

Business Bloomer Club

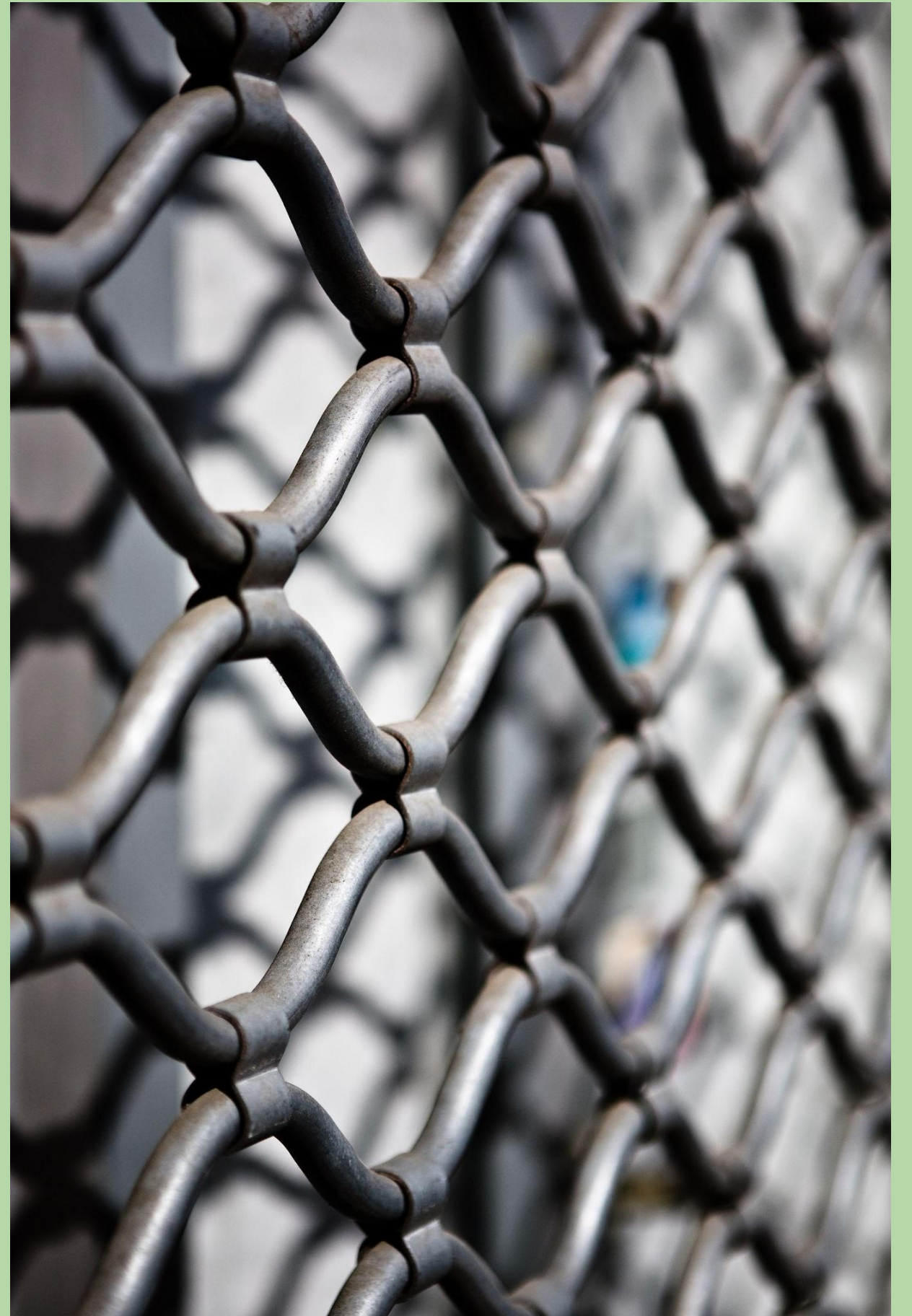
# Finding Your Next 10 WooCommerce Clients

Rodolfo Melogli



# Whatever You Were Doing, Stopped Working.

Finding Your Next 10 WooCommerce Clients



# WOO FREELANCERS, AGENCIES, CONSULTANTS, FOUNDERS: WHY IT'S HARDER THAN BEFORE



*“Woo clients no longer come to you—they skim, filter, and decide before you even respond”.*

Pre-filtering via AI before talking to real humans.

More providers, careful budgets, shorter spans.

Your own website content now plays a smaller role.

