'Neil has been a beacon in business ever since I've known her. She holds her clients to very high standards, because she holds herself to very high standards. I'm so please to see her pioneering the movement."

—Lorrie Morgan-Ferrero, RedHotCopy.com

"When I contacted Kelly O'Neil and Innovate, I had been unemployed for a year, looking for my next move. Coming from public service sphere, I wasn't sure if a business coach was right for me – or if I could even afford one. I was a little lost when it came to the entrepreneurial world. Innovate helped me turn my passion for relationships into a business. They provided me with the right steps to follow to not only launch my business, but to help it flourish over time. "

— Deborah Morehead, DeborahMorehead.com

"Not only is Kelly highly respected among her peers as a marketing and business strategist who helps her clients get results, but her authentic, down to earth demeanor easily shatters any preconceived false notions people may have about this elite group of coaches."

—David Neagle, davidneagle.com

"Kelly's ability to speak to the affluent market isn't something she's watched from the outside in: She knows this market because she's always been in this market! Knowing it's such an authentic fit, I gladly said yes to sharing her information with my audience."

—Nancy Marmolejo, VivaVisibility.com

"In this economy, it's more important than ever that you know how to market to people that can afford to pay for your services. It's a fact that premium buyers are the most loyal and tend to be most the profitable customers. If you're going to use this strategy in your business, the best person to advise you is Kelly O'Neil."

—Bernadette Doyle, clientmagnets.com

Some awards I have won and media coverage I've received can also give you the confidence you need to start using the tips below to find affluent clients today and in the future.

In addition to being named the Top 50 Coolest Marketers (5 years in a row!), I've also been awarded the PR Compass Award, ADDY Award for Outstanding Brand Identity, and Seth Godin's "Purple Cow Award" that named my company one of the most innovative companies in America.



Popular media outlets have awarded me too... with coverage!



First and foremost, I earned these awards and media slots because I have helped people like you leverage affluent clients to skyrocket their biz. I have also written two best-selling books named *Visionary Women Inspiring the World: 12 Paths to Personal Power* and *Ignite Your Business Transform Your World. Marketing To Millionaires*, my 3rd book published by Morgan James is due out in 2015.

All of these exciting things led me to launch Sugar-Free TV, writing my next book, filming a reality show for HULU called *Las Vegas Home Makeover*- and, ultimately, create this report for you!

Have enough to trust that I'm legit yet?

Good – because now I want to let you in on a little secret about finding affluent clients... Contrary to what some people may have told you, the affluent don't "hide out" anywhere. They walk on the same sidewalks, breathe the same air, and yes – use the same Internet! – as you, me, and everyone else in this beautiful world.

So anyone who tells you that they're "hiding out" is, quite frankly, full of crap!

Sure, affluent clients are harder to reach – especially when it comes to reaching them with your product or service – but they are reachable. You just have to know the best ways to get in contact with them. And that's exactly what this special report is for. It's to give you 101 of the best ways to find the kind of clients who will take your business to the next profit level and allow you to work uninhibitedly, the way you want.

{Who These 101 Tips are For – and Why You Can Live Better, Work Better, and Make More Money if You Use Them}

Mainly, you're reading this because you think your business can be better. You also think that you and your business are valued FAR less than your offering is. Above all, you think there's an imbalance and that you can grow your business, be treated better, and make more money by providing the same high quality services or products you already offer.

I'm here to tell you that your thinking is SPOT ON.

The truth is, if you have a great offering, there's no reason you should be working with anyone besides affluent clients. As you'll see below, these are the clients who give you creative freedom, trust your expertise, never try to nickel-and-dime you, and value YOU as much as your offering.

Mainly, this special report is for entrepreneurs and businesses that...

- have ZERO affluent clients, but want to experience the benefits of working with them.
- have SOME affluent clients, but want more of them and the associated benefits.
- have MANY affluent clients, but want to make sure they're using of all the great tips to keep finding them and experiencing the associated benefits.

For those of you who don't already know what the benefits of having affluent clients are, you're in for a real treat.

All of your hard work grants you EXCLUSIVE rights to these benefits. So don't let that little voice in your head or anyone else tell you differently. You deserve to work with affluent clients, and you deserve the benefits linked to working with them.

I personally like illustrating the benefits of working with affluent clients by lining them up with the non-benefits of working with price-conscious clients.

Non-Benefits of Working with Price-Conscious Clients

- Lack Mindset
- Operate from Fear
- Poor Decision Makers
- Focused on Price
- Nickel-and-Dime
- Want Lots of FREE Stuff
- Quick to Change
- Conditionally Happy
- Don't Respect Your Time/Value

Benefits of Working with Affluent Clients

- Abundance Mindset
- Operate from ROI
- Quick Decision Makers
- Focused on Quality
- Accept at Face Value
- Willing to Invest
- Loyal
- Easier to Work With
- Respect Your Time/Value

This is one of the greatest divides in business.

Which side do you want to be on?

{You Want Affluent Clients. Now Go Get Them by Putting These 101 Tips to Action!}

As you'll see below, finding affluent clients and having them find you are NOT polar opposites. These actions co-exist with one another and produce the same result: you getting in touch with them.

When acted on, these tips create the opportunity. And once you seize the opportunity, you just have to know how to seal the deal and retain your new, high paying clients.

This is something I can help you with when you request a free strategy session.

I'll talk about this free strategy call more at the end of the report, but I want to touch on it now so you know that you have a risk-free way to follow up on the tips below.

YOUR FREE STRATEGY SESSION

If you want to learn about how I can help you grow your business with affluent clients NOW, the free strategy session is your best bet.

After scheduling, I'll get in touch with you and we'll talk about your unique offering, the challenges your facing, and the opportunities right in front of you.

And trust me: the opportunities are there. Sometimes we just get "lost" in our product or service and get tunnel vision. Our vision gets blurry and we lose our ability to empathize with our clients. We lose the ability to understand their needs, their desires, and how they like to be approached.

But my team and I are here to help you clear your eyes.

