



9 Simple Tips to Get More Clients and Grow Your Business

Practical, actionable strategies to attract clients and increase revenue



by **Matteo Beroldo**

What We'll Cover Today



Who Am I?



Founder of M4trix Dev

Helping businesses grow with tech & marketing



Corporate Background

Experience in corporate settings



Passionate About Entrepreneurs

Focused on helping entrepreneurs scale their businesses



Diverse Experience

Worked with startups and established brands



Results-Driven Strategies

Focused on simple, practical, and results-driven strategies

1. Understanding the Funnel

The 3 Steps to Getting Clients: From Awareness to Purchase

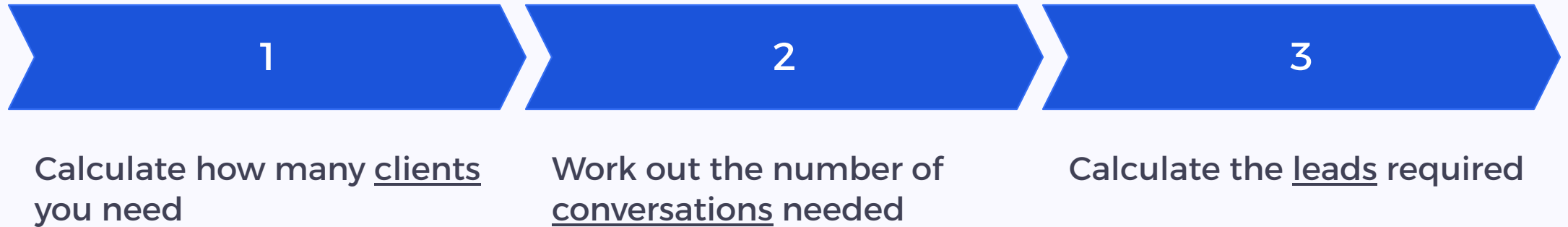
People don't buy instantly—they go through a process. The funnel moves clients from discovering you to trusting and buying from you. Your job is to guide them through each step



Your goal is to guide them through each step smoothly.

2. How many leads you need

Start with Revenue & Work Backward



Example

Step 1

- Revenue target: £100,000
- Average sales: £1,000
- **Clients needed: £100,000 / £1,000 = 100**

Step 2

- Conversation to Client rate: 10%
- **Conversation needed: 100 / 10% = 1,000**

Step 3

- Lead to Conversation rate: 2%
- **Leads needed: 1,000 / 2% = 50,000**

3. Defining your ideal client

Who Are You Really Selling To?



Profile

First, Describe Your Ideal Client

Define the demographics, behaviours, their industry, and role. Be specific about who they are.



Problems

Understand Their Problems & Pain Points

What challenges are they facing? What keeps them up at night?



Objective

Define What "Good" Looks Like to Them

What goals and objectives are they trying to achieve? What does success mean for them?



Doubts

Identify Their Doubts & Objections

Why might they hesitate to buy? What concerns do they have about your offer?

When you deeply understand your client, you can speak directly to their needs, making it easier to attract and convert them.

4. Creating content that converts

Start with a Website & Social Media

Website

- It's not about you—**it's about them.**
- Structure your landing page like a story
 - Talk about your ideal client's **problems.**
 - Highlight the **benefits**, not just features.
 - Show how your **solution** solves their problems.
- Add lead magnets - offer value before asking for a sale.
- Make it sexy and mysterious

Social Media

- **Pick 1 channel** - the one where your ideal clients are and where you feel comfortable.
- Define your **content strategy**:
 - Pick 3 topics, maximum 3 - stay focused.
 - For each topic, define 5 subtopics - this brings clarity.
 - Write 10 pain points & 10 gain points - now you have a full year of content.
- Become the **expert** in your niche.
- Post consistently - repetition is key. People need to hear your message again and again.
- Stay on-topic - don't confuse your audience.

It doesn't need to be perfect – your content will improve over time.

5. Where to find your clients

Have a multi-channel approach to Consistently Generate Leads

Experiment

Test different ways to reach your audience.

Build

Build a system that generates leads consistently - track what works and double down.

Improve

Analyse what is not working, make adjustment, improve it or stop doing it



LinkedIn

Use Sales Navigator to find the right people.



Business directories

Google Maps, Yelp, industry-specific directories.



Networking events

Attend industry events and meet people face-to-face.



Partnerships

Collaborate with complementary businesses for referrals.



