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Secrets To A Highly Rewarding,
Highly Profitable Coaching Business



Christian Mickelsen

Author of the bestselling
ABUNDANCE UNLEASHED

Get Clients Today

Secrets To A Highly Rewarding, Highly
Profitable Coaching Business

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PRAISE

“Christian is a brilliant teacher, entrepreneur and marketer. I recommend his trainings to friends and associates on a regular basis. If you are a coach, teacher, speaker or information product guru, I highly recommend that you get trained by him!”

Eben Pagan

“CHRISTIAN MICKELSEN IS MY SECRET WEAPON!

Working with Christian as my coach has been the best thing I’ve done for myself and my business in years. His coaching in the first two months paid for itself for the rest of the year!

He was instrumental in getting my Marketing Action groups off the ground a few years ago. Christian used a free session with me to get me as a client. It definitely worked. He’s perfected this methodology.”

Robert Middleton, *Action Plan Marketing*

“Christian, without you and your knowledge, it would have taken me years to hit the \$100K mark. Instead, I did it in under 16 months with your system. Now, I’m closing \$50K clients with your Free Sessions That Sell program and loving it! Huge hugs!”

Dana Corey

“Christian took me under his wing and totally changed my business. I immediately started using his formula and closed \$30,000 on my first try! Christian has opened my eyes to the hundred of thousands of dollars I was leaving on the table and there is no doubt in my mind that my business will double or triple this year.”

Beth Schneider

“I’ve had the great fortune of having Christian as my personal coach. He’s helped me out of more jams than I can mention. If you ever get the chance to get coaching from him, you’re in for quite a treat.”

Howie Jacobson, author of “Google Adwords For Dummies”

“I had been struggling for 12 years as a coach and was ready to give up before I started working with Christian. I made \$100K my first year with Christian and am now known as the coach who signs up clients at the airport (5 and counting!!). My entire coaching practice and my life has changed. Thank you!”

Lee Irwin, Fountain of You Expert

“My intro session closing rate is at an astounding 95% and I can’t take any credit for it. It’s without a shadow of a doubt due to Christian’s Free Sessions That Sell. Now, I know that if I want to make some money all I have to do is line up at least one new intro session. I am so grateful for Christian. He is literally changed my life.”

Bill Heinrich

“Christian is a visionary: he literally has his finger on the pulse of change, of what’s needed next in the community and the business world. He is one step ahead of the coaching game.

Christian has designed an admirable life for himself that has the perfect balance between focus and freedom – he definitely walks his talk!”

Mari Smith, Social Media Marketing Expert

INTRODUCTION

326 New Paying Clients in Two Weeks

I was inspired to write this book by one of my students, who was able to get 326 new paying clients in two weeks using the strategies and techniques that took me over a decade to develop.

What took me years and years of struggle, study, innovation, testing, and trial and error to figure out, I've been able to share with others to help them get astronomical results much faster and easier than I ever did.

It took me four years to finally become a six-figure coach. However, with the first five coaches that hired me to coach them were able to grow their business to over \$100,000 a year within eighteen months. And one of them did it within 72 days.

Since then I've helped tens of thousands of coaches get clients and generate a great living doing what they love.

I'm glad you're here and that you've decided to read this book.

Here's some of what's in this book that will help you get clients and share your blessing with the world...

- A simple 3-step process for getting clients
- The 3 critical success factors for having amazing financial success in your coaching business
- Marketing secrets to get clients faster and easier than ever before
- The “Client Surge” process
- 5 ways to get a rush of new clients within 7 days
- Tips on how to speak the language that attracts clients

If you wanted to, you could actually take action on just a few ideas from this book and get clients within the next 24 hours.

I'll also share with you some of the Free Session Formula that comes from my program “Free Sessions That Sell: The Client Sign Up System.”

A lot of the ideas in this book actually come out of that program. I've jammed this book full with one great idea after another for getting clients. And of course I'll share the story of my student, Diane, who got 326 new paying clients in two weeks.

Thanks for being a coach and wanting to make a difference in people's lives.

I hope this book helps. Remember, people need our help. Let's get people coached!

Your Friend & Coach,
Christian Mickelsen



CHAPTER 1

The Most Powerful Force For Change on Earth

I believe that coaching is the most powerful force for change on Earth. Coaching has changed my life a hundred times over. Your work matters.



I really want you to be successful. People's lives depend on it. Like mine did 20 years ago...

I got my start in the world of coaching as a client. I was in a job I hated. I was in a relationship that wasn't working. I was out of shape. I had started a business that was going nowhere. But, that's not all.

I had this coworker, Charles, harassing me all the time, and publicly humiliating me every day. I didn't know what to do. I just wanted to disappear. I felt stuck. I felt trapped. I hated the job, but I needed the money. When I took the job, I knew I'd hate it, but I figured I would only work there for three or four months until I got my business going, and then I'd quit.

The truth is that when I first took that job, I actually felt good about myself. I felt really strong. After I had been toiling around not taking the actions I knew I needed to take to get my business going, and after being in that negative environment for a while, I felt weaker and weaker.

Charles would call me a "loser" in front of the entire office. At first, he didn't mess with me. I saw him harassing others and thought, "This guy is kind of a jerk," but he never bothered me because I was strong. Eventually as I lost that strength, he was like a shark that could smell blood in the water. He started harassing me and I began to feel even weaker and more desperate.

Over a year later, I couldn't take it anymore. That's when I hired my first coach, Colleen. During the next nine months, Colleen helped me turn everything around. I got out of that job. I was able to work for myself full-time in my business. I got out of that relationship that wasn't working. I got myself back in shape. I started dating again. I felt much stronger.

When I hired my coach, I soon felt stronger again. In fact, the harassment went away before I left the company to work for myself because I became stronger on the inside. I attribute that to the power of coaching.

Coaching Changes My Life Again (My Love Life)...

After I ended my relationship, I was single and dating for four years without getting into a serious relationship. I was dating a lot, but nothing was sticking.

So, what did I do? I hired a coach and four months later, I met Chelsa, the girl of my dreams. She later became my wife and we have three beautiful girls, Nala, Zoey, and Lily. Even though we're now divorced, we are still great friends and partners in parenthood.

Coaching is the most powerful force for change on Earth. I believe that coaching can help anyone change anything. Your work as a coach matters. Never forget that real people's lives change because of your help.

Getting clients isn't just about making money and dramatically improving your lifestyle; it's really about changing people's lives. Don't ever let a lack of sales and marketing know-how keep you from helping the people who need you.

CHAPTER 2

The Three Critical Success Factors for Financial Prosperity

Why do you coach? Why do we coach? For me, I quit my job and I started a business, but I wasn't passionate about it. So even though I was able to work for myself and make money doing it, which was a huge win, I wanted to do something that mattered more. I thought maybe I could be a coach.

When I coached my first client - who I coached for free, I felt like, "Oh, my gosh, this is so fun, I would do this for free all the time." Of course, I knew a couple of things. Number one, I knew that I couldn't make a great living if I was coaching everyone for free. I also realized that when people aren't paying money for coaching, they aren't invested in their results.

Clients that I coached for free or for trade or for very low fees got much worse results, or slower results, than clients who paid higher fees and signed up for longer periods of time.

In fact, one of my clients totally started doing well after our very first session, not just because of my coaching. Yes, I had one really good session with her. But, I really believe it was because she just stopped procrastinating. She started taking action. Paying for coaching starts the coaching.

I don't recommend coaching anyone for free, even if you're just starting out. It's much better to take on clients that are paying, no matter what they're paying.

Even if they're not paying very much, they are still more invested. They really want the coaching. They really want to make changes versus "All

right, I'll let you coach me. But, I'm not really motivated to make major changes in my life right now.”

We want to coach people who are motivated for change. The truth is there are millions of people who are motivated for change—deeply motivated for change—right now.

So instead of just trying to coach anybody, we want to coach the people who are already hungry for change. Coach the people who want coaching. Coach the people who want change.

People don't actually buy coaching because they want coaching. People buy coaching because they want results. People don't pay for coaching; they pay for results.

The 3 Critical Success Factors: Let me tell you the 3 critical success factors for having a thriving, financially successful coaching business:

1. You have to be able to help your clients produce results.

A lot of coaching schools are well meaning and they have really great coaching techniques, but they're not necessarily tied to the result that the clients want to produce.

Often, coaches are doing processes (e.g., having clients fill out worksheets and do other tasks) that are on the coach's agenda, but not on the client's agenda. They're not focused on the kind of results the client wants.

The first critical success factor is you've got to be able to help clients produce results.

Ultimately, it's the client's responsibility to produce those results. It's not our responsibility; it's the client's responsibility. But we need to keep our coaching focused on the results that the client wants. Of course we do the best we can.

I really believe that results are inevitable if people are willing to do the work. If you keep taking action and you keep working on your inner game stuff and you never give up, you will achieve your results. It's just a matter of time.

For some people, things happen really fast. For others, things take a little longer. I mentioned that with my first five clients, four out of five of those clients went from zero to six figures within eighteen months—and one of them did it within ninety days.

Why did it take one coach ninety days and the others eighteen months? Who knows. Some of it is the skills and background you bring to the table. Some of it is your mindset and confidence. There are a lot of factors that determine how fast results will happen. The skills you bring to the table, your experience—all sorts of things.

The same is true for any client we get. How long will it take for a client to get the result that they hire you for? Who knows. But, will they get there? Absolutely, if they're willing to keep doing the work, both the inner work and the outer work. Of course, having a coach just speeds that process along.

Coaching keeps them focused, keeps them on track, keeps challenging them, and doesn't let them off the hook or just fall back into their old ways.

If you want to really improve your ability to help clients produce results, I have a program called "Rapid Results Coaching Academy" that you might be interested in checking out.

Again, there are three critical success factors for having a financially abundant coaching business...

The next critical factor is:

2. You've got to be able to generate coaching leads (i.e. find the people who want change).

You've got to be able to find the people who already want change, and generate leads of people who raise their hand and say, "Yes, I want help with change."

In later chapters, I'll share many ways to generate coaching leads.

The third critical success factor is THE most important:

3. You've got to be able to convert those leads into clients.

You have to have a way to turn those people who want coaching into people who are paying for coaching.

You want to do that for them more than for you.

The value that they're going to get for changing their lives, growing their businesses or whatever kind of coaching they are hiring you for, this value is much greater than the value of the money they're going to pay.

No matter what you charge, the value is greater because results are really priceless.

What is it really worth for parents to turn their child's bad behavior around?

If a child is misbehaving and parents don't know what to do, and as a parenting coach you can help them turn their child's bad behavior around, what is that worth? What will the course of the kid's life be like if they keep having bad behavior? What's their destiny going to be?

