

# 15-Minute Email Academy

Pamela Slim

**Subject:** Gigantic Client Magnet

1

I just got back from a super interesting conference at Google that was for The Small Business Web. Companies like Freshbooks, Dropbox, GoDaddy, Infusionsoft and Zendesk were sharing ideas for how to grow their user base, and connect with small business customers. Despite their success, they still struggle so much to find small business customers. We are a diverse, highly fragmented, independent, elusive and hard to reach group of people.

2

Yet our numbers are staggering!

3

Did you know that in the United States:

1. Small businesses make up more than 99.7% of all employers.
2. Small businesses create more than 50 percent of the non-farm private gross domestic product (GDP).
3. Small patenting firms produce 13 to 14 times more patents per employee than large patenting firms.
4. The 22.9 million small businesses in the United States are located in virtually every neighborhood.
5. Small businesses employ about 50 percent of all private sector workers.
6. Home-based businesses account for 53 percent of all small businesses.
7. Small businesses make up 97 percent of exporters and produce 29 percent of all export value.
8. Small businesses with employees start-up at a rate of over 500,000 per year.
9. Four years after start-up, half of all small businesses with employees remain open.
10. The latest figures show that small businesses create 75 percent of the net new jobs in our economy.

Source: [Small Business Administration Office of Advocacy](#)

**This. Blows. My. Mind.**

For a long time now, you have heard me hinting that I am working on a new book and set of services for small business owners. Last year, I spent 3 months in 25 cities across the U.S. (and in Vancouver, Canada), sharing ideas with entrepreneurs about growing your business and building community. Since that time, I have been tinkering with models and frameworks that will help small business owners tap into a huge, thriving natural ecosystems of clients.

4

But I need help.

5

I always like to test and try my ideas with real people in the real world before releasing it more broadly. That is what I did with a brave group of people when I first launched my Indispensable course in 2014. The partnership was so valuable.

## The Team Mission

I am going to lead you through a specific process in the month of June to build out a targeted way that you can reach your ideal customers. We are going to explore and demystify:

- Paid advertising (Google, Facebook, LinkedIn)
- Speaking to attract clients
- The broader topic of "networking" to get more business
- Partnerships
- Social media like LinkedIn, Facebook, Twitter and Instagram
- And even cold pitching (sometimes it works!)
- More experiments that we will come up with!

## I am looking for 25 business owners who are:

6

- Specifically looking for new ways to generate leads for your business
- Launching new programs, books or services in the 2nd half of 2016
- Willing to test, try, experiment and report back on successes and failures
- Action-oriented
- Collaborative
- Willing to invest the time to build a robust, personalized Gigantic Client Magnet map for your own business (I will give you the tools, and review with you personally when you are done).

We are going to test, experiment, break down and improve tools before rolling them out to the broader world. A lot of this experimentation will make it into my new book, which I am writing on this very topic.

## Commitment

- I will schedule a few group calls or Google hangouts during the month of June so we can discuss findings and explore ideas. I will also send email assignments, and coordinate a Facebook group for ease of sharing ideas.
- The fee for participation is \$200, which includes a private 1:1 coaching session with me at the end of the experiment to review and enhance your Gigantic Client Magnet Map. (This is a fraction of the cost of the program that will roll out to the bigger ecosystem later in 2016.)
- Sign up [here](#) -- first come, first served (last time, the Indispensable Beta group sold out in 20 minutes)

I am SO very excited and passionate about this work. If you choose to join us, I promise a fun, at times raucous, experimental, innovative and extremely productive experience.

I don't think finding great clients has to be so hit or miss, or overwhelming. I want to see our small business ecosystem thrive. Next year, I want to show up at The Small Business Web with useful, innovative tools to help our small business technology customers grow. I would be honored and delighted to build something with you that will serve our entire ecosystem.

7

To your success,

-Pam

P.S. I know some of you are thinking that the Gigantic Client Magnet means that all of your customers must be over 6 feet tall. You may prefer to work with tall people, which is great. But the Gigantic I am referring to is the magnet, not the clients. :)