



Working with a Beta Client

This is an excellent technique for getting a brand new business (or a new business offering/idea) started. New businesses obviously need clients fast and there are lots of skills involved in acquiring clients. This is a safe way to get the ball rolling without risking too much time, effort or investment.

Why We Love Beta Clients for New Businesses

Beta clients bring the following advantages to new business:

1. The new business owner gains confidence fast
2. The new business owner learns rapidly what does and doesn't work
3. The business owner receives fast market feedback and can improve offerings before much has been spent
4. Products or services get tested in a safe, low consequence environment
5. The business owner gets his or her first testimonials
6. Carefully chosen beta clients can get some buzz going about the new business, and refer friends

How to Set Up a Beta Client Agreement

You will select a "beta test client". This is someone who represents an ideal client in your target market. Often this is a friend or colleague who is happy to help, or perhaps a contact of theirs.

The arrangement is: The beta client gets your services FREE (or at a nominal cost), in return for:

- Brutally honest feedback about what everything they liked and everything they didn't like.
- Suggestions for improvement
- A testimonial if they are happy (preferably with a photograph)
- 3 referrals (mentions to friends) if they are happy

Hot Beta Client Tip

Selecting high profile beta clients can be a great way to make a big splash fast and get great reference accounts. (Be sure that if you choose a high profile beta client, you are confident you can get of a good result)

Warning

Don't go crazy getting beta clients. No more than two or three. Remember you are in business to make money not give your services away. To get proof of concept with your new business you want to graduate to paid clients as quickly as possible.

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