



28 clues to discover
new WordPress clients



Often times, discovering and landing new clients can feel like going on an extensive treasure hunt – you just never know quite where to look! Since we're always up for an adventure, we've rounded up a slew of clues to help you find your next batch of WordPress clients and discover that pot of gold!

Clue 1 – Mingle with other treasure hunters

Oh networking, the key buzzword we constantly hear. There's a reason why, though – being able to master networking will help you expand your horizons on potential client reach.

Networking doesn't always have to feel like "networking," though. In fact, it can be fun! (Yes, it's possible!)

Grab leads from local and national networking and meetup organizations. Try searching [Meetup.com](#), attending [WordCamps](#), Chamber mixers, or other various industry events such as [SXSW](#) or [Blog World](#).

Once you've made the initial contact with someone, try assuming the role as a professional matchmaker. Notice someone looking for a job? Pass them off to a connection who may want to hire them. Stumble upon some industry news or a funny video? Shoot it over to your vendor! These are easy ways to keep your name fresh with others and make you more relatable. You never know when your vendor may get asked for a recommendation on a fabulous WordPress expert!

[Looking for more places to mingle with fellow treasure hunters? Check out these inspiring web design conferences to attend!](#)

Clue 2 – Join forces with WordPress peers

Don't shy away from networking with other WordPress professionals – embrace it! Not all WordPress experts are created equal, and being able to bounce work and ideas between one another will not only benefit you, but also your clients.

Choosing to collaborate means an expansion of client networking opportunities, since each freelancer and agency has their own set of contacts. Working with other similar-minded professionals also means you have someone to brainstorm with, receive feedback from, and also solve problems together.



When you form a team, you're also able to compete for the same business that only larger, more well-known agencies would typically be running for. Your production costs may be lower than that of a traditional agency, which can give you an edge on winning business.

Joining forces also means you can expand your service offerings to clients, which allows you to go from advertising yourself as just a designer or developer to something a little more full-service. Exhibiting versatility is an attractive quality for those looking to assign a job in the uber competitive ad-tech-digital marketplace.

Clue 3 – Step up your social media game

Social media can be your guiding compass when it comes to searching for new clients, especially LinkedIn. This is the platform that many company decision makers decide to use, and it's a great professional forum. Polish up your profile and make sure it's up-to-date, showing off how awesome of a designer and human you are.

While online, answer other people's questions, offer help, and post useful content that your followers will care about. Not only will this grow your relationships and connections, but it will also lead to clients who may be searching for you!

Continue your content marketing by getting social with your brand and connecting with the community. Social media is a great way to hack branch reach in a relatively inexpensive way. By creating quality content and showcasing your work, you're making it easier for potential clients to find you while building a reputable online, and offline, reputation.

Remember – only join platforms that are relevant to your expertise. It's better to be really good at one platform than having an average presence on every single one of them.



Clue 4 – Speed past with excellent customer service

The best form of advertising is word of mouth, or these days, keyboard. An extremely satisfied customer can't wait to boast about their experience, so when someone goes to them seeking WordPress expertise, make sure your name is the first to come up! As humans, we tend to trust recommendations made by people close to us, so the more clients you have talking about you, the better.

*Moment of silence for all of the awesome, free social media posts advertising your business that this could also lead to. Be sure to save those for testimonials!

Clue 5 – Evaluate your surroundings and encourage repeat customers

Aside from all of the positive vibes a satisfied customer radiates, they can also result in a repeat customer. If you knock it out of the water helping someone, they'll likely make their way back to you when they're ready for their next site design. But why wait? Examine current and past clients to see if you can scout [any additional work from them](#). This could include things like:

- **Helping them learn how to use WordPress**
- **Offering ongoing support and site updates**
- **Lending a hand with their social media strategy**

Not all of your clients will need these upgrades, so don't be too bummed if the first few clients don't take you up on the offer. Even just one repeat customer is better than none!