Think of your free strategy session as little drops of saline solution that help you start seeing clearly again so you can start selling more!

This is your first step on the road less traveled. The road that people avoid out of fear of becoming successful... the road that you're not afraid of and the only road that will get you to where you want to be.

Schedule Your **FREE** Strategy Session Today
www.complimentarystrategysession.com



"When I met Kelly, my business was tanking. Now my revenue has tripled by marketing to high-end clients. I highly recommend any opportunity to study with her!"

—Diana Bertoldo, www.dianabertoldo.com



"In just 48 hours I generated \$4800 in new business! More importantly I broke the hold my ego and limiting beliefs had on me. Now I know I have this capacity in my tool box whenever I need to put it into action. Thanks Kelly!"

—Stephanie Owens, [Pleaseaholics](http://Pleaseaholics.com)

{How to Use These Tips That Will Help You Find Affluent Clients...}

101 ways is a lot of ways to find affluent clients, so it's important not to drive yourself CRAZY by trying to act on all of them at once.

What I recommend is picking out a handful and following through on the handful you pick out. Once you generate some high end leads with the ones you choose to first take action on, move onto using more.

You'll also notice that the 101 ways to find affluent clients are divided into sections. You can also choose a section – or combine two sections at once – and go about it that way. Whatever the approach you feel most comfortable with is the approach that's going to work.

Now, when I say "comfortable," I'm not implying that making these tips work is easy. I'm just saying that, as a unique individual, you have unique characteristics that will give you an immediate advantage with some tips more than others.

Before or While taking action, if you have questions, just ask!

You're going to see tips that deal with everything from direct mail marketing, online marketing, social media marketing, networking, and more. So unless you're an all-around marketing superstar – which you don't have to be in the slightest to make these work – you're probably going to be confused a little with some of the things below.

But that's okay!

It's exactly why we set up with this Q&A blog post where you can ask questions. Either me, one of my amazing teammates, or an entrepreneur/business with different experience will help you out!

With that said, let's get to it!

NETWORKING & PERSONAL CONTACT



By meeting affluent people in many different circumstances – casual, charitable, business-driven, etc. – you will diversify and strengthen your portfolio of affluent people who can potentially become clients.

To make sure you're joining groups in affluent areas where the wealthy live, Google "wealthiest towns in [your state]." If joining a group with a lot of affluent people means traveling a few towns over, then by all means do it!

BUSINESS NETWORKING



Business networking is one of the most effective types of networking because you're interacting with people who are already in a business mindset. They are looking for ways – and people (that's you!) – who can help them grow and take a load off their shoulders. And because they're already looking for someone like you, you can bypass all the small talk and get right down to business.

Here are some ways to find people through business networking:

1. **Join a high level Mastermind group filled with affluent clients.** I run a high-level mastermind and strategic consulting program called the 1% Club specifically for entrepreneurs looking to build a well known brand and a business full of affluent clients with clients from all over the world. You can find mastermind groups in your area on [the Mastermind Meetup Groups page](#).
2. **Join a coaching program that attracts the affluent.** When you're going through the program, connect with the other people in it. Look at them as potential friends, but also look at them as potential clients. The reason they're in the coaching program is to grow their business. And since they're willing to spend money on a coaching program, they're definitely willing to spend money on you!
3. **Research and join industry-related networking groups with your ideal target market and your peers.** In these networking groups, you can meet potential affluent clients, but also peers of yours who have different skills and are willing to refer you to their affluent clients who require your skills.
4. **Join a Business Networking International (BNI) chapter in your local area.** After finding out where the majority of the affluent people live by you, [join a local BNI chapter](#) that's close to that area. Here you will find affluent people who are business savvy and ready to spend money on your products and services.
5. **Get referred by a current member of the Young Entrepreneur Council (YEC) and join.** When you become part of the invite-only [Young Entrepreneur Council](#), you will find all the "social capital" you need. And because YEC is filled with tons of successful entrepreneurs, it is also filled with tons of affluent entrepreneurs who are willing to invest in you and pay you what you're worth.
6. **Make a niche entrepreneurs club.** One of the greatest parts about being an entrepreneur is having a go-getter mentality. So if you don't know anyone in YEC – or simply have the desire to start your own council – you can. This will build your clout. It will also attract other entrepreneurs who you can brainstorm with on ways to find affluent clients in need of your services. Maybe you work together with fellow entrepreneurs to build the most badass niche online directory for your field!
7. **Attend events in the Technology sector.** The events you want to go after are exclusive events that are on the expensive side. Don't just look for expensive events though. Look for technology events that explicitly target business owners like "Speaking To Attract Clients." In addition to learning a little bit about speaking, you'll also get a lot of high quality leads by collaborating with your "classmates."

EXTRA TIP *Eventful offers the largest collection of event information online. By searching the events within the categories listed below and targeting the ones that affluent clients attend, you should be able to get at least one solid lead from each event you go to. In addition to using Eventful to find events, you can also search local magazines and newspapers.*

8. **Attend events in the Sales sector.** The success of your business is reliant on sales. Smart business owners know this – and smart business owners are usually affluent. They aren't afraid to spend money to grow their business, and they aren't afraid to spend money on you if you have something valuable to offer. Meet them at sales events targeted at business owners to get some solid leads.
9. **Attend events in other Business-Related sectors.** While sales and technology are key components of every business, affluent business owners, partners, and managers also attend events related to financing, international business, stock trading, and more. Go to these!
10. **Attend business breakfasts and lunch-and-learn events.** These events are hosted by local, national, and international companies. They're also usually free, making them the cheapest type of event that houses the most affluent business people. In addition to meeting the presenters, you can also meet and pitch your services or products to affluent attendees.
11. **When attending events, ask people what they do.** Remember, you're not attending these events to find any type of clients. You're attending them to meet affluent clients, and the best way to figure out if your new friend is affluent is to ask them what they do. If they're a doctor, awesome! If they're a fledgling entrepreneur who just left the gates, tell them it was nice meeting them, then go find the affluent. It's not personal, it's business baby! Be sure though to exchange cards in case that fledgling entrepreneur eventually makes it big.
12. **After attending events, look your leads up online.** To see if your alleged affluent leads aren't just talk, type in their name and profession in the Google search bar. What comes up? An office location? Rave reviews? Scholarly articles written by them. If so, you know you've found a good one!
13. **If VIP access is available, get it!** Finding affluent clients is a numbers game. Some people you meet at business events are affluent – some aren't. But to have the greatest odds of meeting the affluent at a business event – or any event for that matter – it helps to put yourself in the same areas as them. And where else would they be other than the VIP area? Affluent people like to be comfortable and love exclusive privileges.
14. **Get down to business.** Speaking about the content of the business event is a great way to start a conversation. After all, that's where you are and what you should be talking about. But it's important not to forget about your business. After finding out what they do and chatting about the event, lead into your own business. Tell them what you do and if they show even the slightest bit of interest, tell them you'll follow up with them to discuss your services and products further.