Webinars

Educate and attract potential clients.



Community

Engage with niche community.



Social media ads

Facebook, Instagram, and LinkedIn ads.






Google search ads

Target people actively looking for your solution.

6. How to engage with them

Start Conversations Without Selling Immediately

-  People ignore cold sales messages—focus on connection first.
Don't sell at first - remember the funnel, start with awareness.
-  Connect genuinely – build real rapport before pitching.
Ask questions - qualify your leads by understanding their needs.
-  Give them something of value – insights, free tips, or resources.
Lurkers vs. Engaged Audience - some will engage right away, others will observe before reaching out.

Example: LinkedIn Engagement

- Comment on their posts before sending a message.
- Connection request - leave it blank or mention something specific about them.
- Start a conversation naturally - ask about their challenges, don't pitch immediately.
- Offer value early - send them something useful related to their problem.
- Follow up without pressure - keep the door open for future opportunities.

7. Having conversations that build trust

Book the Call & Keep Building Rapport

People buy from people,
not just products.

They need to like and trust you
before they buy.

Don't jump straight to
selling

Focus on them first.

Ask about their challenges
and goals

Show genuine interest in their
needs.

Share insights and small wins

Offer helpful advice before pitching.

Make it about them, not you

Listen more than you talk.

Your goal is to move the conversation forward naturally.

- Invite them to a **discovery call, demo, or consultation**—frame it as a way to help, not to sell.
- Keep it casual: *"Let's jump on a quick call—I'd love to hear more about your goals and see how we can collaborate."*
- Build trust before asking for the sale—when the time is right, they'll be ready to say yes.

8. Closing deals with confidence

Sales Is About Solving Problems, Not Pushing Products

Create value for your customer

Sales is not about forcing a sale—it's about creating value

Understand your customer's needs

Listen, ask questions, and truly get what they're struggling with.

Offer solutions, not just products

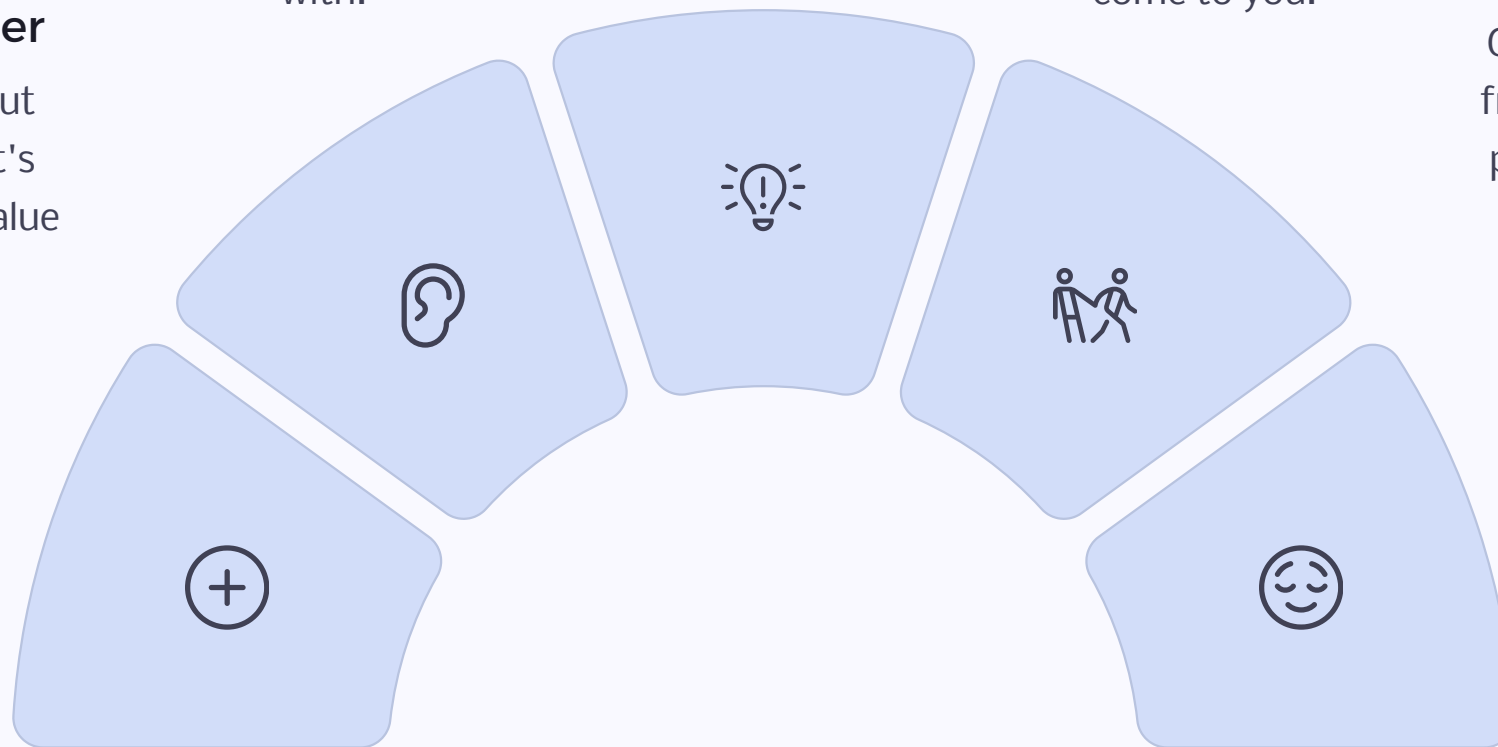
Align your offer with what they actually need.