Clue 6 – Get social and ask for referrals

Keep the opportunities of a happy customer spinning by tapping into their network for referrals. While I mentioned above that a satisfied client will want to brag about you, not all of them will think to do so, or may even forget.

Skip the waiting and just flat out ask them (in a nice way, of course)! Go through your client history and look for a couple of happy clients who haven't sent you referrals yet and send them either an email or phone call to ask if they know of anyone looking for WordPress help.

“When you’ve got an active referral network working for you, it means you’ve got an automated system for bringing work to your desk – and that’s great, because it means you don’t have to channel as much time and energy into marketing yourself.”

Ashley Gainer, Layout

Extra steps you could take – have happy customers write a testimonial for your website! Hello, positive PR!

Clue 7 – Establish a gold-worthy brand

While this may sound elementary, whether you're a freelancer or an agency looking to land more clients, building a sturdy foundation at your core will yield a higher customer count. Really drill down what kind of brand you want to stand for, and then take it back to the basics to ensure your website, clients, and work reflect those values. Potential and current clients will take notice and trust your expertise.





Whether you're just starting to build your business or simply looking to up your game, if you act like a big-time agency, you'll land bigger clients. We've got 10 tips that will help you rise above the noise and build a badass design agency. Ready? Let's amp up that brand confidence!

Clue 8 – Stick to the path and determine your niche

You've heard it time and time again: "[Design for a niche!](#)" Now, this isn't always possible for everyone at first, but once you've landed your first client and start to add more work to your portfolio, you can really start to analyze where you either currently or want to fit into the marketplace.

It's a scary thing, to consider positioning yourself as a designer for a specific set of people, and not for everyone else. But before you write the idea off, here are just a few benefits of establishing a niche:

- **Clients will know exactly what you can offer them**
- **Your voice can be extremely consistent**
- **You can template things and maximize productivity**
- **You can grow your strengths in that niche**

Does this make your palms sweat? No worries! You're not actually stuck in this niche. You can always take on other types of projects; establishing a corner of the marketplace just gives you a consistent way to market yourself.



Clue 9 – Prep your portfolio for adventure

Make your work walk your talk and show potential and current clients that it's worth chatting about. Showcasing current, stunning projects on your website on a regular basis will help you establish credibility and prove that you're the designer everyone should work with.

Besides adding the best of the best to your portfolio, what exactly should you include? Here are a couple of ideas:

- **The “client loved it” piece**
- **The award winner piece**
- **The famous piece**
- **The pro bono piece**
- **The activism piece**
- **The risk piece**

Additionally, consider including your process for each piece to your portfolio. Sound strange? Hear us out. Adding your chicken-scratch doodles and scary brainstorming clouds for all of the world to see has numerous benefits, including showing off how you develop ideas, solve problems, and refine ideas.



“It’s difficult to know when to stop designing, and even more difficult to know when you’ve done too much. Showing your process in your portfolio will demonstrate that you’ve mastered those challenges.”

Morgan Smith, Layout



Clue 10 – Journal a compelling client case study

Using case studies is a fantastic way to appeal to company decision makers. It helps them connect the lines on what is needed, why they need it, and ultimately, why they need YOU. As a WordPress professional, you're not just making things look pretty, you're solving a problem.

Basic formats for a client case study include the client, challenges they faced, your process, and then the final results of the the project.

“As a WordPress professional, you're not just making things look pretty, you're solving a problem.”

Clue 11 – Launch an SEO journey

While this may be more of an advanced clue after you've captured a couple of clients, having a basic roadmap of how SEO fits into your website will help you get to the top of search engine results and be the first designer new clients turn to. Gaining a spot on page one of Google for a relevant search for your services is like finding the holy grail, and having an outline of how to get there will boost your brand reach.

This clue isn't an overnight success strategy, but ultimately it will drive traffic to your site and create client conversions.



Clue 12 – Blog it out with content marketing

To help with clue 11, creating valuable content will not only help your internet search location, but it will also help you position yourself as a thought leader in the your field for future, current, and past clients.

