

5 Ways to Grow Your Client Base in 2022

Growth is a great goal for your firm, but it won't just happen.
How will you get there? Here are five ideas:



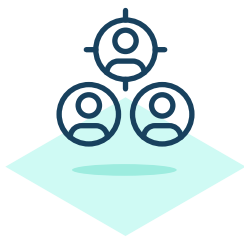
1. Target the Right Audience

Defining your personas is an essential first step to make sure you're talking to the right people, and talking about things they care about.



2. Get Social

Love it or hate it, 82% of Americans are on social and one-third of Americans say they trust social media to help them with financial decisions.



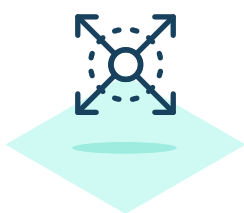
3. Find Your Niche

Don't be afraid of limiting yourself: Selecting a niche and focusing in on it has proven time and time again that it can pay off big time.



4. Measure Your Success

If you can't measure it, it didn't happen. How will you track your progress toward your goals this year?



5. Expand Your Value Prop

Consider leveraging new software in order to offer additional services to prospects and clients alike.

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