If you can shift the destiny of the child, what's the value of that? If you can help a parent develop more peace of mind and have less stress, what's the value of that? As a parent myself, I know the value is very high.

We have to be able to convert leads into clients. If you can't convert leads into clients, you really don't have a coaching business.

There are a lot of coaches out there who are doing all sorts of things to generate leads but are not doing anything to turn those leads into clients.

Maybe they're conducting sample coaching sessions and maybe they get one client out of 20 sample sessions, but that's a really tough way to grow a coaching business.

You might be wondering, "Didn't you mention that you teach people how to do free sessions?" Well, free sessions and sample sessions are totally different things. We'll go into that in a little more depth later on. I'll give you some of the secrets from my Free Sessions That Sell program.

I've had tons of people tell me that they wouldn't even have a coaching business if it weren't for our trainings. Even if you can generate a lot of leads, it's like having a bucket with holes in it where all the rain is coming in, but it's all going right back out those holes. Nothing actually gets collected into the bucket.

Now, if you can plug up those holes, then all the rain that gets in the bucket is going to stay in the bucket.

CHAPTER 3

Why We Coach (The Real Reasons)

Why do we coach? Do we do it for the money? I know that's not what it was for me.

The moment I first started coaching, it felt like, "Man, I would do this for free." I love coaching. I love helping people. I've always loved helping people.

I was the kind of kid who would rush down to pick up a pencil or eraser that somebody dropped, so I could hand it to them. I just loved being helpful to people.

Why do you coach? Why do you want more clients? Do you want to be able to do what you love? Do you want to make a great living?

Often, we think about helping people and wanting to do what we love, but we don't necessarily think about the financial impact of being able to make a bunch of money doing what we love.

First of all, some people have a job that they don't like. Or maybe it's a job that they like, but it's not a passion that they love, like coaching. So what would it mean to you to actually be able to coach full time? What would it mean to you to be able to make enough money to get yourself completely out of debt? Or what would it mean for you to be able to take a much-needed extended vacation somewhere fun (whenever you want, wherever you want)? What would it mean for you to be able to make enough money to really contribute to your family and household, to save money for your kids' college tuitions if you have kids, or save money for retirement?

You may never actually want to retire. When you do something you love for a living, you never work a day in your life, so why would you want to retire from something you love? I know I wouldn't. I don't know that I will ever retire from coaching. Financially, I could retire right now, but I love what I do. I love training. I love coaching. I love teaching. I love helping.

I think that's why we're here. That's why we're both coaches. It's no accident that you're reading this book today. It's no accident that we were brought together. Our destinies are intertwined. I'm hopeful that I can really help. My mission is to get the whole world coached.

This is my bigger mission. Coaching has changed my life.

I mentioned a few things—getting out of a job I hated, helping me start my own business and work for myself, finding the love of my life and becoming a multimillionaire because of the power of coaching. (Really the power of personal growth combined with the power of coaching.)

I've been on this personal growth path since I was twelve or thirteen years old, when I first started reading self-help, spiritual growth and personal growth books. All of it obviously contributed to my success, but definitely the number one thing is coaching. It is the most powerful force for change on Earth.

Let me give you another tip: have a bigger mission.

My mission is to get the world coached.

If you're a coach, you might also want to join me on that mission and that's great. I hope all coaches want to join me in that mission because I know I can't coach the entire world by myself!

However, this mission isn't about me. It's really a mission that I'm playing in. I see this as something that the world wants to have happen. This is something that's good for the world. I'm happy to jump in and help out

how I can. I think for me the best way to help out is to help other coaches get clients, so more people can experience the miraculous value and power of coaching.

How you can help out and transform your business is to have a bigger mission.

I was working with a client recently and she is a career coach. She wants to help people find the job of their dreams — to help people find their life purpose and the kind of work that they were called to do. We talked about how she wants to grow her business and clients, and I shared with her my bigger vision for what I thought she could do in this world. She could stand for transforming.

Think about it. In the U.S. anyway, it's probably something like 60% to 70% of people who don't like their job. That means maybe 30% of the people like their jobs.

Think about this. If people were doing what they loved to do and what they were meant to do and were operating from their strengths, they would be more effective employees. If we had a whole world full of people doing what they were the best at and people doing what they loved to do, that would be a really awesome world to live in.

I put it to her like this, “You are going to make a huge impact on the world. You are going to change the world in a really powerful way and I’m excited for you.”

She started connecting herself to a bigger mission. It's not just, “Hey, I’m going to get some clients and I’m going to have a business that I love, a job that I love for myself and make a little bit of money.” Now it's a bigger mission.

I think we can all find a bigger mission. When you have the bigger mission, people are drawn to you. When you have a bigger mission,

you're going to be a much more effective marketer because you're not in it just for yourself. You're not even in it just for your clients. You're in it for the betterment of all humanity. There's a lot at stake here.

CHAPTER 4

The Simple Three-Step Process for Getting Coaching Clients

This is the simple three-step process for getting coaching clients:

Step One: Clients somehow hear about you

Step Two: They have an intro coaching session with you

Step Three: They hire you

First of all, there are a lot of people who aren't doing anything so that people can somehow hear about them. They're not doing any marketing activities. That's a problem. Why is it that people aren't doing those things?

Perhaps they don't know what to do; they don't know where to go or they don't know where to find clients. They might not be sure how to even go out in the world as a coach.

Step two is they have an intro session with you. What do you do in those intro sessions to get people to step three?

If you're doing things so that people somehow hear about you, but they're not having an intro session with you, that's a problem. If people are having an intro session with you, but they're not signing up for coaching, that's another problem.

Those are the two biggest problems that most coaches face and I want to make sure that we solve both of those problems for you.

People somehow hear about you, they have an intro session with you, and they hire you. The great thing about that three-step process is that it's simple. It's not complicated.

We often over-complicate our coaching businesses, but it doesn't have to be complicated. It can be very simple.

There are a few things that you could do to get people to somehow hear about you. There are things you can do to get people who do hear about you to have an intro session with you.

There are a lot of ways to generate coaching leads, which we're going to get into, and I do have another training program for that called "Client Attraction & Money Making Mastery." It's all about how to generate coaching leads and build your list, where to find clients, where to go out in the world, how to present yourself, how to talk about coaching, how to get clients speaking and networking and all of that.

But once you get those leads, how do you get people to have a session with you? One of the things you can do is around packaging your intro sessions.

Let's say you're going to a networking event, you're giving a presentation, you get a chance to give a talk somewhere locally in your area, or are on a webinar somewhere. Most coaches actually don't even make an offer.

They just wait for somebody to think, "Wow, I need a coach and I've heard of Betty and I have her card. Now I'm ready. I'll give her a call."

Most coaches are just waiting for the phone to ring.

You are not going to do that. You're going to actually make an offer. You're going to give people something of value, which is an introductory coaching session.

What most coaches do, if they do offer an intro coaching session, is that they just offer a thirty-minute no obligation coaching session. That's not

very enticing. That doesn't get people to go, "Oh, my gosh, I really want to have a coaching session."

The majority of people who take coaches up on those thirty-minute coaching sessions oftentimes are other coaches. They think, "Oh, a free thirty-minute coaching session. I'll get some free coaching."

Coaches know what the value of coaching is, but prospective clients don't. They often don't understand coaching; they don't understand how coaching works; they don't understand why it's valuable.

We need to talk to clients in their language, and the language of clients is the language of results.

Let's say you're a relationship coach and you work with women who are single to help them find the love of their life.

Instead of offering a 30-minute no obligation coaching session, offer a thirty-minute "Find Your Soul Mate Now" coaching session.

During the session:

- We'll work together to create a crystal-clear vision for the kind of man you'd like to attract and the kind of relationship you'd like to have together.
- You'll uncover hidden challenges that may be sabotaging your success with men and dating.
- And you'll leave the session renewed, reenergized and inspired to finally find the love of your life once and for all.

Do you see how this offer is a million times more compelling than just a free thirty minute no obligation coaching session? It's clear because we're talking about results.

Are they going to have their soul mate by the time they leave the call? Of course not. However, they will be started along that path, and those bullet points above are the deliverables that we promised.

We're going to help them get crystal clear on the kind of man they'd like to attract and the kind of relationship they'd like to have, we'll uncover hidden challenges that may be sabotaging their success with men and dating, and they'll leave the session renewed, reenergized and inspired to finally find the love of their life once and for all.

Those are the deliverables. Those are the things we say are going to happen during our free session and those are the things that actually do happen during the free session, at least if you use the Free Session Formula from my Free Sessions That Sell program.

We aren't over-promising. We are just talking about the results that they're looking for. Obviously it's up to them to produce those results.

Now, if they hire you, of course then you can help them achieve those results long-term. If they don't hire you, then everybody loses out. They miss out on getting the help that they need.

I spent four years dating without getting into a great relationship. As a result of the coaching I received, I was able to turn things around and get into this amazing relationship I have right now!

CHAPTER 5

How I Cracked the Code

Something I don't normally share is that my previous business was a gift certificate business. This was in the early dot com days right before the dot com bust, and people could order gift certificates from stores and restaurants from my website. Now in grocery stores you can go in and buy gift cards for all sorts of different places, but this was a much newer idea back then.

What a lot of people don't know is that as I was growing my coaching business, I was struggling the first few years. In fact, I fell behind on my mortgage every couple of months. I would catch back up, and then fall behind again. This was back thirteen or fourteen years ago before falling behind in your mortgage became so popular! I was really worried about losing the house.

In fact, I was actually worried about losing faith. I was really worried that people would think I was a really unsuccessful coach if I couldn't pay my mortgage and if I lost my house.

In those early days I was actually living off of those gift certificates from the business that I had started.

I was still selling some gift cards, but I was putting all my attention into my coaching business. So I had all these gift cards that I bought, which was one reason why I was so in debt. I had to buy these gift cards at a discount so that I could resell them at face value.

So anytime it was somebody's birthday or Christmas or any special occasion, what did they get for a present? A gift card!

And guess how I fed myself during some of those days? I would go to the same restaurants all the time. I went to Olive Garden and Red Lobster over and over again, because those were the places to which I had large supplies of gift cards.

Then for business meetings or networking sessions, or when I'd meet somebody for lunch, I would end up paying. Partly this was because I thought it would really impress them if I paid, and I'd look more successful. It was also because I didn't want them to know I was paying my half of the bill with a gift card. I was kind of embarrassed about that.

That's one of my big dumb flaws that I've been working on over the years. I've made a lot of progress, but I still have some work to do on always wanting to look successful.

It's ridiculous.

