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# Attracting Clients


Activate a growth mindset to expand your business

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## FEATURED VIDEO

### The Art of New Client Attraction

Converting prospective clients into clients takes a certain mindset and a degree of artistry in four dimensions of conversation. (2:19)

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The Art of  
New Client Attraction



## AUDIOS

### The 4 Dimensions of New Client Attraction

## Make First Encounters Count


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### Attracting Clients

Make First Encounters Count

## Generate More Meetings


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### Attracting Clients

Generate More Meetings

## Run Better First Meetings


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### Attracting Clients

Run Better First Meetings

## Capture Referable Moments

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Capture Referable Moments



## Insights

Thought leadership to help you grow your business

### A Lifetime of Saturdays

Approaches to the "soft side" of a retirement conversation

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### Better First Meetings

Run more purposeful, coordinated and conclusive first meetings

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## Coach's Corner Blog

Commentary to help you elevate the success of your practice

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[Replace the Commonplace: Start Client Conversations Without "How Are You?"](#)

By: [David Richman](#) | April 30, 2024

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Attracting Clients | [Concentrated Positions](#)

[Cocktail Parties, Concentrated Positions and the CAR Framework](#)

By: [Holly Swan](#) | April 24, 2024

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