LIFESTYLE NETWORKING



If anyone tells you it's a cardinal sin to talk business with someone when they're outside of work, they don't know much about business... or people for that matter. Because business is closely attached to the ego, ideas of success, ideas of power, and ideas of growth, people love talking business – almost all the time. Except for when they're in down dog, when they're team is on the 1-yard line, or when they put their sleeping mask over their eyes after take-off.

Networking while at sports events, exclusive clubs, salons, and anywhere else casual and relaxed is

great because it gives you the opportunity to 1) make a personal connection with someone and 2) use that personal connection to make affluent people favor your product or service as much as they favor you. Below I'm going to show you where you should be hanging out to meet some amazing affluent people who are rich and ready to talk biz even when they're relaxing.

SPORTS



Below are the [top sporting events](#) that attract some of the most affluent people in the world. A good way to meet them is to put yourself out there by making bets with the people sitting next to you, offering to buy a round of drinks, or exercising your knowledge for the sport in a humble way.

15. Attend the U.S. Masters Tournament and PGA Championship. If you love golf, this one is for you. In addition to enjoying the experience of being at the world's most prestigious golf tournament, you can also round new friends up to play a round after the tournament's conclusion. Going to upscale bars and high-end restaurants in the area of the tournament

will also give you extra opportunity to meet affluent people.

- 16. Attend the Kentucky Derby and other horse races.** Everything about horses screams affluent! It's always a good idea to make bets with the people you're sitting next to and offer to buy them drinks. By their dress and knowledge about the sport, you'll be able to gauge their affluence. If they dress well and know the sport well, there's a good chance they can become your next affluent client.
- 17. Attend Wimbledon and other tennis matches.** Like all exclusive sporting events, popular tennis matches aren't cheap to get into. But the cost is worth it. In addition to having the opportunity to travel the world, you'll also run into sophisticated businesspeople with business needs. A good way to establish a closer connection with them is to challenge them to a one-on-one dual after the day's match.
- 18. Attend the next Olympics.** Like exclusive sporting matches that focus on one particular sport, Olympic tickets aren't marketed to everyone. The price for a ticket is high, and people who hold tickets most likely hold money as well. To separate those who spent all their money on a ticket from those who didn't think twice about buying one, go to upscale hangouts in the town where the Olympics is at day's end. This is where you'll find your next affluent lead.

Below are the [top sports clubs](#) that attract some of the most affluent people in the world. Make sure you know how to play them before joining though! Not knowing how to play the sport that the club supports is a major turn off to prospective clients.

- 19. Join a Tennis club.** Tennis is all about physical and mental intensity. It's also a chance to show the people in your club how you deal with wins and defeats. Because winning and losing is an integral part of business, the tennis matches you play can either have a positive or negative impact on potential clients. Really, your attitude can help you turn club friends into affluent clients if you make the effort!

EXTRA TIP A good place to find sporting clubs in your local areas is on [Meet-up](#) – an online platform that makes it easy to join sports clubs and all other kinds of clubs. It's where people with similar interests coordinate with one another and figure out where to meet up in the physical world.

20. **Join a Golf club.** If tennis is half physical and half mental, golf is about 90 percent mental and 10 percent physical. Because golf can become a stressful game real fast, it can show your club friends (again, potential affluent clients) how you deal with stress. And because stress is closely attached to business, you may be able to win some points with affluent people who stress easily and need the services/products of someone (you!) to remove that stress.
21. **Join a Croquet club.** This is a sport that attracts affluent people and makes talking biz easy! Because croquet is a relatively slow game and everyone stands around a small space, you can easily engage in conversation with your opponents. Like every other sport, it's also an opportunity to show potential clients how you deal with pressure... the pressure of everyone watching you as you try to get that heavy ball through those teeny tiny slots.
22. **Join a Dressage club.** Like I mentioned when talking about attending the Kentucky Derby and other horse races, horses scream affluent! If you love horses – beautiful horses – joining a dressage club is probably your ticket to finding affluent clients in a fun, social environment.
23. **Join a Sailing club.** People who sail usually have sailboats. And people with sailboats usually have motorboats, jet skis, and all other kinds of water toys. Which means they have money to spend. They like spending money on fun and, therefore, aren't afraid to spend money on services/products that make them and their business better. So if you love water and affluent clients, go join a sailing club!

ENTERTAINMENT



Affluent people don't just work all day – no. Successful and affluent people understand the importance of being entertained. They also know that being cultured and not just a bookworm is how you stay fresh and shy away from becoming stale. For this reason, you can find tons of affluent people in places like film festivals, art festivals, wine tasting groups, book clubs, and other areas built on a foundation of entertainment.