Regularly posting valuable content to your website will boost your reach, along with other SEO tricks. Writing articles over tips, trends, and anything WordPress related will help give your site a spike in traffic and hopefully a boost in business.

Other ideas to consider for content marketing are:

- **your very own blog**
- **podcasts**
- **videos and/or written tutorials**
- **newsletters**

Clue 13 – Explore the land of video tutorials

We live in the age of rich media, with a favorable side on video. Soak up the love and try adopting video content to help drive viewers to your site and bump your brand exposure. This can come in the form of video blogs or tutorials – whatever works best for you!

Cherry on top? Video excels on social media. Win-win!





Just starting out on your WordPress journey? No worries – there’s a lot to learn, but this ebook will take things slow and steady to help you become a WordPress expert in no time. [Download it here!](#)

Clue 14 – Be on the pursuit to be the best

The word ‘expert’ isn’t used lightly. Future and current clients will be looking to you for your expansive WordPress knowledge, so fine-tune what you do and get really freaking good at it. Continually seeking out learning opportunities to sharpen and expand your skillset will also help you keep the word ‘expert’ attached to your name and become one of the greatest designers in all the land!

Clue 15 – Never lose yourself in the expedition

Even though you’re an expert in technology, your clients might need a little extra help to understand everything. Exempting empathy and a human fingerprint when interacting with clients will create a cohesive, trusting relationship.

When searching for the right person for the job, humans tend to choose the more likeable professional over the other. Just keep it real in every outlet of your business, in a professional matter.



Clue 16 – Search high and low to learn all about your leads

No two clients are the same, so skip the cookie-cutter proposals! Research each client and tailor your approach to reflect each potential client's business.

Pitching to an ecommerce client? Strike up a plan to make their products stand out and make the purchasing process smoother for their customers. If you pitch a stellar user experience plan, they won't be able to resist

“Fine-tune what you do and get really freaking good at it.”

Bonus points? Tailor your conversations and speak your client's industry language.

This will definitely make you look impressive to them, especially if you're working with anyone in the c-suite.

Clue 17 – Hunt for solutions

While you're technically in the technology industry, angling your pursuit as a problem solver can be more approachable to clients. After all, you're not just selling a pretty design or code, you're selling an answer to a problem.

Before starting on a project, establish what your client's pain-points are that they want to solve. Whatever it may be, find the problem and pitch the solution.





Whether you're starting from square one or you're ready to get the word out, this ebook will help you program, publish, and promote your WordPress plugin. Let's get started!

Clue 18 – Cash in with standalone products

This is a dual-purpose clue. One, it'll fill in your freelance income, and two, it will impress future clients. By publishing themes, plugins, or fonts, you're positioning yourself as an expert in the field and showing off your work. This also helps your content marketing strategy in web searches to reach potential customers.

Clue 19 – Create a wealthy bond with agencies

While this may seem like an odd clue, it can be a helpful one! There are times when the perfect client comes along with an exciting project that may fall outside an agency's wheelhouse. Or sometimes, an agency may not have the time to do it. Whatever the reason, establishing a partnership with an agency can be beneficial for both parties. It means more work for you, and better, timely work for the agency's client!



Clue 20 – Team up with non-competing firms

Along the same lines, partnering with completely opposite kinds of agencies can be very beneficial for bouncing work between each other. Offering each other's services as an extension of your core business creates a seamless easability for both of your clients.

For example, if you're a web designer, look for firms that only do web development. You can handle their client's creative needs to make it easier for them. In turn, if you have a client needing extensive development, you can pass them along.

Clue 21 – Add “publishing an ebook” to your itinerary

Write about your expertise. Not only will this further your credibility within your field, but it'll also help knock that content marketing up a notch! You can choose to either give it away for free or charge per download. This is an awesome idea for clue #19. Recurring revenue is the bomb.com on an existing product, if you do decide to sell!

