

# THE RAVING FAN FORMULA

Enjoy Clients For Life, Glowing Success  
Stories and Mass Referrals



**Christian Mickelsen**

Author of the bestselling  
ABUNDANCE UNLEASHED

# Get Clients Masterclass

## Lesson 2: The Raving Fan Formula

Enjoy Clients For Life,  
Glowing Success Stories, and Mass Referrals...

---

**Christian Mickelsen**

# HOW I DISCOVERED THE SECRETS TO GETTING RAVING FANS... (AND HOW YOU CAN TOO)

Hi, my name is Christian Mickelsen, and if you're ready to have clients shouting YOUR name from the roof tops and buying everything that you offer, you're going to get a lot from this training.

Do you feel like you're the best-kept secret in your market? If so, I can relate.

Before I became a #1 bestselling author and a leader in the coaching industry...

And **before** I grew a multimillion-dollar business that made the INC 5000 list of companies in America, 4 years in a row...

...I was an insecure kid growing up being teased and bullied.

As a child, I linked this to mean:

- > if you're rich, people will like you
- > if you're poor, people will make fun of you.

Fast forward... I grew up, got a little more confidence, and eventually started a coaching business.

Although I got clients as a coach within my first month (**I'll tell you how I did that later**), I struggled a lot!

My income and confidence was a roller coaster.

After two years of grinding, I felt exhausted, burnt out, and ready to quit. I kept falling behind on my mortgage and was on the verge of losing my car.



I decided to explore why I was constantly worrying about money and worrying about losing my house.

The answers and realizations I got were astonishing, and I look forward to sharing them with you during this training because many people have the same issues too. Once I had the realization I'm going to share with you, that's when **everything in my business took off**.

I changed my FOCUS.

I started focusing on getting clients and helping them the best that I could.

I used the tools and techniques I'm going to share with you to help my clients get profound, deep, and lasting changes.

Because I was having a deep, powerful impact on my clients, they were becoming raving fans (which allowed my business to grow super-fast).

I would hear how I had a sterling reputation in the coaching industry and how my clients absolutely loved me!

**\*\*Now I'm going to show YOU how to do the same - in this training\*\***

Today we're going to have a lot of fun and go deep:

- >I'm going to teach you how to engineer a WOW experience

- >And teach you my secrets for doing the deepest work

Not only am I living my dream, but many of my friends and clients are, too - thanks to the strategies and techniques I'm sharing with you here...

This system has worked time and time again - that's why I am sure you'll love it, especially when you start enjoying the time, location, and money freedom that will result.

The key to having a business you love (and a business that you can be proud of) is to turn your clients into "raving fans."

Fortunately, if you follow in my footsteps, it will be much easier than you might think.

After all, as Zig Ziglar said, *"You can have everything in life you want - if you will help other people get what they want."*

That's why coaching is such a rewarding profession. As you help each client achieve their goals and make sure they are highly satisfied, they become a glowing success story, turn into raving fans, and stay with you for life.

Rinse, repeat, and scale >>> and soon, you will enjoy mass referrals and clients lining up around the block to work with you!

### HOW TO MAXIMIZE THIS ONLINE TRAINING:

- Saving trees? Download this guide as a printable PDF if you prefer to type directly into the guide/ write in a journal and follow along. Or, print the guide. Either way, be ready to TAKE NOTES so you can anchor new information as you learn it.
- BLOCK your time off on your calendar to attend the masterclass.
- PREPARE yourself to learn: skim through the guide before the class so that you have an overview of the coming attractions.
- Make sure your family is aware that you are SECURING THEIR FUTURE - so that you are undisturbed during the training.
- Turn off any DISTRACTIONS!
- Make sure you have a cool, comfortable workspace, and have any drinks/ snacks handy - so that you can FOCUS.
- Set your INTENTIONS before the training.
- Look out for the ONE THING that you can leverage and implement quickly to have the biggest/ fastest impact on your coaching practice.

Use this page for your notes and questions...

[illegible]

## MASTERCLASS REVIEW:

In the first session:

I revealed how to create a results-based coaching package that practically sells itself.

I also gave away my bestselling book, *Get Clients Today*, and showed you how to set yourself up as an authority/expert in the minds of prospects.

In this second training you will discover how to:

- Engineer WOW to enchant your clients and make them feel lucky to be a part of your world
- Solve your clients' biggest challenges and become their hero
- Use the 5 Step Client Breakthrough System to help your clients get big results fast and keep them buying from you for years to come.

I'll also reveal a secret technique I use with my private clients that breaks through barriers at light speed (it's so powerful, clients pay \$100,000 to work with me for a single day).



**Another page for your notes and questions...**

This image shows a full page of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the page.

### THERE ARE 2 ASPECTS TO THE RAVING FAN FORMULA...

- 1) Creating \_\_\_\_\_ experiences for your clients.
- 2) Getting your client \_\_\_\_\_.

### HOW TO WOW YOUR CLIENTS

- Give them \_\_\_\_\_ than they expect.
- \_\_\_\_\_ and delight them.