## WHAT ACTUALLY CHANGED (2024 → 2026)



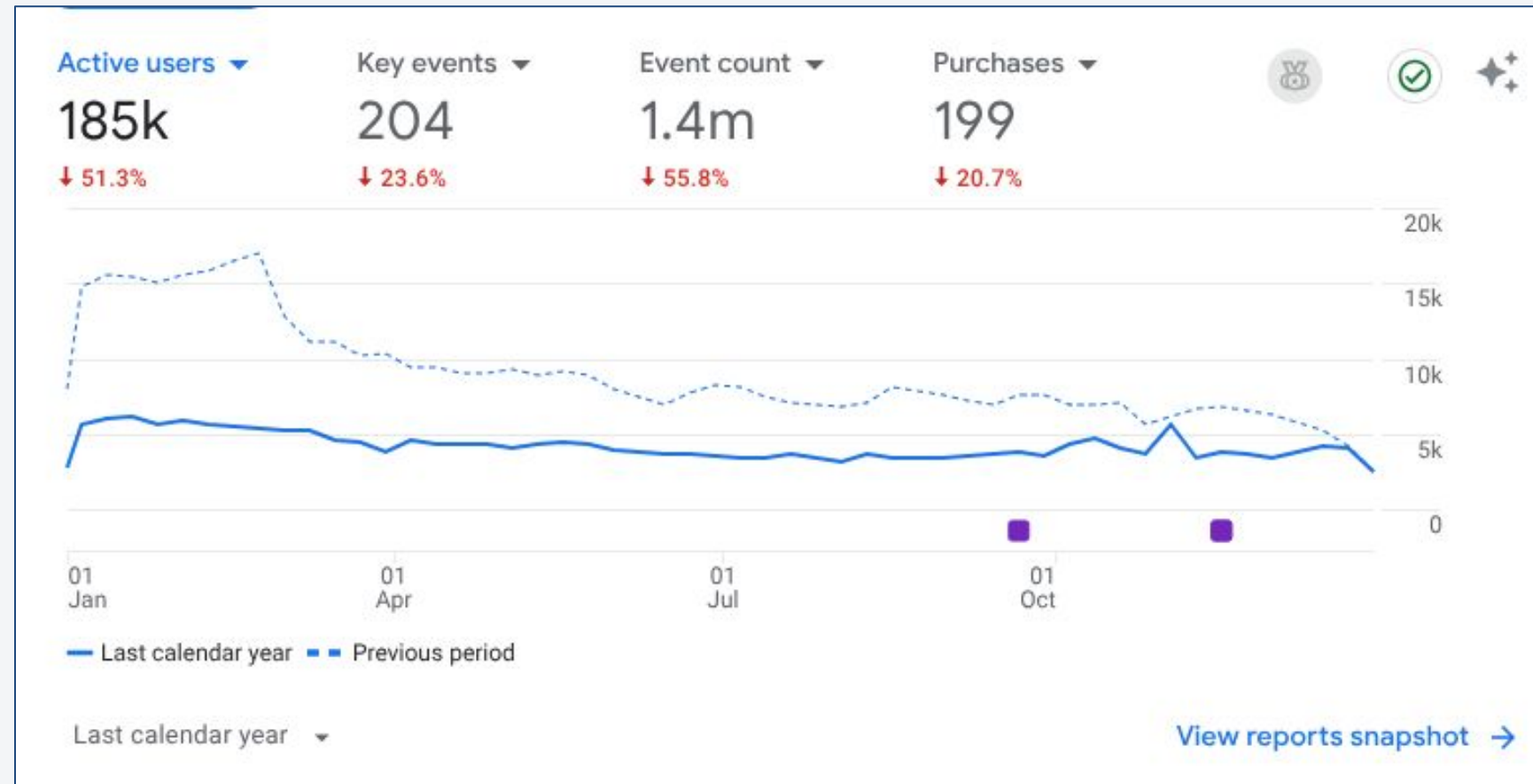
*“In just a few years, AI, chats, and private networks reshaped how clients find and hire WooCommerce providers”.*

AI-first: manual research is now boring and long.

Customers expect instant responses via chat or DM.

It's more about speed and less about quality :(

## BUSINESS BLOOMER: BEFORE VS NOW



*“Data doesn’t lie: what worked yesterday on my WooCommerce site, barely moves the needle today”.*

Leads used to come mostly from organic search.

Posts and lead magnets were the sales funnel.