“*Recurring revenue is the bomb.com on an existing product!*”



Clue 22 – Embark on a guest blogger quest

Search and identify blogs that your future clients may read and request to guest post for them. The benefit?



“It’s the ideal environment to network with other designers and bloggers, which will bring about a whole host of opportunities for guest posting to help extend your reach and form future collaborations.”

Joanne Amos, Layout

You’ll be able to shell out your knowledge and increase brand name recognition by injecting yourself into a different audience. Just make sure whatever you blog about is both beneficial for you and the readers.

Clue 23 – Set sail with the Twitter search feature

Building off a dynamite social strategy, you can also use the platforms’ search features for finding work, especially Twitter’s. Seek out tweets containing ‘hiring + [your keyword]’ in the search box to find companies that may be looking for someone like you. Try wordsmithing and experimenting with hashtags while doing this!



Clue 24 – Team-up with other treasure chasers

If you're a freelancer who works from home, you may want to consider coworking occasionally. Local coworking spaces provide a great atmosphere for finding like-minded people, building solid relationships with others, and becoming part of a community. Adding to the benefits, these mutual spaces can also host events, meetings, and conferences.

Ready to follow this clue? Find coworking spaces by Googling coworking in your zipcode or perusing the map on [DeskSurfing](#).

Clue 25 – Consider speaking at an industry conference

While you should first make an effort to attend industry related conferences, the next step is speaking at them. This is more of an intermediate-to-expert clue, as you need to be experienced in your niche. By putting yourself out there, you're helping your brand and reputation reach new audiences. It also helps you validate your spot as a thought leader in the industry. Additionally, you'll also boost networking relationships for future business opportunities.

Ready to start speaking? [We've got a few tips to become one of the best speakers in the land!](#)



Clue 26 – Market offline and send a message in a bottle

Even though you might primarily provide web services, sometimes taking it old school and killing a traditional print strategy can be super effective. Just make sure it really stands out and doesn't get lost in the sea of annoying fliers, and drives the user to visit your site.

“If done well, it will establish a positive, lasting impression that will help land the gig for you. (Plus, they can be a really fun, creative project – all in the name of business!)”

Ashley Gainer, Layout

Clue 27 – Investigate local business

If you're down to do some digging and hacking, you can uncover potential clients in your department or region by doing a little Googling for outdated WordPress installations.

How?

Run a search for your region or niche and wp-content. What pops up will be sites that have not done anything to hide their wp-content folder.

Businesses or organizations who may be running their WordPress site on an outdated version could mean several things. If it's a potential customer, it may mean a) they're trying to do it themselves or b) they hired someone to keep it updated, but they're slackin' at their job. Use this information to market to those clients and seal the deal for yourself!



Clue 28 – Job boards: a bona fide treasure map

Still searchin' for that treasure? Check out some of these job boards, in no particular order, to get you started. Bookmark these resources if you're up for it!

- [Smashing Jobs](#)
- [Authentic Jobs](#)
- [Behance.net](#)
- [Dribbble Jobs](#)
- [Jobs.Wordpress.net](#)
- [Indeed](#)
- [WP Hired](#)
- [Freelancer.com](#)
- [Krop](#)
- [WordPress Jobs](#)
- [Sensational Jobs](#)
- [WPMU DEV Jobs](#)
- [Upwork](#)
- [Simply Hired](#)
- [AngelList](#)
- [Guru](#)
- [PeoplePerHour](#)
- [Codeable.io](#)
- [Reddit's Hiring Listings](#)
- [Fiverr](#)

While there's no exact treasure map to the treasure trove of clients, following these clues will point you in the correct direction. Did we miss a clue? Let us know on Facebook, Twitter or Instagram!

*“Not all treasure’s silver and gold mate,”
– Jack Sparrow, Pirates of the Caribbean: The Curse of The
Black Pearl*



What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

CONTACT SALES

sales@getflywheel.com | (888) 928-8882

Or, sign up at getflywheel.com



FLYWHEEL