

“Get Loads More Potential Clients To Have An Initial Consultation With You! In Fact...”

“You can even get people so hungry for your initial consultation offer, they’ll *pay you* for it! How? Simply by following these 3 steps to package and position your session into an irresistible offer that makes people ‘go bananas’ to have one!”

“Make people ‘go bananas’ for the chance to have an initial consultation or intro. coaching session with you!”

If you want more clients, then you probably know that the “gateway” to clients hiring you is through an initial consultation or free coaching session. So it follows that, the more potential clients that you can have 1-on-1 consultations with, the more clients you’ll get and the more money you’ll make! Plus with more clients, you’ll be doing more of the work you love, and have a lifestyle most people only dream of! Therefore, you need to get more people to want to have a free session with you. And...

At some point you could be getting too many people wanting to have a free session with you. At this point (or even before this), you may want to start charging for your initial session. There are 3 benefits of charging for an initial session. The first benefit is that you get paid for your time, instead of giving it away. Even while you’re talking to a client about potentially hiring you, you could be charging for this. The second benefit, is that when you are paid for your time, you’re perceived as an expert and you are even more likely to get hired by these people. Finally, when you charge for your initial session, you “weed out” people that are just trying to get free stuff from you and you only end up with real, serious, potential clients. But...

“How open do you want your flood gate?”

That doesn’t mean that I recommend you start charging for your initial session right away. Why? It’s harder to get people to pay for that session than it is to get people to take it for free. So, you could end up weeding out potential customers. Some people wouldn’t pay for the initial session, but they would become clients. I think of it in terms of a flood gate. How open do you want your flood gate? If you’re fairly new in your business, you probably want your flood gate wide open. Take as many initial sessions as you can get! Why? A few reasons. One is that you probably need practice working with people. Another reason you’ll want the “gate” wide open is because having more intro. sessions is a way for more people to get to know you. When you’re starting out, you want

more people to get to know you and what you do. Later you can start tightening up the flood gate and be more selective about who you let through. You can tighten up by having people fill out a form (online) or fill out a very short questionnaire (via email) to make sure they are good potential clients for you before you have a free intro. session with them. Finally, to really tighten up, you can charge people for the session.

“Why is it so hard to give stuff away?”

In this day and age, *everything* has to be “sold”. Even stuff that’s given away for free gets rejected all the time! Why? Because! Most people can’t take the time to interpret and analyze everything that crosses their paths. Think about it! Most people can’t recognize the inherent value of things. We are on information overload and if we can’t find value in something, we move on. Think about when you get your mail and you go through it at the garbage can trying to decide what to through away and what to keep. If there was a \$500 bill in an envelope that looked like one more piece of junk mail, you’d probably through the envelope away un-opened! That’s what happens to most offers for a free intro. session.

Most coaches and consultants, make a free session offer that makes people have to interpret and analyze the offer to find where the value is for them. What does this do? It make most people “tune out” and say things like “that’s nice”, but not take you up on your offer. Here’s an example of a typical coaches free session offer:

Poor Example of an Intro. Session Offer:

“I offer a free 30 min. exploratory coaching session so we can both decide if working together is good fit.” How excited are you personally feeling right now about getting a session like this? You could be falling asleep on me! Wake up for a second so I can explain why this doesn’t work and keep you from making similar mistakes.

The example above doesn’t work because you don’t immediately see what your going to get out of having a free 30 min. session. All I see is 2 things. First, that it’s going to take up 30 min. of my time. And second, that this session is about hiring someone, which is scary because it’s probably expensive! I don’t really even know I’m anywhere near close enough to hiring a coach (if I even know what one is and does) to take this big of a step. Instead, try something like this...

“3 Things That Make People Go Bananas To Have An Intro. Session With You!”

There are 3 things you can do to “beef up” your introductory session offer to make it 10 times more compelling. First, give your session a concrete and compelling “name”. Second, create a list of powerful outcomes or results that people will leave your session and now have that they didn’t before. Third, create perceived “scarcity”. Let’s start with the name.