I still feel this even as a millionaire, now that I have friends who are making more millions than I do! I don't try to pretend I'm making millions more than I do, but I notice that I'm still comparing myself to others, even at this level.

We believe that if we achieve something we'll be happy.

I was actually happier making a quarter million a year than making a million a year. I felt more successful then, because I didn't know anybody else making a quarter million a year.

Now, even though I'm making millions, I know people who are making more millions. It's something I'm working on. I'm sure there are probably coaches reading this book right now who would volunteer to help me do some more personal growth work on this, so thank you for that! I know I'm not perfect by any stretch.

I mentioned I fell behind on my mortgage a lot back in the early days. It was really tough. It was really, really frustrating. I remember at one point

I was taking the garbage out and I was thinking, “Man, I should just throw in the towel and get a regular job. Maybe just get a job as a garbage man where I don’t have to think so hard.”

I was working probably 60-70 hours a week. I was working on weekends. I wasn’t with clients; I was just working hard trying to figure out how to get clients, working on marketing materials that didn’t really work, working on strategies and all kinds of other things that worked a little bit. I was getting some clients, but I wasn’t seeing the results I wanted.

The good thing is that through all of my struggles I was starting to crack the code on how to get clients, until finally I was making a great living in coaching. That’s when a handful of coaches sought me out to get my help growing their businesses. I was able to help four out of five of those coaches go from zero to six figures within 18 months. And one of them did it within 90 days!

If you’re frustrated that your coaching business isn’t where you want it to be, just know that everything can change. And the good news is, it can happen fast. It doesn’t have to take six years to get to six figures like it did for me. We don’t know how long it will take for you, but it’s very possible that it can take just a few months.

CHAPTER 6

Make Them Want You

If you want more clients, then I hope you now agree that the gateway to clients hiring you is through an initial consultation, free coaching session or intro session.

So it follows that the more potential clients that you can have one-on-one 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.

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 three benefits to 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.

That doesn't mean that I recommend you start charging for your initial session right away. This is because 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 floodgate. How open do you want your floodgate? If you're fairly new in your business, you probably want your floodgate wide open. Take as many initial sessions as you can get!

There are a few reasons why this is a good idea. One is that you probably need practice working with people. Another reason you'll want the floodgate 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 floodgate 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.

Some people ask me, "But is it really hard to give free sessions away?" In this day and age, *everything* has to be "sold." Even things that are given away for free get rejected all the time!

This is because most people can't take the time to interpret and analyze everything that crosses their paths. Think about it. We are on information overload and if we can't find the value in something quickly, we move on.

Think about when you get your mail and you go through it at the garbage or recycling, trying to decide what to throw away and what to keep. If there were a \$500 bill in an envelope that looked like one more piece of junk mail, you'd probably throw the envelope away unopened! 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 makes most people tune out and say things like “that’s nice,” but not take you up on your offer.

As I mentioned, many coaches will use something like this: “I offer a free thirty-minute exploratory coaching session so we can both decide if working together is a good fit.”

How excited are you feeling right now about getting a session like this? You could be falling asleep on me! Let me explain why this doesn’t work and keep you from making similar mistakes. Let’s go deeper into the offer than we did in Chapter Four.

The example above doesn’t work because you don’t immediately see what you’re going to get out of having a free thirty-minute session. All you see is two things:

First, that it’s going to take up thirty minutes of your time.

Second, that this session is about hiring someone, which is scary because it’s probably expensive!

Maybe you don’t really even know if you’re anywhere near close enough to hiring a coach (if you even know what one is or does) to take this big of a step.

There are three things you can do to beef up your introductory session offer to make it ten times more compelling.

1. Give your session a concrete and compelling name.
2. Create a list of powerful outcomes or results that people will leave your session with that they didn’t have before.

3. Create perceived scarcity.

Let's start with the name.

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.

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" one-on-one coaching session with relationship expert [your name here].

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

Does this make sense?

Here are some of the elements of a great name:

- It is focused on something people already want (like love, money, happiness) or...
- It is focused on eliminating something they don't want ("Erasing Overwhelm" Coaching Session).
- It is clear, concrete, and specific
- It is short (2-5 words max.)

What names 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."

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. You need to let them know what good will come of investing their precious time!

For example...

Get your free 25 min. "Relationship Rehab" Coaching Session one-on-one with [your name here].

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 (of course you are not just making these things up).
2. They contain very specific tangible things (like "written goals").
3. They contain very specific intangible things (like "renewed energy and motivation").

4. They relate 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, right now!

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 Sign-Up 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 you check out www.FreeSessionsThatSell.com.

The last thing you’ll want to do to make people go crazy 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 really into comic book collecting. In the comic bookstore, whenever I saw an issue was close to selling out, I thought about buying it because I thought it was rare and might go up in value quickly. It was an illusion because they often had another big stack in the back room!

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.

It’s good to frame your intro session offer in such a way as to make it seem even 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. Ten? Twenty? Thirty?

You might say, “I’ll take as many as I can get!” and that makes sense. But, if you had twenty per month, that would be four potential client

meetings each week. If you have that, you'll grow your business pretty fast! So why not set a limit on the availability of your free sessions.

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

Here are some examples:

1. This offer is available to only the first 5 people to respond to this email.
2. 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.
3. This session is normally \$197, but as a gesture of goodwill to my audience, I'm making it available for free to the next 10 people only! I only have 10 spaces open for these sessions all month, and once they are gone, they're gone!

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

If you're sitting around in your pajamas all day doing nothing because you only have two 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 to clients 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 thing, 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 appearing rare and valuable.

Here's a quick re-cap:

1. The way to get clients is to offer a free initial/intro session and then convert them into ongoing, paying clients.
2. If you want to get more clients, one key is to create an enticing initial session offer.
3. There are three 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.

CHAPTER 7

Five Ways to Create a “Client Surge” On Demand

Let me tell you about some ways to get a rush of high-paying clients this week.

First, if you want to have a client surge, you need to create that client surge email, the client-getting email or client-getting offer. You want to have that really good, red hot, free session offer for your coaching.

I’m calling it your client-getting email, but you can use it in all sorts of different ways. There are actually five great ways to get a rush of new high-paying clients. Number one is if you have an email list, you could send it as an intro session offer and get a rush of people wanting to have a session with you right away. Then the only thing you need to do is know how to have a great intro session.

There are probably people reading this book who already are able to sign up clients from their intro sessions, but you want to learn how to sign up a higher percentage of people. If you’re signing up two out of ten clients right now, I want you to learn how to sign up four out of ten, five out of ten, nine out of ten—even, essentially, ten out of ten clients that you have an intro session with could end up hiring you.

I’ve had many students of mine go ten for ten, fifteen for fifteen. I don’t know what the record is for most consecutive clients signed up from intro sessions. Maybe that should be a contest – to see who can get the most consecutive intro sessions with people signing up! Although, of course, it’s not about that. We don’t want to force an outcome. We don’t want to try to force these signups.

The truth is that nobody is going to get 100% all the time. For most coaches, what you need to learn is how to sign up a higher percentage of clients, more consistently, at higher fees.

#1: Create a “Client Surge” With Your Email List

You want to take that client-getting email or that free session offer and you want to send it out to your email list. That one action alone could get you a rush of people wanting to have an intro session with you. You could get ten people, twenty people, one hundred people—or even hundreds of people—to want to have an intro session with you depending on the size of your email list.

You might be thinking, “I don’t have an email list. What do I do?” If that’s the case you could actually send it out to your friends and family and just say, “Hey, here’s this cool thing I’ve got going on right now and it’s free. It might not be for you, or maybe it is, or for someone you know.” You might say, “I help women find the love of their life,” and you might send it out to your male friends. You could just say, “Hey, guys, if you have any single female friends, please forward this on to them,” and you could get some sessions lined up.

#2: Create a “Client Surge” At Networking Events

A second way to get a rush of new high-paying clients is to go to live in-person networking events and give a 30-second commercial.

A lot of times when you go to networking events they let everybody give an introduction to the whole group and you get to give what’s called a 30-second commercial. Sometimes they let you do a 60-second commercial.

What you want to do is quickly introduce yourself. Say, “Hi, my name is Karen and I’m a relationship coach. And because I’m new to the group (or because I’ve been a member of the group for a year—or whatever reason)

I'm offering a special 30-minute Find Your Soul Mate Now coaching session. During this session, we're going to create a crystal clear vision for the kind of person you'd like to date."

Basically go through the client-getting free session offer. Just tell people, "If you're interested in having this special session with me, make sure I get your card when everyone's done with their 30-second commercial and I'll have someone from my team contact you to set up your session."

You could say someone from your team—and it could be you. But you could also get somebody else to call and schedule those appointments, too.

I myself have done this strategy and I've gotten eight or so people from a 30-second commercial want to give me their card to get a session. Some of my other students have had as many as fifteen people want to have a free session with them.

You could do this at a networking event and get a rush of high-paying clients. Let's say you get fifteen people who want to have an intro session with you. If you sign up ten of those people as clients, it might be enough to get you from zero to six figures if that's what you want. I don't know if you even want to get to six figures, maybe you have an entirely different goal for your coaching business.

Go where your clients are. Network where your clients are. Going to a networking event with lots of coaches in it might not be the best idea because for most people, coaches aren't your target market. It's not really a great place to get clients.

I'm not saying don't go to any meetings where there are other coaches, but if you're a business coach looking for new clients, go where business owners are hanging out. If you're a relationship coach, go where people looking for relationships might be hanging out. Go to a seminar on relationships and network and hang out with the other people in the audience letting them know that you're a relationship coach and you're

there to learn more tips from the speaker so that you can help your clients even more.

You could tell them that in the meantime, if they want some one-on-one help they could get a free session with you – since you just met them and you'd like to help them out. Invite them to have a free coaching session with you. Network where your clients are.

#3: Create a "Client Surge" With Partners

You can also partner with someone.

Let's say you are a relationship coach. Partner with a singles meet up group, singles mixers, or speed dating group. Maybe you could actually do a training for them—some public speaking. Or even invite them to send out a free session offer for you to all their people as a value-add for anybody who signs up to go to their next event.

Partner with somebody and get a partner to send out a free session offer for you. That is a hot way to get clients. Some of my students have done that with amazing success. In fact, one of my students got twenty new clients in thirty days. His name is Mamoon and he coaches people on the Quran.

If you can get a joint venture partner (somebody who works with your same target market) to send out an intro coaching session for you, you can potentially fill up your whole business.

All of these little strategies in and of themselves could be ways to fill up your whole business. If you do all of them consistently, you could always have a full coaching business and you can make more than \$100,000 a year. You could make a quarter of a million dollars a year. You could make millions of dollars a year using these strategies. You could make as much money as you choose and help a whole lot of people.

