

# 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:



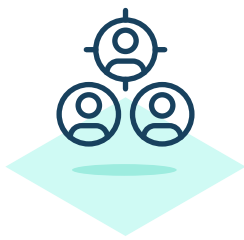
## 1. Target the Right Audience

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.

## Looking for an Easy Way to Grow?

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