24. **Attend exclusive film festivals.** Film festivals like the Cannes International Film Festival and Sundance Film Festival are filled with affluent people who love talking about movies. If you love movies and love talking about em' make one of these festivals your next trip.
25. **Attend exclusive art festivals.** Art festivals like the Art Basel in Switzerland and the Frieze Art Fair in London are filled with people ready to spend thousands – if not hundreds of thousands of dollars – on art. If they can afford this, they can afford you and you can charge them what you want. Chat with people at these festivals, get to know them, and find out if they could use your services.
26. **Attend exclusive wine festivals.** Don't just seek out any wine festivals. Any one who likes wine can attend those. Instead, find wine festivals and tastings that are hosted by a prestigious winery that's known for its ultra-fine grapes that can't be grown in any other orchard. It's at places like these where the affluent are hanging out.
27. **Join a boat/yacht club.** If you have a boat or yacht, join a club! While it's good to use your toys for your own pleasure, you can also use them to rake in affluent clients. Remember, not just anyone can own a boat or yacht. You have to have a sizable income to own such a luxury.

28. **Join a foodie group.** Not just any foodie group though. Join one that goes out to 5-star restaurants.
29. **Join a book club.** This is a great group to create in your neighborhood if there isn't already one. It's also a great way to build your clout in the local community. Since you're with people in a book group on a weekly basis and talk about things other than books, you'll be able to tell people in your community what you do for a living. What services you provide, what products you sell, etc. Word of mouth spreads, and next time your book club friend is talking to Lucy down the street who needs your services, she'll recommend you.
30. **Attend books signings.** By attending book signings by authors who appeal to a select audience, you'll be able to meet affluent people. You'll even be able to invite them to your book club where you will be able to establish a closer connection with them. If you can attend a book signing that's directly related to your niche, you'll definitely meet some strong potential leads and/or great sources of referrals.
31. **Attend exclusive concerts.** Get VIP access and attend the after-hour parties. You may find some affluent people in the VIP section of concerts featuring newer bands, but your best bet is to attend concerts that feature older bands. This is where successful entrepreneurs and business owners who are anywhere from 30 to 70 years old will be.
32. **Test drive your favorite luxury car.** Affluent people are always on the hunt for their next new toy. And even if you can't afford your favorite luxury car, you can still drive it. Just walk in like you own the place. There's a good chance you'll kill two birds with one stone: 1) you'll get to test drive your favorite luxury car and 2) you'll end up becoming friends and talking biz with someone who can afford a luxury car.
33. **Stand at the high roller table at a casino.** If you're a high roller, you've got money. Or you just maxed out your last card and are trying to make a turn-around. Luckily, these two kinds of people – the truly wealthy and the gambling addicts – are easy to separate. The former will be full of smiles and excitement while the latter will be worried and going through a series of highs and lows. Hang around the former.

EXTRA TIP While not every person you meet will be affluent, soon your "affluent radar" will get stronger and you'll be able to target potential clients more easily.

TRAVEL



Traveling is expensive, and a lot of people who travel are in business. They're also people who make sums of money that make going on lavish vacations possible. What this means is that every person who is in a travel area – plane, airport, hotel, etc. – can be your next big customer who isn't afraid to spend big bucks on your offering.

34. **Eat at the airport bar.** If you see a businessperson at the bar, drinking and eating by themselves, go sit by them. Since they're dressed for business, they're definitely willing to speak business, especially over drinks. And who knows, maybe they could use your special talent or unique offering.

35. **Hang out in your VIP area before takeoff.** In addition to getting to know your fellow first class passengers, this is also a great place to meet people who are ready and willing to talk biz. Spotting this type of person is pretty easy, too. They're usually dressed professionally and have a small carry-on and briefcase.
36. **Fly first class.** Don't stop looking for affluent clients once you leave the airport. Continue your search on the plane! Many people who fly first class are in business and love hearing about new business ideas, products, and services. Tell them your idea – even pitch your offering – and see if they desire it or if any of their clients desire it.
37. **Take advantage of private airports.** Whether you're flying out of one, there for an exclusive aerial event, or taking flying lessons, you're bound to run into affluent people. Affluent people can afford to fly expensive, and because they fly so much, some take up a huge interest in flying. Exercise your interest in flying, lead into your offering at the right time, and you could land your next affluent client.
38. **Vacation at a luxury location.** Talking business is exciting to successful, affluent people. So when you're vacationing at a luxury location, never be afraid to incorporate the topic into poolside conversation. If you like them and can see them as a client, buy them a drink, get to know them more, plan to go out with them that night, and before you leave the luxury location, exchange all your business details.
39. **Hang out in an upscale hotel lobby.** If people can afford a room in an upscale hotel, they're most likely affluent. If you're looking to relax while your significant other is away doing other things, go hang out in the lobby. Get some work done while keeping your eye on who's sitting beside you. Is it someone else who's working? Strike up a conversation and see where it goes. They may just need someone exactly with your set of skills.
40. **Hang out in an upscale local bar.** If you're traveling around in an affluent area, you can find affluent people at any of the upscale local bars. Go there during the day or evening as opposed to at night to catch businesspeople and professionals who share your mentality: you can do awesome work with a drink in your hand!
41. **Visit Museums all around the world.** Museums typically attract smart, cultured people. And people who are smart and cultured are usually affluent. A good way to find and meet these affluent people in museums is to go on small, scheduled tours. Don't just walk around, sneaking up behind people when they're studying a particular piece!
42. **Visit Art Galleries all around the world.** As with museums, if there are small tours you can sign up for, sign up for them! This will allow you share thoughts and ideas with affluent people in a small space. And because you're in the same group, you won't be intruding. It's especially smart to seek out people interested in buying expensive pieces. If you're at a smaller gallery with wine and cheese and the like, walk around casually, mingle, and have a good time. If the time arises, talk about what you do and how you help people with your offering.

EXTRA TIP Don't be afraid to talk biz – ever! You never know who needs your product or service, and as you start talking biz more, you'll figure out ways to smoothly transition from everyday conversation to your area of expertise.

COMMUNITY



The great part about finding affluent people in your community is that it's easy to talk business, face-to-face. And while Skype and telephone calls suffice for long distance communication, speaking with affluent people in person – showing them your products, showing them outcomes of your services on paper, etc. – is truly powerful.

Also, notice how a lot of things have been coming back to referrals? Well, this type of networking is no exception. Get one affluent client in your community and you'll definitely get more. Obviously, affluent people talk to their local affluent friends about good things – your product or service!