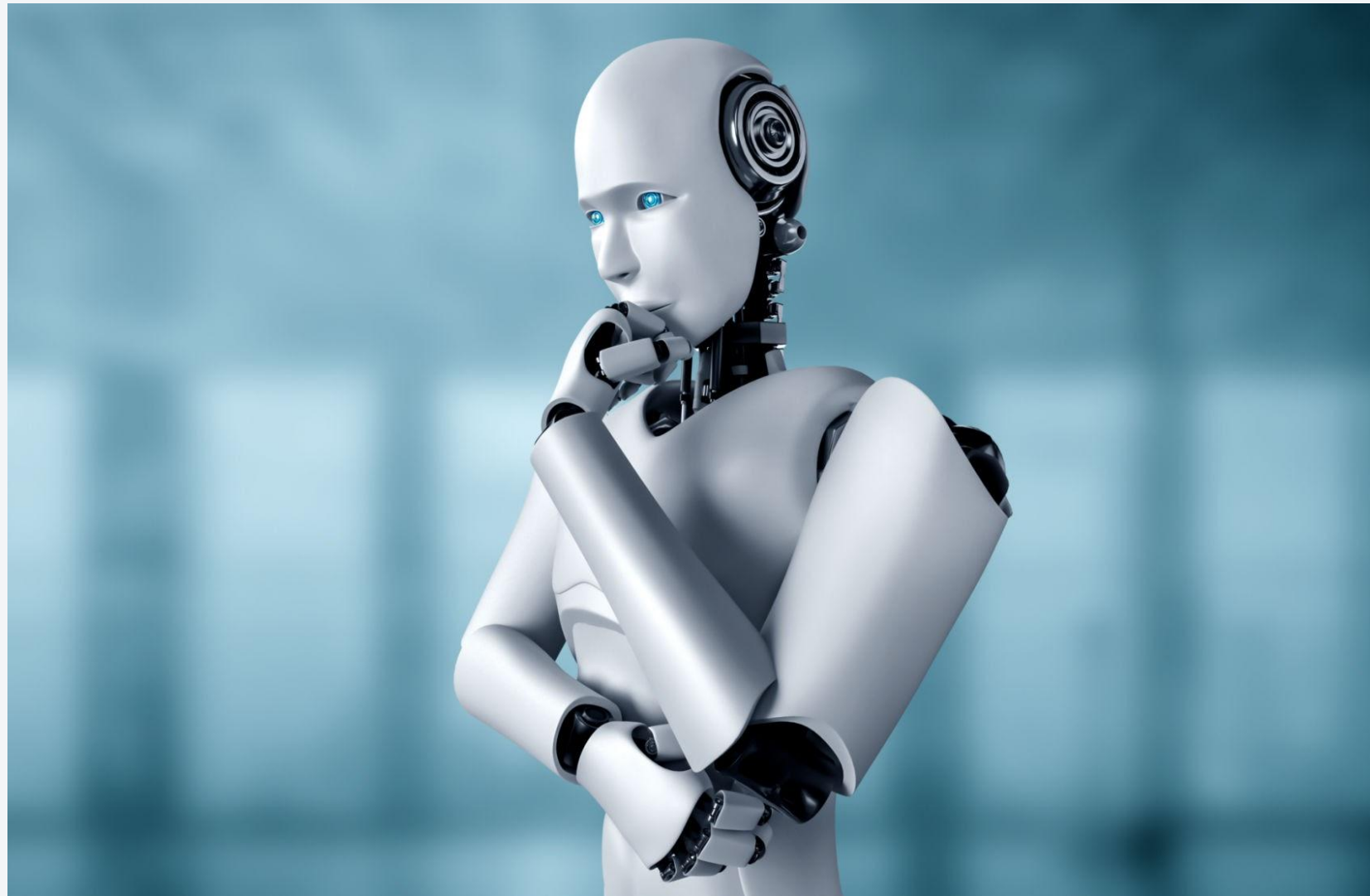
WooCommerce competitors are growing.

# Good News: It's All in Your Hands

Finding Your Next 10 WooCommerce Clients



## WHAT STARTED WORKING (AGAIN)



*“Automation filters, but humans still make the hire”.*

Proof embedded  
where clients  
already hang out.

Branding through  
constant  
exposure in  
communities.

Trust & value built  
before first direct  
conversation.

## WHATEVER AI CAN'T DO, WINS



*“Human judgment, creativity, and connection are the ultimate differentiators”.*

Build in public to show expertise and progress.

Personal brand creates trust beyond algorithm.

Newsletters and content nurture real relationships.

## BUILD IN PUBLIC

← Post

 Rodolfo Melogli   
@rmelogli  ...