#4: Create a “Client Surge” From Public Speaking (Or A Book)

Another way to get a rush of intro sessions is public speaking. If you get a chance to give a talk or do some public speaking, you can do your training and at the end of your talk you can offer an intro coaching session. If you have fifty people in the audience and you give a really hot offer for a free coaching session, 80-100% of those people are going to want to have a session with you. Assuming you’re a decent speaker and you’ve shared some great techniques, people would want to get your help.

I would imagine if I were teaching the information in the book at an event and offered an intro session to everyone in the room, a free “Zero to Six Figures in Your Coaching Business” session and told you that during the session we’re going to:

- Create a crystal clear vision for ultimate success in your coaching business
- Uncover hidden challenges that are keeping you from getting all the clients that you want and more, and
- You’ll leave the session renewed, reenergized and inspired to create the coaching business of your dreams once and for all

If I offered something like that to everyone at the event, I have a feeling there would be a lot of people who would be interested in signing up just based on that fact that I’ve been sharing a lot of great tips for getting clients.

#5: Create a “Client Surge” From Social Media

This one is pretty simple. Post your red hot free session offer on your website or blog and then send out tweets or Facebook and Instagram status updates letting people know about your super special offer.

For example you could tweet...

“I will personally help you find your soul mate for FREE. Click here for details www.whateveryourwebsitenameis.com

OR...

“Trying to lose weight? I will personally help you lose it all and keep it off forever. Get one-on-one private coaching w/me FREE ---> www.shortendurl.com”

OR...

*“I’ll personally help you sell way more and double your commission checks w/totally FREE one-on-one coaching with me. Details on my site ---> **mydotcom.com***

Ok, so we’ve covered getting clients via...

- Email
- Networking events
- Joint venture partners
- Public speaking
- Social media sites

Let me tell you one more way that one of my students used. She got 326 new clients in two weeks! How did she do it?

Bonus: Create a “Client Surge” From Social Deals Sites

You’ve probably heard of Groupon. Groupon is basically a group buying website. With Groupon, they have a special deal. Usually it’s 50% off or 70% off of something. On some of the social deals sites in order to get the deal to work, enough people have to order it. So if you want the deal, then what you do is you tell other people about the deal and more and more people buy the deal.

What one of my students did is this. She didn’t have a niche as a coach and she heard me say, “If you don’t have a niche, date a niche. Pick a niche and just see how it goes coaching some people and marketing yourself in that way. Then if it’s working for you, stick with it. If not, you can always try a different one.”

She took my client-getting email, with the career coaching free session offers—and she partnered with one of these websites that’s like Groupon. She’s based in Australia and it wasn’t Groupon, but it was a similar kind of website. There are tons of copycats of Groupon out there, and new ones are popping up all the time!

She partnered with one of them, they ran her offer and she got 326 new clients. These weren’t free sessions. She was charging \$19 for these sessions. The Groupon type company kept half of that and she got half of that. But here she got 326 people paying for an intro coaching session!

Out of those 326 paying clients who were paying for that intro session, she was getting high 60s, nearly 70%, of those people signing up for one-on-one or group coaching with her. I don’t know ultimately what her total number ended up being of long-term paying clients. She may even be still doing some of those intro sessions with people today. That’s a lot of intro sessions to do!

You can see how she's got enough clients to last her for a long, long time just from using one strategy.

CHAPTER 8

Adding \$100,000 in New Clients is Easy

There is all this talk about money and making money from your coaching. The truth is, I grew up on food stamps and special lunch programs. As I wrote about earlier, I have this weird drive I'm working through to always seem successful. In fact, that's why I was so worried about losing my house in the early days of running my coaching business. It wasn't actually because I was going to lose my house. It was because then I thought I would seem like I wasn't successful.

I was teased as a kid for basically wearing clothes that were ten years out of style. My older brothers were nine and ten years older than I was, and because we were pretty poor I was wearing the jeans and clothes that they were wearing when they were kids. I was wearing bellbottoms during the 80s. Not very cool.

If I'd had a lot more confidence, maybe I could've turned it into, "Hey, this is so cool." But I didn't. I was very shy and pretty darn insecure as a kid. For me, feeling poor basically made me feel like I wasn't as worthy as other people. That's a big drive to make money. Partly it's the self-esteem thing.

That said, if that was my only drive for making a bunch of money, I'm grateful that it motivated me to become really wealthy. I went from being \$72,000 in debt to being a millionaire. I went from food stamps and special lunch programs for myself as a kid to now being able to basically buy my kids anything. It's not that my daughters want much; they want to play with rocks, they want to chase after dogs. It's not like they need a lot.

It feels good for me to know that I can basically take care of my daughters with whatever they want—college, cars, travel. It's not that I want to spoil

them either because certainly having grown up poor, it has helped me appreciate things and made me willing to work really hard.

I don't know why you want to make six figures, seven figures, or more. However, if you want to make six figures in coaching, or a lot more, I want you to know that it's very possible.

\$500 a month is really the least amount I recommend coaches start off charging. You could actually take clients on for less than \$500 a month, but I recommend having that as your starting point—even if you're just starting out.

If people can't afford \$500 a month, you could take the special techniques from my Free Sessions That Sell program. When they tell you they can't afford it, you could say, "What would work for you?" If they say, "I could do \$250 a month," if you're a new coach starting out, I would say go for it. Take it. Get more clients and get more success stories, get more experience and get more money coming in.

Even at \$250 a month for four 30-minute sessions, that's still \$125 an hour, which is not bad. Now, at \$500 a month, then you're getting \$250 an hour if you do four 30-minute sessions a month.

So I would recommend charging at least \$500 a month. At \$500 per month, you only need 17 clients to make \$100,000 a year.

If you charge more than \$500 a month, it gets even better. If you charge \$1,000 a month, then you only need nine clients to make \$100,000 a year. Actually, 8.5 clients make \$100,000 a year. You don't need everybody in the world to become your client; you only need eight clients. And if you charge \$1600 a month...

I wrote earlier that one of my clients went from zero to six figures in 90 days. He actually started off charging \$1500 a month. I thought, "What are you doing charging \$1500 a month?" He was only paying me \$700 a

month at the time, and I thought it was a bit crazy to charge that much per month, but I didn't say that to him!

I thought, "Wow, if he has the confidence to charge \$1500 a month, then he should go for it. Let's see what happens." He actually got six new clients in his first 90 days. He went from zero to six figures in 90 days. The first 60 days he was really just trying to figure things out. He really got six of those clients in one month from doing one of the strategies I wrote about in the last chapter.

You only need 6 to 17 clients to make \$100,000 a year. Again, I don't know if you want to make \$100,000 a year. But if you do want to get more clients and make more money then I hope you're going to implement the ideas I'm sharing with you in this book because these are the keys to making a great living as a coach, and helping a lot of people.

If you'd like to go into how to price your coaching, then check out my bonus chapter, The Pricing Calculator, at the end of the book.

CHAPTER 9

How to Sign Up Clients on the Spot

I mentioned I was going to teach you the three critical success factors for getting coaching clients. They are:

1. You need to be able to help your clients produce results
2. You need to be able to generate coaching leads
3. You need to be able to convert the leads into clients

In the earlier chapters I shared with you many ways that you can generate coaching leads. If you want to learn more about generating coaching leads, I have a program called “Client Attraction & Money Making Mastery” that you might be interested in checking out.

Now let’s talk about how you can convert those potential clients into paying clients.

You want to avoid a lot of the mistakes I used to make. What I used to do when I first started out as a coach was sample coaching sessions. I actually got clients from doing sample coaching sessions, but when I started out as a coach, I started out charging \$195 a month.

Sample sessions can get people to sign up for coaching if the fees are pretty low, but it also took me lots and lots of “sample” coaching sessions to get very few clients. I had to do something like 38 coaching sessions to get six low-paying clients. That’s still not too bad. Six clients paying \$195 a month is around \$1200 a month, and I was actually able to get those clients in my very first month as a coach. I did two talks, two speeches basically, and I was able to get a bunch of people from the audiences to want to have a session with me.

I didn't know everything back then that I know now. I didn't start off charging \$500 a month. I didn't know how to sign up clients during intro sessions the way I do now, and I didn't know how to get a rush of people from my audience to want to have a session with me. Obviously I got some people, but not 80-90% the way that we would if I had a really red hot free session offer like I do now.

So how do you get people to sign up for coaching? What do you do during the free session? At this point you know that you don't want to just do sample sessions in coaching. I didn't know what to do during my intro sessions at first. I knew that somehow I was supposed to get people to sign up for coaching during those intro sessions, but I didn't know how to do that. And when I listened to some trainings on things that people said to do, I thought it was crazy!

I used to do the "Wheel of Life." I don't know if you're familiar with that. You create a circle and chop it up into a pie. You've got relationship, career and all these different things and you have people rate themselves in these different areas on a scale of 0-10. It shows them, basically, where their life isn't great. What I used to do is say, "Pick whichever area you want and we'll do some coaching on it."

What's interesting is they didn't always pick the lowest area. Sometimes they would pick several areas. Like I said, I would get some clients every now and again to pay me my very low coaching fee of \$195 a month. But I didn't know how to actually even talk about the money or talk about the coaching fees or actually ask for them to sign up for coaching. I felt really uncomfortable. I felt really weird about money; I felt really weird about asking them to sign up. I didn't want to be pushy or salesy. I didn't want them to think that I was just there to try to sell them stuff. I didn't know what to do.

I've done so many intro sessions over the years, and I had to try so many different things to find what worked. But that's actually how I developed the Free Sessions That Sell formula. I remember at one time I just did a

sample session and I thought I won't even bring anything up about my coaching; I'll just wait until they bring it up. I would just hope they would bring it up and say, "Well, how does your coaching work? How much do you charge?"

I tried that for a while. I probably did five sessions that way, just because I felt so uncomfortable bringing it up. Some people in the session wouldn't even bring it up either. They would say something like, "All right, thank you. This was great." Then they would leave. Some people would ask about my coaching and fees, and then say something like, "Thanks so much for the info. I'll keep you in mind for the next time I feel like I need some coaching."

I tried so many different things. Some things would work well; some things wouldn't work so well. Eventually I cracked the code, and I developed a way to really structure the whole intro session in a way that provides tremendous value for the potential clients so they feel like they've gotten so much out of it.

In fact, with the Free Sessions That Sell process, people get more value than they got when I would just do a sample session. In any one given sample session, you're usually just micro-focusing on one problem or one goal, whereas in the Free Sessions That Sell process, we actually zoom out and look at what it is that people ultimately want to achieve and all the things that are standing in the way.

It's kind of like creating a road map for them to see exactly what they want and exactly what they need to do, and what's going on that's keeping them from getting what they want.