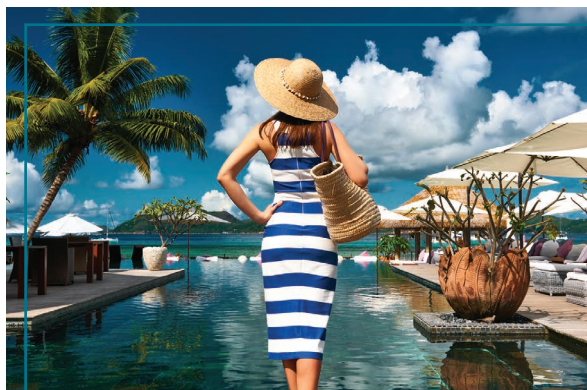
43. **Schedule a local presentation.** Later we're going to talk about speaking engagements, but I think it's important to mention this in the community networking section for this reason: You can advertise the features and benefits in local papers and tell people if they want to learn more about your offering, they can come to your house or a local community center for a free presentation or demo.
44. **Attend local presentations.** If you hear about a get-together in your local area that's in an affluent community, attend! Whether it's for buying wine or luxury goodies or collection of jewelry, people at these presentations are already in "buying mode." And if you can talk about your own offering in a way that piques their interest, you'll have gained a hard affluent lead that night.
45. **Ask to team up with local presenters.** If you don't feel like setting up a presentation yourself, find someone who is already advertising a presentation and give them a call. Ask them what kind of people will be attending the event – people who have discretionary income, certain needs, etc. If what they tell you screams "affluent," tell them you'll give them a percentage of any sales you acquire at their presentation. Let them find the affluent people for you!
46. **Go to an antique auction.** Antiques are expensive products and affluent people love filling their homes with them. A good antique auction to go to is one with furniture. By speaking with people about their taste in furniture, you can create a close connection with them. And if you feel that they have a need for your offering, you can use that connection to help sell it to them.
47. **Join a local upscale gym.** Benefit your body, and your business. By joining an upscale gym in your area, you can meet affluent people on the treadmill, in the sauna, poolside, and everywhere else. Also, if you're a gym-goer, you know people love talking about what they do for a living. They love talking about their most recent successes and opportunities. Can you connect these successes and opportunities of theirs to your offering in any way? If you can, you're in.
48. **Join a local upscale yoga studio.** Affluent people love to follow trends. And if there's anything in the fitness world that's trending right now, it's yoga. Affluent people also know the importance of treating their body well. Plus they also like feeling good. So meet some of the affluent people here, find out what they do, establish a relationship, and eventually pitch your offering if it's relevant to their lifestyle and needs. Just don't do it when they're in down dog! Wait until after when they're feeling refreshed, clear-headed, and optimistic.

EXTRA TIP Don't be afraid to advertise price – even a higher price – for your products or services when trying to set up a presentation. Advertising price will make sure you don't get any people looking for freebies or ridiculous discounts that detract from your business growing mission.

49. **Join a local country club.** Now this is a place where TONS of affluent people hang out and where you should be hanging out as well. At country clubs, people eat, sit poolside, drink good drinks, play golf, attend social events and talk – about everything! You should be talking to them about your product or service.
50. **Set up a booth at a local, relevant, upscale business.** Have you ever gone to an upscale grocery store and come across someone from a local farm handing out cups of organic milk? Then after you taste it and love it, they point over to the milk section and say, you can find it right over there. That milk's expensive – \$5.00 for half a gallon – but people still buy it. It's because they were able to taste it, because they were already in the food buying mindset, and because they could put a face to the product. Use this approach in a way that serves your offering well.
51. **Take advantage of local gated communities.** Need to go for a walk? Walk down the street and enter the community where you know affluent people live. Looking to “cold pitch” your product or service with better-than-average chances of success? You know where to go. And even if you don't get any bites, leave your information. Maybe their affluent friends are interested. Make a name for yourself in the community any way you can. Also, if a gated community has a clubhouse, ask if you can post information about your offering on the community board.
52. **Start a committee that helps make your community better.** If you live in an affluent area, this one is a must. For instance, if the affluent area you live in is known as the affluent area with the least effective schooling, start a committee to try to change that. This will give you the leverage needed to find affluent parents in your community that want to spark a change. This doesn't have to be a full time job either. Consider it a side project, spend a few hours on propelling your effort forward each week, and you'll make a HUGE name for yourself in your community.
53. **Go to – or organize – a block party.** If you live in an affluent community, this is a great place to talk to your neighbors about what you do over some beer and burgers. I guarantee you that not everyone in your neighborhood knows what you do, and perhaps they're looking for exactly what you have to offer.

EXTRA TIP If there's a country club in a more affluent area that accepts people from different areas, join it instead of the one in the less affluent community! And if people ask you why you didn't join the country club in your community, simply say, “This one is a lot nicer.”

SHOPPING AND PAMPERING



Affluent people have discretionary income and, therefore, like to spend money on things that make them look and feel good. For this reason, you should start hanging out at the places below.

54. **Go to an exclusive spa or salon.** Hair and nail salons that offer champagne and fancy drinks are big stomping grounds for affluent women. These are also successful women with business needs and personal needs that call for your offering. The same applies to salons. Remember, successful people understand the importance of unwinding. And, somewhat ironically, when they're unwinding, they aren't afraid to talk biz. They even enjoy it!

55. **Take your pet to an exclusive pet spa.** If you can afford to pamper your pet, you've got money to spend. Also, people love their pets more than anything in the world. So if you can establish a connection with affluent pet owners at the pet spa, you're in. It's so easy too. All you have to do is ask questions about their cute little creatures! Which eventually leads into questions like, "So what do you do?"
56. **Attend couture and fashion shows.** Many affluent people like to show off their affluence. They also like to stay on top of the latest fashion trends so they know the best way to flaunt their affluence. Successful people know that what you wear matters. Couture and fashion shows are based on that very principle and, therefore, where successful people hang out.