[#RoadToCheckoutSummit](#) -92 

Today I want to talk about **breakout sessions**—the part of Checkout Summit where most people will get the real value, beyond the 12 talks, fun, and food.

Think of it **like hallway chats at WordCamps**, but more structured: you can pick a topic, show up, and dive into conversations with peers, whether you already know them or not. These are the spaces where real networking and idea exchanges happen.

**Current topics (what do you think?):**

- *Selling on the WooCommerce Marketplace*
- *WooCommerce Hosting, Scaling & Performance*
- *Finding Clients as a WooCommerce Agency or Freelancer*

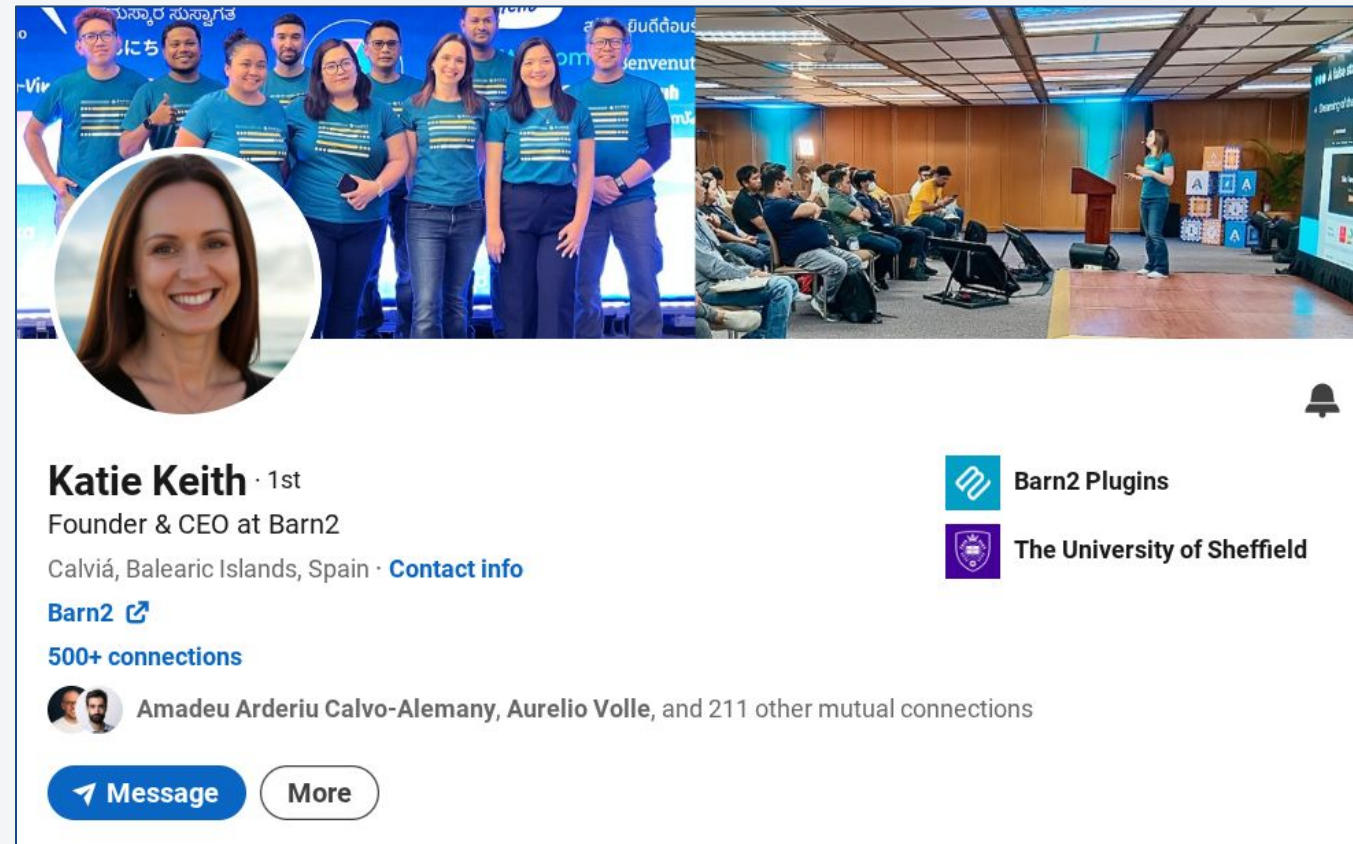
*“Transparency turns work into proof and followers into advocates”.*

Share before you ship (while you build / think).