Then when I talked about coaching, it helped them see how the work that we do as coaches can help them get what they want in their life and help them overcome their challenges. I also developed a way to talk about the fees that feels really soft, very comfortable, and very non-salesy.

I never wanted to feel like a salesperson. My brother was a really slick salesperson back in the day and he was just so pushy, and often manipulative. I just felt uncomfortable with that. I didn't want to be like that. I applaud him for his boldness and tenacity, but that's just not something I was comfortable with.

So I developed a way to actually sign up a high percentage of clients at very high fees, without being pushy or salesy. Again, you don't have to charge high fees, but you can if you want. In fact, many times, it's better for the client. The more clients pay, the more invested they are. The more invested they are, the more likely they are to get results. The more likely they are to do whatever it takes to get results.

I want to share from my Free Sessions That Sell program one of these magic phrases that make it very soft and very easy for you to move people closer into working with you without it being pushy or salesy. In fact, the whole process is really a coaching process.

You're not actually trying to get them to buy coaching. You're actually trying to get them the support they need with the goals that they have. You're trying to get them the support they need to overcome their challenges. You're really helping them to make a decision to hire you or not hire you based on what's best for them, without being attached to whether they hire you or not.

It doesn't really matter whether any given client hires you or not.

In fact, my philosophy is I want clients to hire me far more for what it will do for them than what it will do for me. I know my coaching is going to change their life. I want them to get the coaching because it's going to be so good for them, not because I'm going to make a bunch of money. Now, the money is great too and important for being able to continue to run your coaching business. But I found that having that approach makes you more money and gives you far greater happiness than having the approach, "I want to get money from somebody."

I don't want to get money from people; I want to give them the value. An exchange of value back and forth is really what makes the world go round.

One of my other problems in the early days was just my whole mindset about money and my mindset about coaching. I just felt like, "Man, I wish I could just go help people. I just want to go help people and have them give me money in return. I don't want to have to figure out how to market and sell coaching. In fact, I wish the world would be that way. I wish the world would be set up that I could just go give, give, give, give and the world would just give back to me."

In some ways, that happens, but in other ways, it doesn't. If I hadn't learned to market and sell coaching, I wouldn't have been able to provide as much value just out there coaching people for free. The value of coaching isn't just in doing the coaching; the value of coaching is in the result. I learned how to structure my marketing in a way that talks about results. I also learned that when people pay for results, they're more likely to get results.

I had to actually work through a lot of inner game stuff about money in order to crack the code and become more successful as a coach. I had to let go of the idea that God got it wrong and he should've set it up so that good-hearted nice people who really just want to help people could just go out and help people and somehow money would show up in their bank account.

I had to realize that I had to work within the system the way the universe was set up. I had to trust that God got it right; that the universe is set up right, that this is the way it's supposed to be. That I need to operate within the system in a way that actually is in high integrity, that feels really good and is very helpful. That's really how I developed the Free Sessions That Sell process.

Let me share a magic phrase with you. You can see how it just makes people really comfortable and connected. During free sessions with

people, they never feel like I'm trying to sell them; they only feel like I'm trying to help them, like I'm already their coach.

One of the magic phrases is: "I have a program designed specifically to help people overcome these sorts of challenges that you mentioned and achieve these kinds of results that you're looking for. Would you like to hear a little bit about it?"

It really feels good. Would you like to hear a little bit about it? Certainly if they said no, we could wrap up the coaching session right there. Of course 99% of the time they say, "Yes, I'd love to hear about it." In fact, it's a breath of fresh air for them. They feel like, "You have something that could actually help me? Please tell me. I have these problems. I do need help."

If you're reading this book and you have trouble signing up clients, then hearing about my program Free Sessions That Sell, could give you a breath of fresh air. "Oh, my gosh, you're going to actually tell me how I can sign up clients in a way that's really comfortable? I can actually sign up a high percentage of clients? I can actually get clients that pay a really good investment for their coaching? I can make a great living as a coach? I don't have to struggle anymore, and I don't have to keep striking out in my intro sessions? I don't have to keep going away and figuring how to even get people to have intro sessions with me? You're going to actually solve this problem for me?" It's a breath of fresh air to hear how something can solve your problems and help you achieve your goals.

So that's one of the magic phrases, and here's one more idea for you.

Hot Secret For Signing Up Clients...

A little secret I learned a while ago was that if you have a contract to be filled out, have the client fill it out instead of you. This is because as they're writing, every letter they write on that contract (name, phone

number, etc.) is a reinforcement that they really want to go for it and do this—that they really want to sign up for the coaching. It's not a big deal. It's just one little thing to do if you are having sessions in person with people.

You actually have more power to influence people in person, so if you're just starting out, do your sessions in person if you can. As you get busier, definitely do them over the phone because it's much more convenient time-wise to just have phone sessions.

Guarantee Your Coaching...

Another big idea is to guarantee your coaching, especially when you are just starting out as a coach. A lot of coaches are afraid to guarantee their coaching. In the Free Sessions That Sell program, I have specific language for how to guarantee it, but ultimately when you guarantee your program, it makes people feel safer to try it out.

Most people want to hire you but they're a little afraid. They might be thinking that they don't know if coaching is going to get them the results they want—that even if you are a great coach, they may not be a good client or that it won't “work” for them. So if you offer them a 30-day guarantee, it gives them a chance to try it out for 30 days and it makes it so much easier for people to say yes.

Let me tell you my results with it. I offered a guarantee on my one-on-one coaching for years and I've only had two people ever take me up on it in all the time that I've been coaching. It's very unlikely. The risk on your part is very low to offer the guarantee, but the rewards are so great because it makes it so much easier for people to say yes and hire you.

I'd like to give you more background on how I developed the Free Sessions That Sell system.

I started out like most coaches only with one BIG exception. I had sales training. Even though I had great sales training and tons of successful sales experience, I didn't apply it to coaching. You see, for me, coaching was this special "heart-centered" thing you did from a loving place, and "selling" had little to do with coaching.

I did the same things most coaches do. I coached my heart out trying to "hit a grand slam home run" by solving all of my potential clients problems in one "superman" free coaching session.

I did free session after free session with the same mediocre results. Few people hired me. I actually got lucky and picked up a handful of clients because of the sheer numbers of free sessions I was doing. And I started to notice a trend. The people I spent the least time with were the ones who seemed to be hiring me the most. This was my first clue to what really works!

The next thing that happened was that I reviewed my sales training programs and I noticed how selling was a lot like coaching. I began to see that coaching and selling were like "twin brothers that were separated at birth" so to speak. I began applying my sales skills to my free coaching sessions and discovered something surprising!

I was shocked to find that the people I used my selling skills with got even more value from our free coaching session than the ones where I "coached my heart out." It didn't matter if they hired me or not, they still felt like they got tremendous value from our free session. Then over the years, I kept modifying my approach, refining it, honing it, perfecting it. Finally, I began to share my methods with other coaches and watched them grow their coaching businesses very quickly!

As I mentioned, in my first six years, I had only worked with five coaches as one-on-one clients and four out of five of them took their businesses to over \$100,000 per year within 18 months. One of them jumped from zero

to six figures within 90 days and then tripled his income to over \$300,000 per year within the following 12 months.

I've seen a lot of coaches come and go over the years. New coaches on the scene have so much optimism and enthusiasm, but that can quickly turn to panic, fear, frustration, and despair when they begin to understand the realities of having their own business.

You have to be able to talk to people about coaching and then have them hire you. Most coaches try to explain coaching in a way that's abstract and has no real compelling meaning to people. That will rarely get you hired.

It can work every now and then just by attracting people through sheer energy and enthusiasm. This can actually be a bad thing because it can lead you to think that what you're doing actually works. It does work, but not consistently or effectively enough for anyone to make a real living this way.

That's why you've got to have a system that will enroll clients predictably and consistently and that works almost every time. If you don't, you could be out of business fast (or struggling for years to get this thing off the ground).

You could be living the dream...

- Doing work that's meaningful and fun
- Watching clients succeed because of your support
- Earning an ever-soaring income—\$50,000, \$100,000, or even \$500,000 + per year!
- Enjoying total time, money, and location freedom (when you work with clients over the phone you can coach from anywhere in the world, and you can set your own hours, take time off whenever you want, and enjoy the finer things in life)

Here's what I know about coaches that make \$100,000 per year or more. They all have one thing in common. They all use a system for enrolling clients from initial consultations of some sort—every single one of them.

If you want to earn \$100,000 per year or more as a coach you must have a systematic way of taking someone from “interested” to hiring you on the spot.

Guess what? All coaches that struggle have something in common, too. They don't have a systematic way of enrolling clients from free coaching sessions.

Successful coaches are able to save a lot of money to pay for things like their children's education and their retirement because they generate serious revenue. It all depends on their ability to enroll clients from their intro session.

On the other hand, people who don't have a system for effectively enrolling clients often worry about money and fear that they are letting down the important people in their lives. They question their decision to get into coaching in the first place and that's extremely dangerous because it can lead to lots of self-doubt and saps confidence.

If you're working a lot of hours on your coaching business and most of those hours aren't spent actually working with clients, then let me open your eyes up to something.

There are really only two money making activities in your business. Everything else is a drain on your time.

Money Making Activity #1: Working with clients.

This is pretty obvious because this is what you get paid to do.

Money Making Activity #2: Signing up new clients.

This is where the money really gets made. If you can't GET the clients, you can't coach the clients.

This is also where the hole is in most coach's "money bucket." If you can't sign up new clients consistently, reliably, and for the fees you want to charge, you really can't make the money you want as a coach or help as many people as you'd like to.

What does your track record with free sessions look like? If you've given free coaching sessions to a lot of people, you've probably helped a lot of people with these free coaching sessions. However, if you're like most coaches, you're working your butt off trying to have a really powerful coaching session hoping that the potential client will "see" what a great coach you are and decide to hire you.

Do you sometimes have such a great session that you actually solve whatever challenge they brought up during their free session and they still don't hire you? Or do you have a regular, solid coaching session, but they just don't see the long-term impact that ongoing coaching would create?

Either way, you spend 30 minutes or an hour of your time (or even two hours!!), but you walk away with remarks like "I'll think about it." Do you rarely end up getting any clients from all of your efforts?

You think, "Maybe it's not so bad." At first, you figure "I'm getting coaching practice" and keep at it, but eventually you start to wonder:

Is there really a market for coaching?

...Do people ever really pay those fees most coaches seem to be charging?

...Are the only real clients other coaches? Or . . .

...(the worst one) If I can't get clients, I'm not really that good of a coach?