CHARITY NETWORKING



Getting involved in charitable activity is a great way to meet affluent people. The reason why is because people who are affluent – for the most part – love giving back. And they love doing so for two main reasons: 1) it makes them feel good and 2) it allows them to join a community filled with amazing people.

So as you can see, people who are part of charities feel good and love meeting people in those charities. This makes them excellent potential clients because they have money to spend, appreciate the act of spending money on valuable things, are generally happy people, and completely willing to speak biz.

And let's face it, charity organizations are largely based on business concepts.

57. **Join organizations like Rotary.** According to the [Rotary](#) website, it is "1.2 million neighbors, friends, and community leaders who come together to create positive, lasting change in our communities and around the world." By joining a local Rotary chapter, you can get in touch with these community leaders and people who are business-minded. Maybe they need your offering for their personal life or business life. Or maybe they need your offering to jumpstart their next big Rotary project.
58. **Donate to charitable causes and attend their events.** Not just any charitable causes, but causes that celebrate communication and collaboration among donors. For instance, instead of donating to a cause that promises updates, monthly newsletters, etc. – donate to a cause that has a community forum, annual events for donors, and other ways to communicate with members. Do some research before donating to a cause, and the cause you donate to could serve as a great source for meeting affluent people.
59. **Get on the board of directors.** People on the board of directors for charities and charitable organizations are decision makers. And these are the kind of people you want to be talking to! You want to be getting in touch with affluent people who hear about your offering, like your offering, then pay for your offering. And even if your fellow board members don't need your offering themselves, how about the organization and people part of it? Maybe they could benefit from your offering. Also, if you have a relevant offering, maybe you could get it advertised in the organization's newsletter!
60. **Get on the committee of your favorite charitable event.** If getting on the board of directors for your favorite charity seems like a little too much, that's completely understandable. But you can still get involved in a charity and play a key role. For charities that host events, volunteer for those specific events to surround yourself with the affluent people who are part of those charities.

REFERRALS



With referrals, the only leg work you have to do is ask a question. Something like, “Hey Joe, I’m actually trying to improve my client portfolio with more high quality clients who have a need for my services. Know of any bigger businesses or entrepreneurs who might be interested?”

Finding affluent clients through referrals is that simple.

But fear of appearing desperate keeps everyday people from asking a question like the one above ... a question that can lead you to your first – or next – affluent client. But you’re not “everyday people.”

You’re smart and you’re motivated, so conquer your fear and ask away.

61. **Get referrals from joint venture partners or strategic alliances.** If you partner with a company or individual that has customers who can use your offering, they’ll generate tons of referrals for you. Offer to recommend their offering to your own customers and you’ll have a nice give-and-take partnership.
62. **Get referrals from current/past clients.** If you’ve sold awesome products to them or helped them with awesome services, your clients will be more than happy to refer you. Since you helped them, they’ll want to help you. It’s human nature.
63. **Get referrals from past jobs and co-workers.** Before starting your own business, you may have worked at a company that is not a competitor of yours but attracts your market. For instance, if you’re an artist and worked at art supply/production company, your co-workers and the higher-ups who you proved yourself to will be happy to refer you to friends and clients interested in purchasing great art. Like all good products and services, good art is hard to find. But you have it! So let the people you worked with before know about it!
64. **Get referrals from current/past teachers and mentors.** If they loved you as a student, they’ll love to refer you as a specialist. Because they helped you become the person you are today, they’re happy to “show you off!”
65. **Get referrals from friends and family.** These are the easiest people to ask for referrals. Why? Because you do weird things around them all the time. Not that asking for referrals is weird. It’s just that you don’t have to “break any ice.” The ice is already broken... you know them intimately... and they love helping you out. Ask away!
66. **Get referrals from people you meet at the events.** I talked earlier about networking at events. But the fact is, some people you meet at events aren’t going to be in need your product or service. Their friends might though, so don’t be afraid to ask. People love helping people, and if they can help two people at the same time – you and their friend, client, or partner – they will jump at the opportunity.
67. **Get referrals from industry associations that target the affluent.** Below I’ll talk about how you can join and find people on industry-related social media groups and websites. What I’m talking about here though are physical associations that are geared toward successful people. If there’s an association that focuses on a topic you’re interested in, join the association – or attend their events – and meet affluent people there. Tell them about your offering and ask them if they know of anyone it could help.

68. **Get referrals from personal assistants that serve the affluent.**

There are personal assistants for celebrities and other high value people that you can speak to about your offering. If they think it's a good fit for their clients, they'll pass on the message. You've got nothing to lose. To find personal assistants that serve high value people, do a Google search for personal assistant associations. This is where all the PAs hide out!

69. **Get referrals from concierge providers that serve the affluent.**

Go to the concierge desks in upscale hotels and other places where affluent people go and ask if they have a contact like you on their service list. For instance, if you own a pet grooming shop, offer to come to the hotel to trim the guest's dogs. Charge a higher price for this service, and watch the referrals roll in. Next time travelers with guests ask where they can take their doggie to get a trim, they'll say, "Actually, we have a professional groomer who can come to you!"

70. **Get referrals from service providers that serve affluent people.** Affluent people like lawyers, doctors, and financial advisors all use a select set of services. For instance, while traveling, they like to get picked up by luxury car companies. Reach out to companies like this that serve affluent people and ask if their clients ever show any interest in your products or services. If they do, great! If they don't, contact the next service provide on your list.

71. **Get referrals from affiliates.** Affiliates are people you give a percentage of sales to when they find leads and pass them your way. If the lead converts to a sale, you pay em'. Of course this costs you a percentage of your revenue, but it's revenue you wouldn't have acquired if it weren't for your affiliate.

72. **Get referrals from people on forums.** I'll speak about finding affluent clients on the Internet below, but online forums are a great place to get referrals. Forums are like social media groups, but there's less noise on them. Niche forums inspire conversations that target a specific subject. Find forums related to your offering, contribute to a conversation, and weave your offering into the conversation at the right time. Even ask members directly if they – or anyone they know – could use your offering.