The more you share, the more people value you.

Showing your work builds trust faster than telling.

# PERSONAL BRAND



*“Clients hire you, not your brand—be visible, be human”.*

Show your face alongside your Woo work.

Engage in Woo communities, hiding is not good.

Be consistent in voice, humor, and perspective.

## NEWSLETTERS AND PRIVATE COMMUNITIES



*“Direct relationships beat algorithms every time”.*

Keep emails personal, not automated.

Use Slack, Discord, or private groups for collaboration.

Share sneak peeks of tools, designs, or workflows.

# How Search & Purchase Work Today

Finding Your Next 10 WooCommerce Clients



## HOW WOOCOMMERCE CLIENTS SEARCH TODAY



*“Woo clients no longer search—they scan, filter, and shortlist instantly”.*

Many start with AI summaries before any outreach.

Referrals outweigh generic search results.

Forums and groups filter providers early.

## HOW WOOCOMMERCE CLIENTS BUY



*“Your website is rarely the first thing clients see. Woo clients hire based on proof, not your website”.*

Clients prioritize trust signals over feature lists.

Clients hire humans, not anon brands.

Case studies and proof drive most hires.

## WHERE WOOCOMMERCE CLIENTS ACTUALLY HANG OUT



*“Clients aren’t lost—they’re just not on your website”.*

Private Slack and Discord groups for Woo discussions.

Industry-specific newsletters or curated digests.

Direct messages in LinkedIn, Twitter, or emails.

# In a Nutshell: Personal Brand.

# Re: Your Next 10 Clients...

Finding Your Next 10 WooCommerce Clients



## CLIENT ACQUISITION IS NOW TARGETED, NOT SCALED



*“Ten clients come from ten moments, not one funnel”.*

You don't need volume to land ten clients.

Repeat exposure beats one-off marketing pushes.

The goal is momentum, not automation.

## 1. FIX YOUR POSITIONING & PERSONAL BRAND



*“Why should I talk to you about this problem? Why should I trust you to do it?”.*

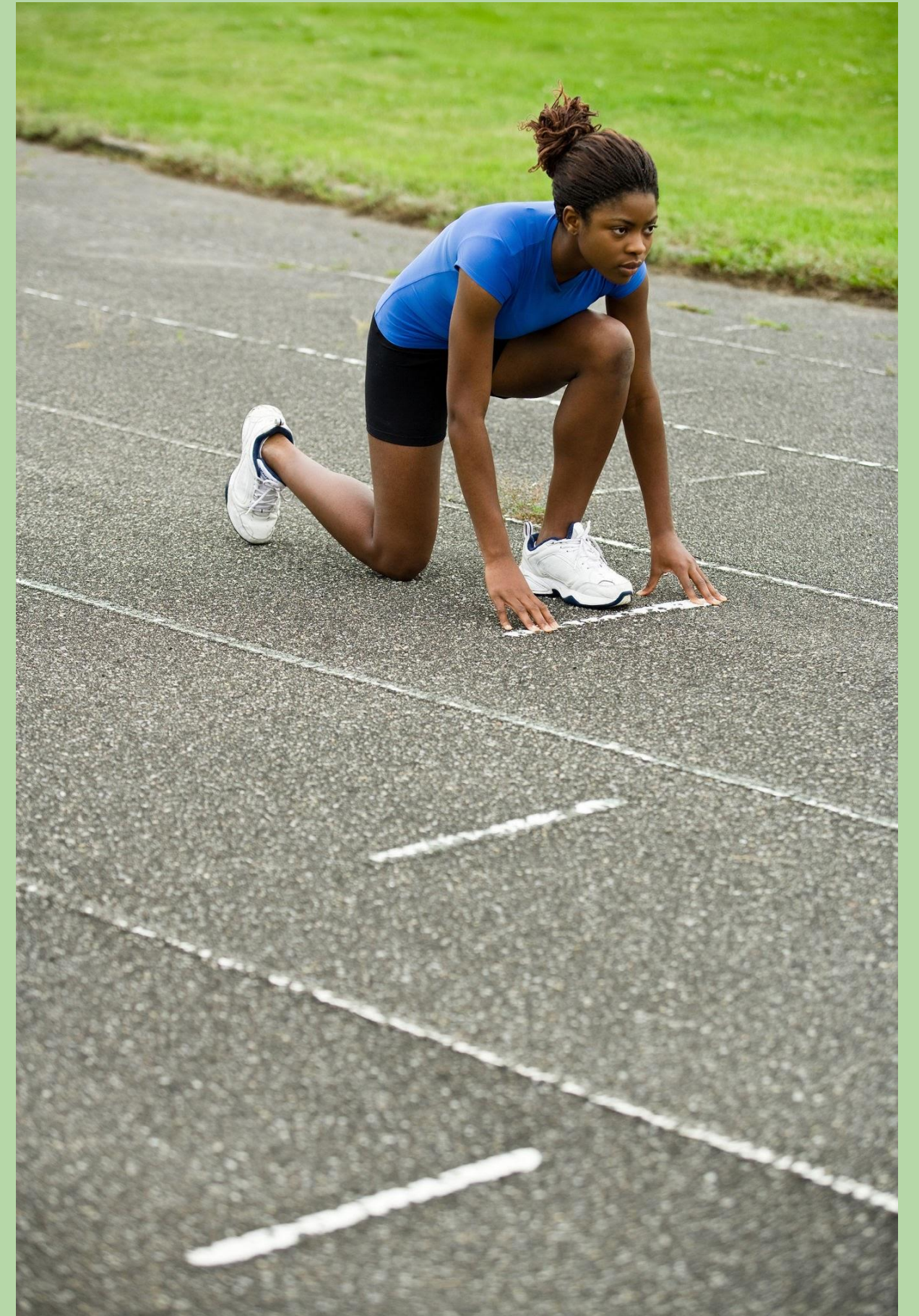
Be known for a problem (niche), not a generic role.