You may have even heard that you shouldn't give away free coaching sessions at all. Some people recommend, "The initial session should be a paid session." Maybe you even tried charging for your initial session, but got few takers with that approach (or more likely none) and now you may be about to throw in the towel and give up.

If you're reading this book right now and that has been your story, then I have a special message for you. There is no need to give up! You can really help a lot of people with your coaching and start making crazy good money if you know how to do "Free Sessions That Sell."

Have you ever felt "weird" during your free coaching session when it came time to wrap up your free session and start to talk about hiring you and asking them to pay you? I know I have! No one likes to "sell," and more people don't like to be "sold" (although people do love to buy things...especially something that will be of tremendous help to them).

Once I developed this step-by-step system it took away the discomfort. Asking for the money became easy and natural.

When you use the Free Sessions That Sell formula, you will feel rock-solid about talking to potential clients about how you work, how coaching works, and why they should hire you right now! You can get rid of that uncomfortable feeling once and for all!

Here are the main steps of the Free Sessions That Sell System.

This is how to conduct your introductory sessions in a way that will actually help people “get” how coaching will help them and move them to hire you.

Step 1: Build rapport and connect with your potential clients.

Step 2: Find out what your potential clients really, really, *really* want (and it may not be what you think—or even what they think).

Step 3: Show them how having what they want will impact their life.

Step 4: Uncover the challenges standing in their way (including the hidden challenges that are sabotaging their success).

Step 5: Show them the impact these challenges are having on their life.

Step 6: Share what you do (in a way that is compelling).

Step 7: Accept payment . . . (sometimes, they’ll want to pay for six months to a year in advance. I think you’re really going to enjoy it when that happens).

Now you can take these seven key points, and create a script for your free sessions based on this. That will work a lot better than what you might have tried in the past.

Or if you want you can check out my program, Free Sessions That Sell, which includes the tried and true script I’ve already perfected along with all of the training that teaches the magic phrases, the mindset, the mechanics of a great session, practice buddies, live demos and more.

Check out Free Sessions That Sell here: www.FreeSessionsThatSell.com

CHAPTER 10

Your Next Steps

Thanks for reading this book.

I really hope it gave you a lot of new ideas, inspired you to keep working on building your dream coaching business, and gave you some tools that you can put into practice right away.

If you haven't already, make sure you check out the bonus gifts I've included at the end of the book—How to Talk the Language of Clients, the Pricing Calculator, and 7 Secrets to Keep Clients from Slipping Through Your Fingers. They are ready for you to use now, so you can get clients today!

And I hope you can avoid the mistake that many people make.

The number one mistake people make with our products and programs is...never studying them and applying the information. I know it sounds crazy. How could someone that just made a financial investment not take the time to use it?

Here's what happens. People are excited. They order the book and then they hope that somehow just by buying it, their business will dramatically change.

Or...they get overwhelmed. They read this book, or hear me on an interview, and they know that I can help them achieve their goals. And, they don't know which product or program is the right next step and where to start. And of course they want the biggest results in the shortest time possible!

I don't want either of these things keeping you from getting the results you desire. Let me help with that right now.

I can't make anyone study, but I can help eliminate your feelings of overwhelm. You see, I have three major programs that you can choose to invest in if you want to take everything in this book to the next level.

Each one of these three programs offers a wealth of information on its own. And when you put them together, you have every piece of the puzzle you need to build a thriving, financially abundant coaching business that allows you to help a ton of people while enjoying the lifestyle you've always wanted.

Here's a bit of information about each one...

#1: Free Sessions That Sell: The Client Sign Up System

This program teaches you how to enroll coaching clients from an initial intro session. You should start here if you are already confident in your coaching and are ready to sign up clients right now.

#2: Rapid Results Coaching Academy: The Coach Certification Program

If you haven't been trained as a coach yet, or if you don't feel certain about the value of your coaching, **START HERE**.

There are amazing coaching skills, strategies, approaches, and techniques inside this program.

You're going to LOVE it. But...

If you feel ready to start coaching today, or you are already a confident coach, please do not study this program until you've gone through BOTH of the other programs.

#3: Client Attraction & Money Making Mastery

This program teaches you how to market your coaching so that you have clients chasing you (instead of the other way around).

When you can set yourself up as an expert, infiltrate your target client's secret hang outs, and win over key influencers to start promoting you, you'll have a NEVER-ENDING supply of coaching leads.

Then you'll use Free Sessions That Sell to convert those leads into actual, paying clients.

Start out with Free Sessions That Sell and then study this program to create a solid system for signing up clients from intro sessions. There's no sense in doing all the work on your marketing if you can't get enough people to actually hire you. Plus...

Even without a website or business cards or knowing anything about marketing, you can still get paying clients using Free Sessions That Sell.

If you're ready to start coaching people right now and get paid for it, then start with Free Sessions That Sell.

Remember that it's possible to create a coaching business that you love, that brings you great financial reward and the lifestyle you choose, all while making a difference for a whole lot of people.

Know that I'm here to help you if you want my help. I've been through the journey of starting a coaching business from scratch, and I've tried pretty much everything possible to figure out what works the best and what doesn't work at all.

I've built a multi-million dollar coaching business myself, and over the last decade I've also helped thousands of other coaches achieve the results they want for their businesses.

Along the way I've seen far too many good coaches struggling to build their businesses and get clients. I want to change the game for you, and I hope you take the information and strategies in this book and put them into practice.

Let me know how it goes, and how I can help.

People need our help. Let's get people coached!

CHAPTER 11

How To Speak The Language of Clients

First of all, if you want to get more clients, one of the best things you can do is set yourself up as an expert in the minds of your prospects. There are two key ways to set yourself up as an expert in the minds of your prospects:

Speak the Language of Clients

Number one is to speak the language of clients. The language of clients is the language of results. Here's what that means...instead of talking about yourself and what makes you great, you want to talk about the challenges, the dreams and the hopes of your prospective clients. For example, if you're a dating coach, you might talk about finding your soul mate now and how frustrating it can be when you're single. Like going to the movies. You want to go to the movies, but you don't want to go by yourself. Maybe you feel a little awkward there by yourself. Maybe friends invite you to a movie and they're a bunch of couples and you're a third wheel or a fifth wheel going to the movies. That can be uncomfortable. As a dating coach, if you can talk about what is already going on in the life of the prospect, and what they care about, that is the number one key to setting yourself up as an expert.

As soon as they hear you talking about what they want, it's like going to a foreign country where you don't speak the language and finally someone speaks your language. That would be such a breath of fresh air. Finally, somebody understands you. Somebody can relate to you. Clients feel like that and are just waiting for somebody to speak their language.

A lot of times coaches speak in vague generalities. They're either talking about themselves or they're talking about the coaching. People don't care about the coaching. They care about the results. In fact, people don't pay for coaching. They pay for results. People don't hire a coach because they want to talk with someone on the phone a couple times a month. They hire a coach because they want the coach to help them get the results they're looking for. They might want to lose weight. They might want to find love. They might want to grow their business. Whatever it is, the value of the coaching isn't in the coaching itself. It's in the results that the coaching gets for people. That's one of the reasons why people will pay so much for coaching.

Teach People Something Valuable

The second key to setting yourself up as an expert is to teach people something valuable. If you can talk about what people are interested in, you'll have them hooked. When it's all said and done, they only care about, "What's going on here? Is there something valuable? Is there something here for me?"

Then if you teach them something that actually helps them, and re-frames the way they're looking at things, you'll make a huge impression on them.

If you're speaking their language and teaching them something valuable, they're going to think, "Wow. This person knows what they're talking about. This person can help me." Most people think that in order to set yourself up as an expert, you need to have a Ph.D in a certain subject, you need to have written a book about something, you need to have been on Oprah, you need celebrity clients and incredibly glowing testimonials from a million people. While all of those things can be helpful, nothing sets you up as an expert more than these two things: Being able to speak the language of clients and being able to teach people something immediately valuable.

How To Perfectly Explain What You Do

This leads directly into being able to explain what you do as a coach. Many coaches struggle to explain how their coaching works or explain what it is that they do. I know when I first got started as a coach, I would try to explain it to people and I'd get confused looks or people thinking that maybe this would be something that their nephew might need or something. When you can explain what you do in a way that's really compelling, you don't get those confused looks anymore. In fact, you start getting people really interested in what you have to offer.

At my business training seminars, one of the things I teach people is that specificity wins. A lot of times coaches are afraid to get too specific. They'll say something like, "If I say I'm a business coach then I don't want to scare away all the other people because I like helping people with relationships, or I might want to help people lose weight." I've seen people be able to grow a successful coaching business without having a specific niche market, focus area, or specialty, but it's very rare. Those people have a hard time going beyond making \$100,000 a year to creating that coaching business empire that I talked about.

If you don't have a really compelling marketing message that's speaking the language of clients that's so strong that people from all over are interested, yeah you can get a couple clients here or there, but it's hard to grow something really big and really sustainable. If you want to explain what you do as a coach in a way that people actually get it and want it, then instead of talking about your coaching, talk about the results that you help people get.

For example, if you're a business coach and somebody asks you, "Hey, what do you do?" You could say, "I'm a business coach and I help business owners double, triple, or even 10x their sales and profits." If you're a dating coach and somebody says, "Hey, what do you do?" You could say, "I'm a dating coach and help women find their soulmate." If you're a

weight loss coach and people ask you what you do, you could explain, "I'm a weight loss coach and I help people lose all the weight they want and keep it off forever. I help them create the health and energy and vitality that they want as well." Let's say you're a career coach. You could explain, "Hey. I'm a career coach and I help people discover and land a high-paying dream job."

In this chapter, I shared with you the two secrets to set yourself up as an expert by being able to speak the language of clients and being able to teach them something really valuable. I also shared how to explain what it is you do so that people get it and immediately want to work with you.

Remember, people need our help. Let's get people coached.

CHAPTER 12

The Pricing Calculator

I've been shocked over and over in my 15 years of coaching by just how much people are willing to pay for coaching.

There is a jaw-dropping amount of money to be made with your coaching, consulting, or healing work. And even if you didn't get into the business for the money, you might as well be extremely well paid for the massive difference you can make in people's lives. And...

Something else fascinating that I've discovered over the last few years is that the people that pay more tend to be better clients. They do the work, get the best results, are less "needy," and are the most fun to work with. Why?

I think when folks make a big investment, they are saying to themselves and to the universe that making this change is extremely important to them and that they are willing to do whatever it takes. That's a great place to start.

Getting high end clients sounds awesome, however...

Charging Higher Fees Can Be Scary!!

Charging big amounts can be scary for two main reasons...

#1: What if people won't pay it? (Or what if there just aren't people out there who CAN pay it?)