“What’s in a name? Everything that matters!”

The idea behind giving your introductory session a “name” is that your potential clients will be able to immediately put their arms around the benefits they’ll get from the session. They’ll understand what the session will do for them.

A Powerful, Compelling Name:

Use your creativity to generate some powerful, compelling names for your initial session. For example, if you are a relationship coach, call your session, a "Relationship Rehab Coaching Session", or how about...

The first 5 people to respond to this email will get a free 25 min. "Find Your Soul-Mate Now" 1-on-1 coaching session with relationship expert Francine Mclover.

Or if you're a business coach: Get your free 25 min. "Explosive Business Growth" 1-on-1 business consultation.

Does this make sense?

Here are some of the elements of a great name.

- It’s focused on something people already want (like love, money, happiness) or...
- It’s focused on eliminating something they don’t want (“Erasing Overwhelm” Coaching Session).
- It’s clear, concrete, and specific.
- It’s short (2-5 words max.)
- What can you come up with for the work you do?

Note: Even if you’re not a coach, but perhaps you’re a financial planner or some other type of expert or consultant, you can call your session a “coaching session”.

“If you don’t tell them what they can expect to happen, they won’t know that anything good will come of their precious time!”

Once you have named your session, the next thing you'll want to do is create some powerful expectations for what will happen in your session.

For Example...

Get your free 25 min. "Relationship Rehab" Coaching Session 1-on-1 with Karen Foryou.

In this powerful session you will leave with:

- Written positive outcomes for your relationship
- A new awareness of what is causing many of the challenges in your relationship right now (they may not be what you think!)
- A renewed sense of energy about turning your relationship around (or you'll know if it's time to call it quits).

- A "next-step" action plan for moving your relationship into the next phase of love, connection, and passion!

Can you see how much better this is?

Here are the elements of positive expectation statements.

- 1) They are real actual things people will take away from your free session (you don't want to just make stuff up).
- 2) Use very specific tangible things (like "written goals")
- 3) Use very specific intangible things (like "renewed energy and motivation").
- 4) Relate them to what you do (i.e. if you are a business consultant "renewed energy for your business")

Do you think you could come up with a list of powerful expectations that people will get from your initial session? Give it a try!

Note: I teach people to conduct initial sessions in such a way that it creates tremendous value for the potential client, **and** motivates them to hire you. This process is called "Free Sessions That Sell: The Client Enrollment System". If you don't know what benefits people will get from having a session with you, or if you don't have a great way of delivering value and motivating people to hire you at the same time, then I recommend considering the purchase of this program. Go to <http://www.FreeSessionsThatSell.com> to check it out.

“A Nice Frame Makes A Picture 10 Times More Desirable & A Nice “Frame” Will Make People Hungrier For Your Free Session Offer”

The last thing you'll want to do to make people "go bananas" for your initial session, is to "frame your offer". When we can have something anytime we want, we don't seem to value it as much. But, if it is rare or scarce, we go crazy for it. Back in the early 90's I was into comic book collecting. In the comic book store, whenever I saw an issue was close to selling out, I thought about buying it because I thought it was more rare and might go up in value quickly. It was an illusion because they often had another big stack in the back room. Nonetheless, it still got me to buy more comic books. Have you ever been motivated to get something because you thought you might miss out on it if you didn't get it now? Me too! I think we all have.

I like to "frame" my intro. session offer in such a way as to make it seem more valuable. Before I explain how to do this, I want you to think about how many intro. sessions you'd like to have each month. 10? 20? 30? You might say, "I'll take as many as I can get" and that makes sense. But, if you had 20/month, that would be 4 potential client meetings each week. If you have that, you'll grow your business pretty fast won't you? So why not set an "imaginary limit" on the availability of your free sessions. The

truth is you can't do 1000 free sessions in one month, so why not limit yourself and let people know that there are limits.

Here are some examples:

A) This offer is available to only the first 5 people to respond to this email.