Be discoverable through people, not just pages.

Let your personality come through.

- Pick one specific problem you solve for Woo clients e.g. “I fix cart abandonment”
- Attach your name/face to that problem (social media, web)
- Engage visibly in relevant communities, using your name and your niche
- Repeat exposure consistently
- Share proof publicly

Finding Your Next 10 WooCommerce Clients



## 2. FIX YOUR VISIBILITY



*“Visibility isn’t everywhere—it’s where your clients already are”.*

Respond quickly to mentions, Qs, or feedback.

Comment, engage, show up, attend, record. Enough?

Partner with compl. providers for cross-promo.

- Identify 3–5 communities where ideal clients spend time
- Schedule 2–3 consistent touchpoints weekly
- Track interactions that lead to inquiries or connections
- Refine approach based on which spaces produce engagement

Finding Your Next 10 WooCommerce Clients



### 3. OUTREACH THAT STILL GETS REPLIES



*“Outreach works when it’s personal, relevant, and human-first”.*

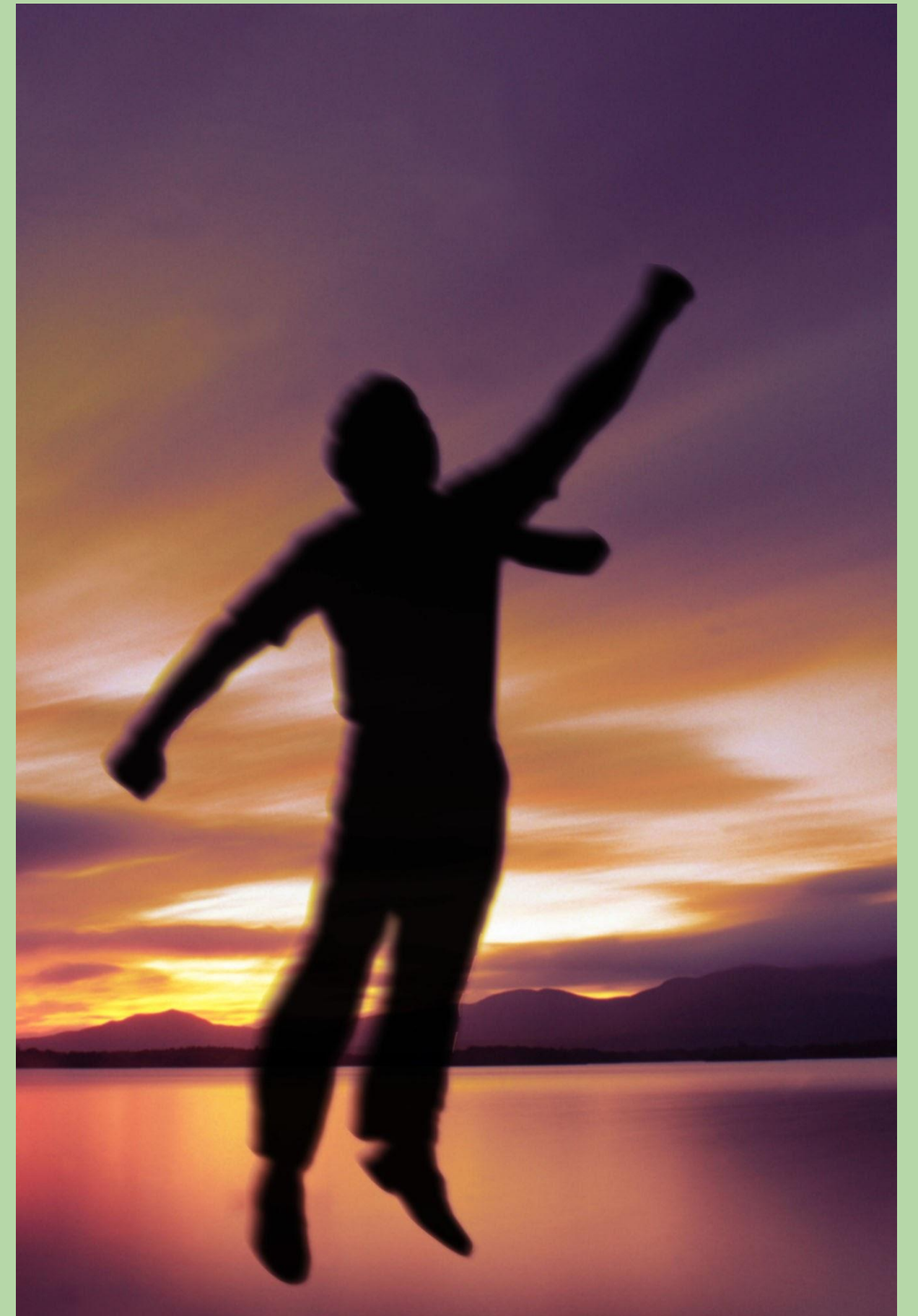
Reference a specific problem they face.