73. **Get referrals via Facebook.** Send a message to thought leaders who post statuses that you regularly like and comment on. Since they're active on Facebook, they'll know your name from your contributions and be more willing to refer you to everyone they know who could benefit from your offering.

74. **Get referrals via LinkedIn.** Send a message to thought leaders you have a connection with who post updates that you regularly like and comment on. Again, if they're posting on LinkedIn, it usually means they're also reading the comments. Leave comments on posts by people who you think could be great sources of referrals, and after you have commented a handful of times, pop the question: "Hello, I love what you post, and can always connect with what you have to say... (show your respect for them more)... Do you, or anyone you know, have any interest in what I have to offer? Your insight has truly helped bring this product/service of mine to life – and I want to start showing people how it can help them."

75. **Get referrals via Twitter.** Send a direct message to thought leaders you follow who post tweets that you regularly re-tweet and reply to. Follow the same strategy you did on Facebook and LinkedIn when it comes time to follow up and pop the question.

EXTRA TIP Never be afraid to slightly alter your service to make it more appealing to the affluent. Also, because you're targeting affluent people, you can raise your price substantially for any added effort on your part.

ONLINE MARKETING AND SOCIAL MEDIA



Today, virtually everyone is online. They go on websites specific to their industry to make new business connections and look for products and services they need. Online marketing – in general and in regard to social media – is a huge way to have affluent people find you. But since I’m focusing on you finding the affluent in this report, I’m going to focus on that side of online marketing and social media. Maybe In the future I’ll publish a report with 101 ways to make affluent clients find you! Get excited.

Before we get into it though, I want to share some cool statistics with you and a tactic I use to find affluent clients of my own.

According to a survey by Spectrem Group, 61% of the affluent use Facebook, 31% use LinkedIn, and 11% use Twitter. Just years ago, these percentages were in the low twenties and teens, so the affluent market on social media is only getting bigger. And what’s better is that you can find them – today. One way you can do this is by using the “research and chat” (R&C) tactic. This is when you target affluent people in a certain social media group, gauge their affluence by researching their personal profile, and respond to any questions and comments posted by them.

76. **Search online press releases.** Pull out a piece of paper, or open up a fresh Word doc, and create a list of keywords that are directly and indirectly associated with your offering. Then type each keyword into the search bar on [PRWeb](#). Hit “search” and you’ll come across companies and affluent people who have published press releases. Often, these businesses and people will have a need for your offering. Contact them with the contact information on the press release and pitch your offering. Relate your offering to the content of their press release for better chances of receiving a response.
77. **Do a Google search for industries that could use your offering.** If you’re an exceptional quilter and trying to teach affluent people how to quilt for a significant price, search for companies that sell quilting material. In exchange for giving them a way for their customers to learn how to use their materials better, maybe you’ll get an ad on the side of their website.
78. **Do a Google search for mailing lists with affluent clients.** When it comes to finding affluent clients, you don’t always have to find their faces. Finding key things like their address is just as effective. To find mailing addresses of affluent people who will show interest in your offering, do a Google search for “[you industry] mailing lists.”
79. **Research your competitor’s affluent clients with SEMRush.** After typing in your website URL or your competitor’s website URL on [SEMRush](#), you’ll gain access to insider marketing information. You’ll be able to see what keywords your competitor’s visitors are typing into Google, and you’ll be able to use these keywords to complete your own searches on Google for finding potential clients.
80. **Check the “Clients” section on your competitors’ websites.** Many successful companies and people like to boast about the people and companies they’ve served in the past. Take advantage of this by reaching out to them and ask how you can partner with them for referrals for clients who aren’t a good fit for each other.

81. **Browse the comments section on popular blogs.** People who are passionate about a topic like to post comments on articles published on their favorite websites. If you see a comment by someone who may be affluent and could use your service/product, reply to their comment. Get a conversation going and see where it goes.
82. **Search job boards for big companies in need of your offering.** On job boards like [SimplyHired](#) and [Monster](#), there aren't just listing for full-time positions. There are also listings for individual projects. If a big company has an urgent need for someone with your skillset, reach out to them. Getting in with a big company could mean gaining more referrals than you know what to do with down the road!
83. **Search for relevant hash tags.** Type the keywords you found in #76 into the search bars of social media platforms like Facebook, Twitter, and Google+. By doing this, you may come across posts by affluent people and successful companies in need of your services. For instance, if you're a graphic designer, you'll probably come across a ton of posts that read: "Need a #graphicdesigner. Know of anyone?"
84. **Browse people on your competitors' social media profiles.** If you don't already know who your competitor's are, use [SEMRush](#). It will give you a list of your competitor's websites. Go on the social media profiles of these competitors and search through the comments on their posts and their "like" profile. You'll find tons of people interested in your product or service here. Use the same R&C rule mentioned below for this effort of yours.
85. **Browse people on industry-related social media profiles.** Using the graphic designer example again: If you're a graphic designer, you'll want to follow pages dedicated to project managers, publishers, and advertisers who have the need for graphic designers on a daily basis. To get a full list of potential affluent clients, just browse the people who like the page and leave comments on posts.
86. **Apply R&C (see above) to people who follow Entrepreneurs.** [Entrepreneurs magazine Facebook page](#) attracts successful entrepreneurs and people with dreams of becoming entrepreneurs. What you want to do it find the former.
87. **Apply R&C to people who follow Forbes.** On [Forbes' Facebook page](#), there are tons of successful people talking about the next big invention, the next big innovation, and the most inventive and innovative people. Get in on this conversation and keep your eyes peeled for people who have problems that your product or service can solve.
88. **Apply R&C to people who follow HBR.** [Harvard Business Review's Facebook page](#) attracts Harvard graduates and professional businesspeople who like to stay on top of key business trends. Can your product or service simplify their life or make their life better? Can you weave it into a conversation based on an HBR topic? If so, go for it!
89. **Apply R&C to people that follow Fast Company.** On [Fast Company's Facebook page](#), you'll find tons of creative people. Are you a creative spirit searching for affluent people with similar spirits? You can find em' here. Find em', focus on their key interests, and then connect those interests to your offering.