Sales is not pushing—it's pulling.

When you position your offer as the logical next step, they come to you.

You must believe in what you sell

Confidence comes from knowing your product genuinely helps people.



Key Mindset Shift: Think of sales as an invitation, not a transaction. You're inviting them to improve their business, solve a problem, or reach a goal.

9. Leveraging AI to scale your efforts

Work Smarter, Not Harder—Use AI to Move Faster

Speed matters.

AI helps you do things faster and more efficiently.

AI is a tool, not a replacement.

Use it to enhance your efforts, not to remove the human touch.

Automate repetitive tasks

Save time on research, outreach, and content creation.

How to Use AI in Your Sales & Marketing Process:

Website Creation

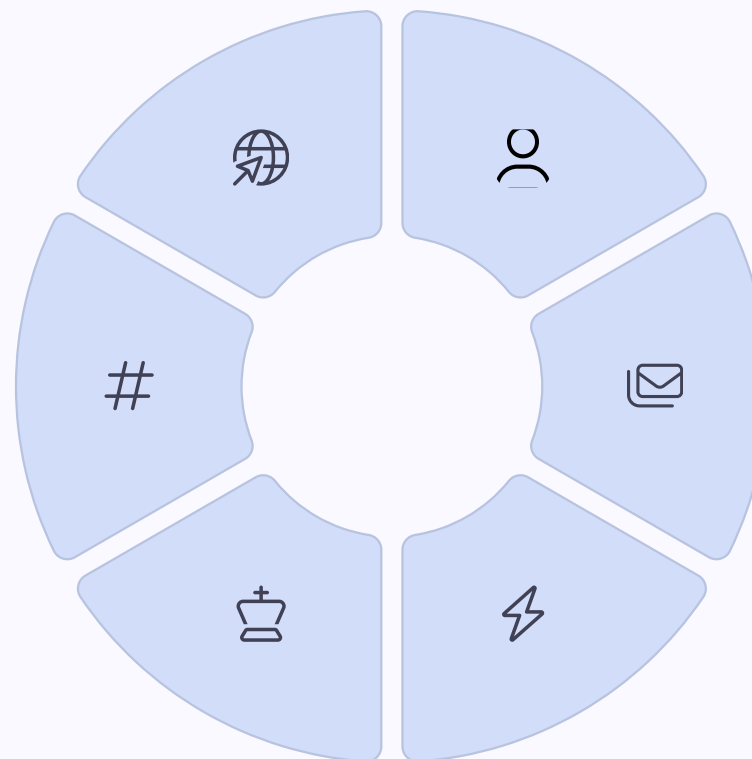
Use AI website builder to create beautiful landing pages in minutes

Social Media Content

AI to generate engaging social media posts and post automatically

Marketing Strategy

Use AI tool for all your marketing needs, from persona generation to marketing ideas



Lead Generation

AI-powered tools help find and qualify leads.

Email marketing

Automate email sequences for Follow-Ups & Outreach.

Automation

Use automation tools to automate almost every process

The businesses that **embrace AI** will move faster, reach more clients, and scale smarter. Leverage AI to stay ahead.



Take the First Step to Grow Your Business



Apply one tip from today—small actions create big results.



Contact me on Digital Boost for **1:1 mentoring**.



Connect with me via **LinkedIn**