Offer a small, tangible value upfront.

Track which approaches generate replies.

- Identify 5–10 target clients for this week
- Research context: recent challenges, tool usage, or community activity
- Draft 1–2 short, personalized messages per client
- Offer a quick tip, insight, or resource relevant to them

Finding Your Next 10 WooCommerce Clients





**Andy** ✓  
@andychuxbt



sat next to a guy at a coworking space last week.

grey hoodie. airpods in. looked like any other dude grinding on his laptop.

glanced at his screen. he was scrolling X.

figured he was procrastinating like everyone else.

3 hours later we're both getting coffee.

"you spend a lot of time on X."

"it's my job."

"content creator?"

"no. i get paid to comment."

"what?"

"founders pay me to reply to big accounts in their niche. \$3,200 a month per client."

i almost choked.

"you make money... replying?"

no content creation. no strategy calls. no deliverables besides comments.

"how'd you get clients?"

"i DMed 50 founders and offered to do it free for 2 weeks. 9 said yes. 6 became paying clients. then referrals."

"what's your X account look like?"

"814 followers."

"you have 11 clients at \$3,200 each with 814 followers?"

"they're not paying for my audience. they're paying for my time and my ability to sound like them. followers don't matter when you're ghostwriting replies."

he put his airpods back in.

went back to commenting on someone else's posts.

\$35K/month.

replying to tweets.

he just replies to people who already went viral.

Finding Your Next 10 WooCommerce Clients

## 4. TURN USERS INTO PROMOTERS



*“Promoters (influencers) amplify your reach faster than any ad campaign”.*

Make it easy for users to recommend you.

Share case studies highlighting wins.

Ask happy clients for referrals to similar businesses.

- Identify top 3–5 happiest clients from the past month
- Ask them for a testimonial or referral in one sentence
- Turn their feedback into a micro case study or social post
- Share in your newsletter, Slack group, or community channel
- Follow up with a thank-you and small recognition

Finding Your Next 10 WooCommerce Clients



## 5. CONTENT THAT ACTUALLY CONVERTS



*“Content that converts solves problems, not just fills pages”.*

Share lessons learned from real projects.

Publish consistently to build trust.

Use updates for social media and newsletters.

- Collect recent client questions or challenges from Slack, email, or forums
- Publish on your blog, newsletter, or community channel
- Share the post across social channels with a personal note
- Track engagement and note which posts lead to inquiries

Finding Your Next 10 WooCommerce Clients



## WRAPPING IT UP

*“Winning clients today isn’t about doing more—it’s about doing what matters”.*

Understand how the market has shifted.

Recognize how clients search and buy.

Redefine your positioning and personal brand.