B) If you would like to have one of these free sessions with me, please reply and I will pick 5 winners at random from all of the people who respond.

C) This session is normally \$197, but as a gesture of goodwill to my audience, I'm making it available for free to then next 10 people only! I only have 10 spaces open for these sessions all month and once they are gone, they're gone!

OK. I think you get the idea. The key here is to be as "real" as you can about this. You don't want to lie. You just want to "frame" the truth in a way that makes you and your coaching more valuable.

If you're sitting around in your pajamas all day doing nothing because you only have 2 clients (and one of them is a barter deal), you don't want to project this kind of image to the world. It may be true, but you'll be more "attractive" if you can frame yourself and your initial session offer in a way that is compelling from start to finish. Agreed?

Note: You can create several intro. session offers. Simply take the basic offer that you've come up with and "spin it" in a different way. Then you'll keep your offers fresh. For example you could offer a "passion into profits" coaching session and a "business start-up" coaching session and an "explosive business growth" session. What you do with people during the session could be the exact same, but the way you describe it might be slightly different! Each offer could appeal to different people. By switching up your offers, you'll be able to reach more people and keep your offer seeming "scarce and valuable".

**** Here's a quick re-cap ****

1. The way to get clients is to offer a free initial session and then convert them into ongoing, paying clients.

2. If you want to get more clients, one key is to make them "go bananas" for your initial session offer!

3. There are 3 things to put into your initial session offer.

A. a powerful and compelling name for your session.

B: a list of positive expectations/what people should expect to happen in their session with you.

C: a "frame" for your offer that makes the offer seem even more valuable.

Start using this formula in your business right now and see how much of a difference it makes for you. Then, email me and let me know about!! In fact, if you come up with a really great initial session offer that makes people "go bananas", email it to me. I'd love to see it!!

Questions? Do you have any questions about how to implement these ideas? Or, do you have questions about other pieces of the business success puzzle? If so, I'd love to hear about them. Please contact me through my website below.

About the Author:

Christian E. Mickelsen is the CEO of Small Biz University, and has been coaching small businesses for 7 years. His goal is to dispel all of the misinformation in the industry about how to grow a successful coaching business and set coaches on the right track.

He is the author of the book "The #1 Fastest Way To Grow Your Coaching Business: A New Model For Coaching!", and has developed numerous support programs for entrepreneurs and coaches.

Christian sits on the board of Governors of the International Association of Coaches and, it's exciting to note that the majority of coaches Christian has coached personally have grow their businesses to over 6 figures, so everything you learn from him actually works in the real world!

To find out more about Christian's work visit
<http://www.CoachingBusinessRocketLauncher.com>

Free Report & Audio Reveals The Startling Truth:
**“Exposed: The Secrets & Lies Of
The Coaching Industry!”**

"Sad but true, these 'lies' are keeping coaches from getting clients, growing their businesses, and making a great living. But when you learn the truth, you will instantly put your coaching business on the fast track to a successful and fulfilling coaching business!"

Free Report & Audio, “Secrets & Lies Of The Coaching Industry” reveals commonly held business building practices that don’t work at all or work very poorly and what to do instead. Here are some examples of what will be revealed:

- => 1) THE FIRST BIG LIE: This "lie" is so common almost every coach does it! But, it leads to instant self doubt when the strategy doesn't work. When you learn what to do instead, you'll breath a silent sigh of relief and watch your coaching income increase very quickly!
- => 2) THE SECOND BIG LIE: This "lie" is actually helpful, but it's impact is soooo greatly exaggerated and overly emphasized that it keeps your focus off of doing things that make a bigger difference in your business. (And it's a lie we oh so want to believe too!)
- => 3) THE THIRD BIG LIE: This "lie" is causing the clients you DO get to slip away! If you've ever lost a client and wondered if it was because you weren't a good enough coach, you'll be shocked, but delighted to learn the truth!

These are just samples of the insights you'll be getting in...
"Secrets & Lies of The Coaching Industry!"

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<http://www.CoachingBusinessRocketLauncher.com>