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## CLIENT SOURCING & LEAD GENERATION CHEAT SHEET

*Not sure where to start when it comes to finding clients?  
Use this Cheat Sheet to discover the many ways that successful VAs  
find clients and referral sources to help them build their business*



### Put the word out now:



Family



Friends



Businesses you frequent or visit regularly

### Don't forget these contacts:



People you have worked with in the past as an employee



Past bosses / managers who know the quality of your work



Connections you may have met through your employed role

### In-Person Networks:



Meetup / Eventbrite for events in your area



Chamber of Commerce for business networking



Google 'business networking' in your area



Industry-specific networking groups





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## Online Sources:

- LinkedIn
- Facebook / Instagram
- Joblead groups on Facebook / Social Media for VAs

## Online Job Boards:

- Airtasker / Freelancer
- Upwork
- Seek

Remember that the **more** people you tell, the more opportunity you have for **word of mouth referrals...**

So while those you know may not be interested in your services, what you need to bear in mind is that often the people that **they** know may be interested!