Show up in communities and channels.

Use direct outreach to connect.

Focus on humans first, automation second.

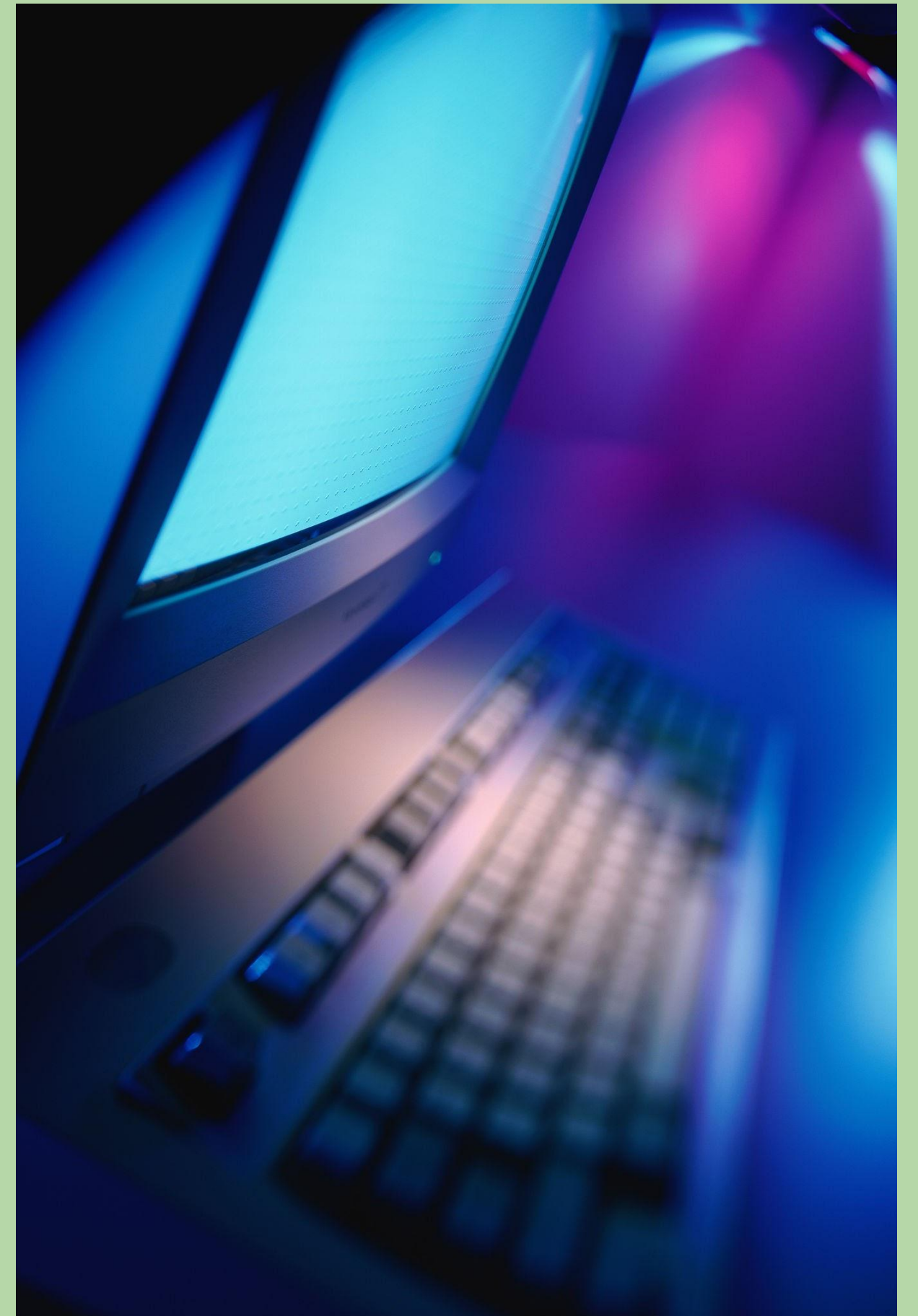
- **Agency:** pick one problem you solve best
- Update your profiles to reflect that problem clearly
- Identify communities with target clients and engage
- Send personalized outreach messages
- Share progress updates on social media to build visibility

Finding Your Next 10 WooCommerce Clients



- **Product:** pick one problem your product solve best
- Update software to reflect this new direction
- Share progress in public
- Identify communities with target customers and engage
- Send personalized outreach messages
- Track signups and inquiries

Finding Your Next 10 WooCommerce Clients



Thank you for joining!

Business Bloomer Club