### Examples:

- Send \_\_\_\_\_ of bestselling books to mastermind clients.
- Welcome packets with \_\_\_\_\_ that make them feel welcomed into an exclusive/ special community.
- Upgrades/ special pricing for live events, discounted tickets etc. as a 'thank-you' for being part of your community.
- \_\_\_\_\_ so that they can get results even faster.

### IF YOU WANT TO HAVE RAVING FANS, HELP THEM GET \_\_\_\_\_ RESULTS!

#### Examples:

- Make them \_\_\_\_\_
- Make them \_\_\_\_\_
- Make them \_\_\_\_\_
- Help them \_\_\_\_\_ sales
- Help them \_\_\_\_\_ their kid's behavior around
- Help them have the best \_\_\_\_\_ of their lives
- Help them find \_\_\_\_\_

### HOW TO GET GREAT RESULTS FOR CLIENTS:

\_\_\_\_\_ your clients' needs, desires, and wants - so that you can help them achieve their goals.

Utilize the \_\_\_\_\_

- Make sure you \_\_\_\_\_ all these areas when creating a coaching program
- If your client is not getting the \_\_\_\_\_, maybe one of these factors is missing

Do the deep \_\_\_\_\_ with your clients.

## THE \_\_\_\_\_ BREAKTHROUGH SYSTEM

Turn your clients into raving fans by helping them:

### Clarify their \_\_\_\_\_ and direction

- Most people are not \_\_\_\_\_ about what they want for their life, their business, or for their \_\_\_\_\_.
- Helping them get \_\_\_\_\_ is super valuable.
- When people \_\_\_\_\_ what they want, then they can \_\_\_\_\_ to the next step, which is how to get it.
- It's \_\_\_\_\_ for them to not only know what they want, but why they want it because the " \_\_\_\_\_ " is what's going to drive them.

### \_\_\_\_\_ their actions

- Just like most people aren't \_\_\_\_\_ about what they want, most people don't have a \_\_\_\_\_ to get what they want.
- And if they do have an \_\_\_\_\_, it's usually not a well thought out, \_\_\_\_\_.
- There are lots of ways to help your clients create a \_\_\_\_\_, but the most important thing is to create a \_\_\_\_\_ that works for them.



### \_\_\_\_\_ **their skills**

- In order to achieve results as quick as possible it's important to have the \_\_\_\_\_ skillsets.
- You'll need to be able to access people's \_\_\_\_\_ and help them \_\_\_\_\_ which ones are most important to \_\_\_\_\_ on first.
- Be able to work with your clients to help them to \_\_\_\_\_ any skill they may need to improve, even if it's a skill you're not particularly good at yourself.



### **Optimize their** \_\_\_\_\_

- Your environment is either a secret \_\_\_\_\_ or a \_\_\_\_\_ assassin. Environment is one of the most powerful things that impact our \_\_\_\_\_ and we usually don't even notice it.
- The 3 most important types of environments to optimize are their:
  - 1) \_\_\_\_\_ environment
  - 2) \_\_\_\_\_ environment
  - 3) \_\_\_\_\_ environment



### \_\_\_\_\_ **their mind and emotions**

- Helping your clients master their minds and emotions is one of the most important things you can do to help your clients get results \_\_\_\_\_.