I'll teach you a super secret "ninja move" straight out of my best selling program, Free Sessions That Sell: The Client Sign Up System called the "New Price Safety Net" later in this chapter.

You can be sure your new ultra high-end fees won't cost you any clients when you use this. The other fear about charging more has to do with your compassion.

#2: Am I turning my back on all of the people who need my help but just can't get it because of their financial situation?

Don't worry, there are a lot of ways you can serve the folks that can't afford your high end coaching fees (like group coaching, hiring associate coaches, creating and selling info-products, or just giving away super awesome content to folks on your list for free).

Remember, no matter how little you charge, there will still be folks that can't afford to pay you.

No matter how much you charge, there are people who CAN afford to pay you (and will see your value and pay for it).

I recommend you re-read that last sentence and let it sink in. Then you can check out these three pricing strategies.

The Three Ways to Price Your Services...

#1: The "Common" Price + Or -

This is what most people do and how I priced my coaching when I first started out. You take a look at what everyone else is charging for similar types of work and you price yourself in that ballpark – possibly a little lower or a little higher.

Everyone was charging around \$300 per month when I first started so since I was new, I started out at \$197 per month. Later when I was feeling more brazen, I raised my fees to \$397 per month. I felt like such a stud when I got my first few clients at this rate.

Now, clients are paying me \$100,000 to work with me for one day. Needless to say I don't still price my coaching using the "common" price.

Pros: You know that the market will bear these prices.

Cons: You aren't considering the needs or desires of your customers at all. You're leaving a lot of money on the table.

#2: The "What You Need To Make" Price

First, you decide how much money you want to make this year. Then, you charge around that amount per hour.

Let's say you want to make \$100,000 this year. Then you would charge around \$50 per hour. (You are using 2,000 as the rough number of how many hours there are in a "regular" work year.)

Pros: You're getting what you need and how much your time is "worth."

Cons: This strategy doesn't account for all of the hours you are NOT working directly with paying clients, so you could end up with a huge short fall. If you go with this strategy, you probably need to double or triple your rate just to make up for all of the time you're working on other stuff in your business (marketing and admin, for example). Plus, using this strategy you still aren't considering the needs or desires of your customers at all and you're leaving a lot of money on the table.

Note: Not very many people do this, but it's a little more savvy than the "common price."

#3: The 'True-Value' Price

This is the only pricing strategy that actually takes the customer into account. True Value Pricing is really about the value of the results that people want to achieve.

***“People don’t pay for coaching, they pay for results!” –
Christian Mickelsen***

What is the true value of a result? Of course that will depend on the individual. What would it be worth for someone that’s been single and lonely for years to finally have his or her soul mate?

What would it be worth for someone that’s been overweight for years to finally get thin and stay thin?

What would it be worth for someone that has an out-of-control child to turn his or her bad behavior around and have a peaceful home?

What would it be worth for someone to grow his or her business by leaps and bounds? The reality is that these results often fall into the “priceless” category. Can you really put a price on love or health? Of course not. Or can you?

This is Priceless...

The great thing about results that are priceless is that you build a case for nearly any price.

What’s the value of saving your marriage? I don’t know. But I can look up online and see how much a divorce costs. Legal costs, lost assets, emotional pain for everyone, losing the love of your life, having to start over, the public embarrassment, failing, having to get out there in the dating world when you don’t really know how to date anymore, paying for years of therapy for yourself and/or your children.

Would it be worth \$10,000 to save your marriage? \$25,000? \$100,000? More?

Or how about getting thin and staying thin? To people who have struggled with this their whole lives, it’s priceless. However, you could look up the extra cost of health care, the lost years of your life/lower life expectancy,

possibly being single and lonely, the loss of confidence, getting passed up for promotions at work by a “looksist” culture.

You could then look at the opposite side of the coin. The increased energy, confidence, drive, happiness, health, vitality, better relationships, and better job prospects of being at your best physically.

What would that be worth? \$10,000? \$25,000? \$100,000? More?

Now, when you master the Free Sessions That Sell system, you really won't need all of these frames of reference to prove the case of the value of your coaching. The client actually builds the case for you.

You won't need to talk anyone into being on the same page with you in terms of value either. They'll take care of that for you. The reason I'm giving you these frames of reference is so that YOU can see the value for yourself so you can feel very comfortable charging a lot more and really start to see the “true value” of your coaching.

I think at a minimum for any significant result that you want to help anyone achieve, you should be charging at LEAST \$5,000 for it. For some people, that feels like a lot of money, but I don't really consider that to be a high fee.

That might include six months of coaching with you or until the client gets the result (whichever happens first). They can pay \$997 per month for six months or \$4,997 total if they full pay up front.

Another HUGE Pricing Mistake...

Another BIG mistake people make with their pricing is to offer three levels of service and let the client pick which one they want. For example, many coaches will charge something like this...

\$200/month for 2 session/month

\$300/month for 3 sessions

\$400/month for 4 sessions

In theory, this makes sense. You give people options and they'll likely be thinking, "which one do I want?" instead of thinking "should I buy this or not?" Here's why it doesn't work....

Clients don't know how much coaching they need. They are just going to make their decision based on the price and their budget. In my experience most people choose the lowest amount.

If you want to give people a choice, simply give them the choice to full pay for six months (or a year) or to pay monthly payments. For example, they have the choice to pay \$9,997 full pay or \$1,997/month for six months.

Finally, if you do want to offer different levels of service (such as the option to work with you for one-on-one coaching or the option to join a group coaching program), do it this way...

Start with the option that is the number one best thing for helping them get results (your one-on-one coaching), which should be the highest priced option. Let them pick full pay or pay plan. And if they say "no" to both payment options because of their budget, then you can offer them a second, less expensive option.

Say, "I have another option that might be a better fit for your budget, would you like to hear a little bit about it?" (This is a "Magic Phrase" straight out of Free Sessions That Sell).

It works really well and goes hand in hand with the "New Coaching Fees Safety Net."

How to Try Out New, Higher Prices Without Fear of Losing The Sale...

At this point, I hope you're on board with the idea of receiving higher coaching fees. And you're okay with serving folks that can't afford your one-on-one coaching in some other way (like offering group coaching,

online training programs, or giving them great free resources via your email newsletter).

The only questions you may have right now are...

Where do I find these high-end clients?

Can I really deliver the results people are paying so much money for?

What if I charge a lot and no one says yes (and I scare away clients that would have hired me at my old rate)?

As for number one, I'm going to show you where to find high-end clients and I've given you a super hot "Instant Client-Getting Tool" in the previous bonus chapter.

As for number two, can you really deliver? This part usually comes down to confidence and competence, which are outside of the scope of this book. However, as mentioned earlier in the book, my program "Rapid Coaching Academy" can give you the tools, competence and confidence to help your clients get powerful results quickly.

Finally, for number three, how to make sure you don't lose out on clients because of your new higher fees, use the "New Coaching Fees Safety Net" from my Free Sessions That Sell program...

Here's how it works. At the end of your intro session, when you mention your coaching fees (X for full pay, Y for monthly payments), say "Which of these options feels like the best fit for you?"

If they pick one of the payment options, you're set. The client is going to sign up – even at your new ultra-high coaching rate! Hurray!!!

However...

If they say something like “Wow, I’d love to work with you, but there’s just no way I can swing it financially right now,” that is where your safety net comes in. Just say...

“OK. I understand. What would be an amount you would feel totally comfortable moving forward with?”

If they give you a number that’s as high or higher than your old rate, you can say “yes” (or no, or can we meet somewhere in the middle). Or you can say, “I have another program that might be a better fit for your budget, would you like to hear a little bit about it?” and then offer them group coaching, or an online training program, or a chance to work with a coach on your team.

In fact, this safety net can be used to win over most potential clients regardless of how much you’re charging. This one little technique can help you double or triple your client sign ups!

CHAPTER 13

7 Secrets to Stop Clients from Slipping through Your Fingers

1. ACT FAST

When people reply to your “Red Hot Offer” and say “Yes, I want to have a coaching session with you,” you can’t wait a week to get back to them. Why? People will forget what the whole thing is about.

I recommend getting back to people the very next day after they send in their request. This way you don’t seem too eager or wait too long so that people forget about you.

2. USE THE PHONE

Actually call people to schedule your sessions. Emails get lost or put off very easily. Pick up the phone and call people to set up the session. If you get voicemail, let them know you’ve sent them an email and they need to follow the steps in that email.

Example Follow Up Email...

Hi NAME,

I just left you a voicemail in response to your request for the free (INSERT NAME of the SESSION) coaching session where we’ll work on (INSERT TOPIC they said they wanted to work on with you).

You can call me back at XXX-YYY-ZZZZ or you can schedule the session yourself here (Insert link to your online calendar).

Warmest Regards,

YOUR NAME

3. GET HELP

If you can, have someone else make the phone calls (your assistant, brother, sister, husband, wife, etc.) on your behalf. It makes you look more professional.

However, I've made the calls myself in the past, and if you can't get anyone to help you, don't sweat it.

4. LIMIT YOUR AVAILABILITY

You may want to use an online scheduling app so that people can schedule themselves. However, limit your availability. You don't want to show people that there is very limited demand for you by showing them a billion free spots on your schedule.

You can always add additional availability as things fill up. Also, it's a great idea to schedule your sessions an hour apart, but not to have them all over the place in your schedule. Bunch them together (but not too close). This way you'll be "in the zone" as you're doing your sessions.

5. TEMPER YOUR EXPECTATIONS

This strategy has worked OVER and OVER, thousands of times for myself and other coaches that I've shared this with. You might get just one person that wants to have a session with you, or 500.

Personally, I have found that the number of people that sign up for these sessions is about the same as the number of people that sign up for a free teleclass that you might offer.

Any results you get should be an improvement over waiting around for people to call you up and tell you they want to hire you.

6. REPEAT

Use Follow Up Emails To Get More Clients. Send this email three times to get the best results.

The second time you send it (perhaps 48 hours later), you can simply add this to the “Red Hot Offer” emails (from above)...

2nd Email Subject Line: Did you see this?

2nd Email: (add this above the body of the “Red Hot Offer”) Did you see this? I sent it out a couple of days ago and I wanted to make sure you didn’t miss out.

3rd Email: Send this out on the 5th day after the original email three days after the 2nd email...

Final Email Subject Line: Last Chance to Work With Me To (INSERT RESULT HERE)...

Final Email: (add this above the body of the “Red Hot Offer”) Last chance to claim your special one-on-one coaching sessions with me. See details below...

7. TAKE ACTION

You can’t get results without action. Do it now. Then email me in a week or so and let me know how it went.