EXTRA TIP Outsource tedious tasks for a few bucks an our by hiring a freelance assistant on oDesk.com, Freelancer.com, or another freelancer platform. Once they find the affluent people you want, craft a message template about you and your offering and have your freelancer message them through your social media account.

90. **Apply R&C to people on Inc. Inc. Magazine's Facebook page.** Tons and tons of successful entrepreneurs with various needs follow Inc. because Inc. gives successful entrepreneurs free press. Inc.'s 500 and 5000 list contains the most successful businesses and startups and is published annually. The people running the places on these lists are usually present on the Inc. Facebook page and ready and willing to respond to a question or comment from you.
91. **Join groups on Google+.** Do a search on Google+ for groups that are directly and indirectly related to your area of expertise. People in Google+ groups love sharing ideas – and even clients. If their client needs your offering, they'll be the first to refer you if are active in group discussions.
92. **Join groups on LinkedIn.** Joining LinkedIn groups is arguably more effective than joining Google+ groups. But this all depends on what industry you fall under. Take the same approach you would with Google+ groups – stay active in conversation, answer member questions, spot opportunities to mention your offering, and ask for referrals when appropriate.
93. **Search historical threads in groups.** Past discussions in social media groups are brimming with opportunities that no one acted on. Look at the comments and see if a need of someone's was left unfulfilled. If it was, respond to that member. Just make sure that the thread isn't any older than a few days or weeks.
94. **Follow the links in these threads.** Often, many threads in social media groups have links to places where members went to answer their questions. Follow these "link trails" and you may stumble upon a trove of online users who need you services.
95. **Check your news feed daily.** You don't just follow and like pages for the hell of it. You do it so you can monitor the activities of the pages you follow. By checking your social media feeds daily, you'll be one of the first to see comments by people with a potential desire for your offering.

SPEAKING AND SPONSORSHIPS



Speaking at and sponsoring specific events is obviously a great way to market yourself to affluent people. But you can also find your next affluent client by leveraging speaking events (not necessarily yours) and sponsorships. Below I'm going to tell you how.

96. **Join a Google Hangout. Just like Google+ groups, Google Hangouts are where successful, motivated people... hang out.** Join a Hangout with your peers or your potential clients and find ways to incorporate your offering into the conversation. Also, remember to spend the majority of your time on the people who seem successful and affluent.
97. **Host a Google Hangout.** Invite affluent people who you've met in Google+ groups and Hangouts to join your very own hangout. Also tell them to invite their friends who are interested in the Hangout topic. In this case, the affluent people you've already met will find more affluent people for you – and they'll bring them directly to you!
98. **Join a webinar.** Take the same approach as you did with the Google Hangout. The only difference here is that you often won't be able to see the faces of attendees during the webinar. That's okay though. It's fairly easy to discover where the attendees like to go online based on the content of the webinar.

99. **Host a webinar.** Again, take the same approach as you did with the Google Hangout. Just remember to publish it online after presenting so you can serve other potential clients in the future!
100. **Sponsor an event – and set up a booth.** Sponsoring an event gives you an immediate advantage over other people with booths at an event. Since your logo and/or tagline is posted throughout the vicinity of the event, your brand becomes ingrained in attendee's heads. Because of this, you have a better chance of making a quick connection with potential clients you find at the event. Also, if you use the conversion strategy we teach in our High End Cash Infusion program, you'll be leaving the event with new clients.
101. **Sponsor an event – and speak at it.** If you can prove your authority at an event in front of a crowd of people, your chances of getting a high quality lead at that event soar. Since you're now THE AUTHORITY at the event, people will want to speak with you. They'll even go out of their way to find you ask you directly if you can help them.



{Finding Them is the Easy Part. Now You Have to WIN and RETAIN Their Business! But NOT Alone...}

Oh yes I did.

I just said that finding clients who are willing to pay you what you're worth – without nagging you! – is EASY. However, when I say that, I'm comparing the act of finding them to winning and retaining their business so you never have to work for another low-baller again.

The 101 tips above are the best ways to find affluent clients. But you still have to get them AND keep them. Because if you don't, what was all that hard work for? Sure, you'll have a lot of new wealthy friends and valuable connections – but if you can't seal the deal, you're in the same place as you were yesterday.

Those are the cold, hard facts.

But lucky for you, I'm more than a free tip-giver! I also offer a **free 25-minute business strategy session** to motivated entrepreneurs who want to grow their business with affluent clients. And since you're a motivated entrepreneur who wants exactly that, that means you're eligible for a free strategy session with one of my lead business strategists.

During your free strategy session, you will...

- **Receive a step-by-step strategy that focuses on your 3 highest payoff activities.** (These are the activities related to your biz that will help you get to where you want to be in no time flat.)
- **Learn what is getting in the way of you achieving your business goals.** (Is it your overall strategy, your branding, your marketing, your clients, maybe even you?)
- **Learn how my team and I have helped entrepreneurs impact the world with their business in a profound way – and how we can help you do the same.** (Impacting the world doesn't only mean serving people better. It means being able to have the car you want, the house you want, and the lifestyle you want. It means living life on your own terms!)



SCHEDULE YOUR FREE STRATEGY SESSION

Getting the clients you want is possible – it really is. And once you have the clients you want (affluent clients who see value in your offering), you can direct your business to extraordinary levels of success.

To do this though, you have to turn the affluent people you meet using the 101 tips above into affluent clients. Clients is the keyword here because they're the ones who pay you... they're the ones who make you and your business rich with success.

Sound divine?

Well good! But it's important to know that creating a successful business is within your reach – not just a cool idea. It's important to know that – with my help and your motivation – what's divine can become real.

It's all right here for the taking, and it's all yours...

Better clients. Greater Impact. More money. More freedom.

Schedule Your **FREE** Strategy Session Today
www.complimentarystrategysession.com

Let's get you some affluent clients, shall we?

Kelly
O'NEIL