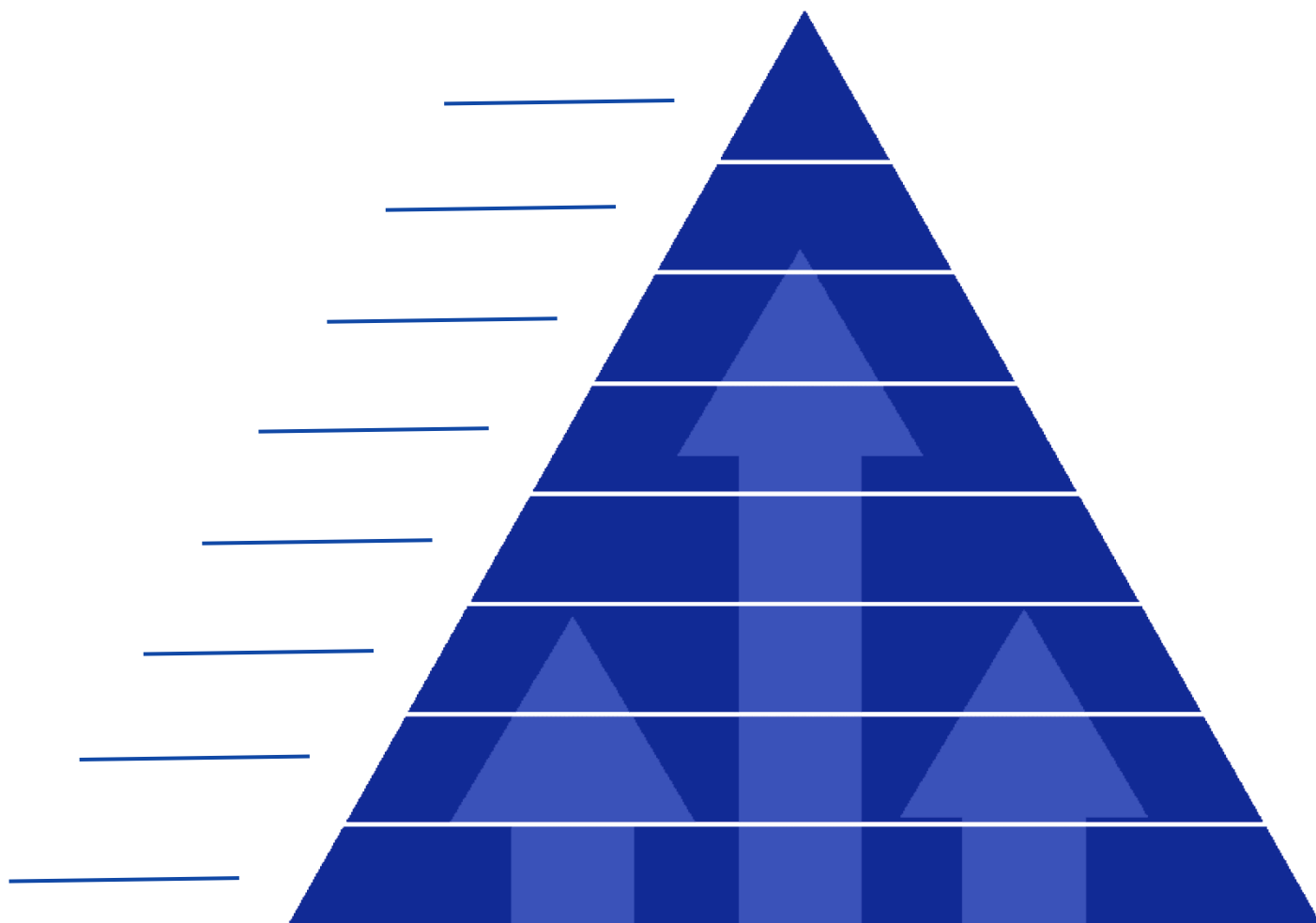
- The biggest thing holding people back from getting everything they want is \_\_\_\_\_.
- There are lots of different techniques to help clients master their minds and emotions, and there are a handful of them that I really love to use personally. And I'll share that with you.

\_\_\_\_\_ of success is inner work.

If you are already able to do super \_\_\_\_\_ healing work, you can learn these skills to add to/enhance your current practice.

If you \_\_\_\_\_ have healing skills, this is your chance to propel your coaching practice.

## LEVELS OF LEVERAGE AND IMPACT



## \_\_\_\_\_ FEARS, DOUBTS, AND LIMITING BELIEFS WITH THE PEACE PROCESS

One of the secrets to becoming the most powerful coach you can be...

...is being the most powerful \_\_\_\_\_ you can be.

One of the big secrets in being a powerful coach is doing your own  
\_\_\_\_\_.

If you want to help others with their inner work, you've got to do these  
techniques and work on \_\_\_\_\_.

### POST- MASTERCLASS EXERCISE

1. What is one thing you will use to be a better coach from what you've just learned?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What is one area where you need to improve a skill that will result in the biggest transformation for you?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



3. What can you integrate quickly (within the next one hour) into your life or your current coaching style?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. What can you integrate slowly (over the next 1-3 months) into your life or your current coaching style?

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Share a golden nugget you learned today with a friend, family member, or fellow coach. Teaching someone else is the best way to learn!

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### REVIEWS & TESTIMONIALS

Here's what can happen for you, when you put these tools and strategies to work!



Gabi

...

I used Christian's program to close a new high-ticket coaching client, on my very first try using the sales script in the course.

That one call landed me a client that signed up for a 6-month coaching package, at \$400 an hour.

That just blew me away, because once you've done it once, and you see how easy it is, you know you can do it over and over again. I spend about \$10,000 a year on online courses, and I've never gotten a return on investment that fast, ever.

"I had no biz when I started with this program in January. And the last 3 months was a huge game changer because I got my first client. But what I gained in the last 3 months is a deep connection with my intuition which says: if you allow it, it can be so easy, beautiful and full of love. I go with the flow. Life happens and we grow!"

- Claudia C.



Efe

Christian Mickelsen I SMASHED it again.

Raised my pricing and sing up my first client on my new price for £3,000/monthly business coaching.

He is doing monthly payment plan

The power of FSTS.

Thanks man.



Sandy

Since listening to your videos and downloading your blueprints, I've completely shifted how I set up my first discovery call. I've reduced my packages to 1 6-month package instead of three smaller packages. And in the last two days, with only three calls, I've enrolled two new clients. Until yesterday, every discovery call pretty much ended with "I can't afford it". And then I made 10,000 + in two days. Wow. Just wow. Thank you from the bottom of my heart for unlocking the key to getting more dating coaching clients.

Unlike · Reply · 1 · 4 hrs



Christian Mickelsen · CEO at Future Force, Inc.

Congrats, Sandy! #SuccessIsInevitable

**THANK YOU** for joining The Raving Fan Formula Masterclass!

