



**KATHLEEN VALLEJOS**  
Follow Up Expert  
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## Speaker Intro and Talk Summary

**TITLE: 3 Secrets to Having a Simple Client-On-Demand Generating System**

**SPECIAL GUEST: Kathleen Vallejos**, Co-Author of *Clients on Facebook?* And Creator of the Business Success Blueprint.

Are you tired of constantly chasing after that next new client? Join Kathleen Vallejos and discover how to create a constant flow of customers, clients or patients; reach the people who need and want to hire you, and find out how other successful professionals do it!

In this action-packed session you'll learn:

- How to get found!
- How to build a client-generating system.
- How to build a relationship with customers and have them come back for more.
- AND most important, how you can build your own client-generation system.



### BIG BENEFITS:

One of the biggest take-aways from this presentation is having a simple system in place to attract the right kind of clients ready to invest in working

with you so that you never have to worry about where your next client is going to come from.

Once clients have found you and benefited from the services you offer, it is easier to get them to buy from you again. With regular contact repeat clients become part of your new on-demand system.

With established credibility it becomes simple for your repeat clients to become your advocate by referring others to your business giving you a chance to create some new loyal clients.

## **KATHLEEN VALLEJOS' Bio for Print**

**Kathleen Vallejos** – Best-seller Author and Creator of the Business Success Blueprint – shows small business owners and professionals how to get more customers, clients, or patients; make more money, and keep their regular customers coming back for more. For your free copy of the Business Success Blueprint, visit <http://justthewritething.com/free-business-success-blueprint/>

## **Kathleen Vallejos' Bio for Intro**

**Kathleen Vallejos** – Best-seller Author and Creator of the Business Success Blueprint – **shows small business owners and professionals how to get more customers, clients, or patients; make more money, and keep their regular customers coming back for more.**

Kathleen was invited to co-author a #1 best-selling marketing book about how to follow up in business without feeling pushy or pestering people, how email helps you build a relationship with your clients based on trust, and how to position yourself as an expert and establish your credibility.

Her book also shows you how to help your clients by providing immediate value, leverage your time by allowing you to follow up without having to spend one-on-one time with each of your website visitors, keep you top-of-mind resulting in referrals, and how to give to people who truly cannot afford your services.

Kathleen is **frequently seen on ABC, NBC, CBS, and Fox** and is a contributor to The International Association of Top Coaches, Trainers and Consultants. She reaches thousands of business owners and professionals with tips and advice on email and follow-up marketing via her newsletter, blog and social media channels.

She's worked in small businesses and in the corporate world for America Online. More recently she's been running her own small business for over 7 years. What her clients and followers appreciate the most is that Kathleen understands your challenges firsthand and loves to help the small business professional succeed and thrive despite those challenges.