CHAPTER 14

Confident Coach: How to Skyrocket Your Confidence As A Coach

I've been helping coaches grow their businesses for over 10 years now, and I've been a coach myself for over 15 years. One of the things that I've noticed in working with coaches that I identified early on as one of the biggest reasons why coaches don't get clients or don't get as many clients as they want is confidence.

I felt like the two biggest things that keep coaches from being able to get clients is having a system for signing clients up (which is why I created Free Sessions That Sell) and confidence. So, what will it do for you if you feel total confidence, if you have rock solid, sky high, self-assured confidence?

It's going to do two main things:

1. It's going to make you a better coach. When you feel confident in your coaching, you just coach better. You're not always doubting and worrying. You're just present and you're coaching, so it makes you coach better.
2. When you are a confident coach, you expect great things to happen for your clients. Your expectations will rub off on your clients, and they'll be much more likely to get results. What we expect is what we tend to create. And of course, it will also help you sign up more clients. When you feel more certain that you can deliver the goods and that they're going to say yes to hiring you for their own benefit, you just sign up more clients.

Confidence is going to make you a better coach and help you get more clients. That's the bottom line.

What will it do if you don't have a lot of confidence, or you have a lot of doubts and fears?

It's going to taint your coaching ability and effectiveness. I remember in my early days, a lot of my doubts and fears as a coach used to rub off. I used to sign people up on month-to-month coaching agreements, which is something that I don't teach people to do these days. I was always worried every session, or if it was the fourth session of that particular billing month I was like, "Oh man, I've got to coach my heart out and do some amazing super magical stuff or something, so that people will keep working with me."

That definitely affected the coaching, because I wasn't willing to push clients a little bit more, or confront them on some of their behaviors or for not doing the work. It wasn't to be tough on a client, but to challenge them in good ways. Those kinds of things crept into the coaching, and it's not good for the coaching. Also, if you don't have enough confidence, you're going to sign up fewer clients or maybe none at all.

Confidence is really important to get handled.

I'm going to show you a lot of ways to build up your confidence and to destroy things that may be sabotaging your confidence.

What is confidence and how can you get some more of it?

Confidence is a feeling of certainty that you're going to do well or that things will go well.

The three biggest areas you can have confidence in as a coach are:

1. Yourself
2. Your coaching

3. The universe to provide for you and to give you the strength you need to make a difference with your clients.

Confidence is really a feeling of certainty that you will do well and that things will go well.

There are five areas we are going to cover to build your confidence and make you a powerful coach.

CONFIDENT COACH BUILDER #1

A big way to build confidence as a coach is to have strong power beliefs, and there are five of them:

Power Belief #1

The structure of coaching is powerful.

Just meeting to be able to talk about your goals in the structure of coaching, just to be able to talk about the challenges that you're facing and the progress that you are or aren't making, to be able to have somebody to talk it out with and just be the center of conversation week in, week out, month in, month out for six months or a year at a time helps people achieve results faster. Most people have so many thoughts that are just bouncing around that never get to see the light of day.

I remember one of my most recent one-on-one coaching clients. I used some super cool coaching techniques, and I asked him what he found most valuable about our time together, which is how I end most of my calls. He said, "You know, just hearing myself think." I was like, "Err, I just did all this cool coaching stuff. I want you to appreciate that." I didn't say that, of course, but that's what ran through my mind. My ego wanted some other

part of the coaching to be, “Oh, I’m so great.” The truth is that hearing himself think out loud was immensely valuable to him.

It is extremely valuable. I know it is for myself. I know that I have had a lot of sessions where I’ve been the client and just being able to talk it through and have someone hold the space has made me realize, “Oh, I solved my own problem.” To be able to stay focused, to talk about the goal, to talk about the challenges, to talk about the progress, forget about anything else in your coaching, if you just did that and were a great listener, you would provide tremendous value well worth \$500 a month easily.

Power Belief #2

My presence in and of itself makes a difference for people.

Being present, being in the moment, being right there with the client goes even beyond just holding the space and letting them talk. Your presence is magical, spiritual, and powerful.

In the book, *A New Earth* by Eckhart Tolle, that I highly recommend for everyone, I remember he talks about how he had a client come in and she started talking through the stuff that was going on, and then as she was talking, a transformation was occurring just by him being present with her. He didn’t have to say or do anything.

Part of being present is being a good listener, and it also means being in touch, being whole and complete with spirit.

I think these two power beliefs, the structure of ongoing coaching for people and being totally present for your client is about 80% of the power of coaching. Yes, all of our training is important and of value, but being present as a coach is so powerful.

Power Belief #3

Destiny brought us together.

If you have a client or perspective client, you are supposed to work with him or her. Destiny brought you together, even if the person doesn't necessarily hire you at that moment. It was still destiny for you to be on the phone together for whatever reason. You are going to grow from working with this client and the client is going to grow from working with you.

I don't think there are accidents in this world. I think there is a divine synchronicity or as Deepak Chopra calls it synchrodestiny that's in effect at all times. So if somebody comes to you, it's because you are supposed to be the person that helps him or her.

Sometimes we get it in our minds that, "Oh no, it should be this other big named person helping them," or some other idea. No, you should be helping them. They're here in front of you. You should be helping this client. You're the one.

Power Belief #4

Results are inevitable.

If people hire you because they want to lose weight, it's inevitable that they're going to get there. If they hire you because they want to grow their business, they're going to get there. If they hire you because they want to turn their child's behavior around, if they hire you because they want to get into a relationship, or whatever the case may be, results are inevitable.

Results are inevitable if they keep taking action and keep refining their approach and working on their inner game. If they keep at it long enough, the results they want are inevitable. This takes a lot of pressure off of us as a coach, like somehow we have to deliver the results.

A coach is a facilitator of growth and change. It's not up to us for them to get the results. It's up to them to get the results. We can help them. We can help them take action, refine their approach, help them upgrade their skills, help them with their environment, help them master their psychology which is working on the inner game stuff. We can do all those things to help them get the results they want, but they have to do it. Ultimately, the results are inevitable. Time is the only X factor.

Power Belief #5

People love having a coach.

People like to have fun in their coaching. I'm serious when it's time to be serious, and I can be light when it's time to be light. It's fun and valuable to have a coach. People are proud to have a coach. People are proud to have you as their coach.

Recap of The Five Power Beliefs are:

1. The structure of coaching is powerful.
2. My presence in and of itself makes a difference for people.
3. Destiny brought us together.
4. Results are inevitable.
5. People love having a coach.

CONFIDENT COACH BUILDER #2

Another way to grow your confidence is to be a collaborator.

The more you are the collaborator, the less pressure there is. The ego wants to be the center of attention. When you ask a client, "What did you find most valuable?" And he or she says, "Oh, when you said this," or,

“You said that,” the ego loves it. But if your client doesn’t say that, the ego hates it. It’s the ego that feels a lack of confidence and so a lot of these confidence builders are designed to take the focus away from us as the know it all, or us as the results provider and to replace it with the role of a collaborator in helping them achieve results. We’re a facilitator of growth and change.

If you don’t have the answers to the questions, being a great collaborator is being comfortable with not knowing the answer. Many times when I’m working with clients, they’ll say, “What should I do about this?” And I might say, “I have no idea.” I’m very comfortable not knowing the answers and having no idea. I just tell them, “I don’t know, but let’s figure it out together.”

Come from that place of being a collaborator with your clients and not necessarily being the know-it-all expert. Now, let me also contrast that too, people want to hire somebody to produce a specific result, so if you’re going to be a relationship coach you might want to have some ideas or advice to share with people on their relationships. That doesn’t mean you have to know everything about every situation and everything that comes up. Get very comfortable with: “I don’t know.”

Go from being a know it all to an I don’t know it all and then you’ll be a collaborator with your clients and discover solutions together.

CONFIDENT COACH BUILDER #3

Using powerful physiology and getting into a place of invincibility and playfulness creates confidence.

Here is an exercise to help you feel confident:

Stand up and stand tall and strong, as if you had all the confidence in the world. Stand as if you were Superman or Wonder Woman and you were

just unstoppable and absolutely powerful, like you had all that power in your body, like you were just invincible. Breathe the way you would be breathing if you were absolutely invincible. Put the expression on your face of invincibility. Move your shoulders where they'd be if you were absolutely invincible.

Now, notice how powerful and strong you feel right now and all we did was change your physiology. If you want confidence, take on the physiology of confidence and you will feel that confidence. I want you to keep that physiology right now and I want you to imagine going in and having a free session with a potential client feeling this invincible, feeling this powerful. Feeling powerful not just for yourself but feeling powerful for this person coming to you for help, like you are going to rock their world. Together, you guys are going to work together to rock their world. That's right. Take on that physiology of confidence. Good.

Imagine if you were feeling doubtful, if you're like, "I don't know. They're not going to want to hire me." Maybe they hired you already and, "Wow, they're going to think my coaching sucks." If you were there and then you stood up and just rocked your body out just by standing in that place of absolute invincibility like you were Superman or Wonder Woman, just absolutely powerful. Notice that there's no room in your body for those doubts, for those fears.

This is a great technique, especially right before a call. If you have doubts and fears I would go to this place. I would go right to this place, get yourself rock solid confident and then go into your free session. This is a great technique to change the way you feel in any moment. You can change the way you feel in any moment simply by changing your body, changing your physiology. It instantly changes the way you feel. If you stand strong and tall, you'll embody confidence and success.

The reason why I say this is a great thing to do right before a session if you're feeling doubts and fears is because if you don't have a lot of time to actually resolve the stuff that was causing the lack of confidence in the

first place, you've got to create an instant change. It doesn't necessarily resolve all of the issues that were there in the first place, but it definitely makes a huge difference and will give you momentum heading in to your session.

CONFIDENT COACH BUILDER #4

Getting centered and present builds confidence and feels almost the opposite of a powerful physiology. Before any session, it is best to get centered and present. One of the best ways to get centered and present that I really like is to find something in nature that is really beautiful. It can be a plant that is in your house or a tree outside your window. A lot of times I look at the palm trees, or we have these other trees and I don't even know what kind of tree they are, but they have these really floppy leaves and they glisten in the sun, especially when there's a gentle breeze. It's really beautiful. What you want to do is find something, and just sit there and appreciate its beauty for a few seconds and just notice what's so beautiful about that thing in nature. Notice the way the light reflects off of it. Notice the light and the shadows. Just take in its beauty overall. Go back and forth between noticing the details and noticing the overall beauty.

Notice as you appreciate this beautiful thing that you feel more centered and more present. Choose something so that there is something beautiful in your environment for you to look at all the time.

I also use an exercise called energy hands to help me get centered. Slap your hands together right. Then, rub your hands together. Then slap them together again. Then rub them together. Then, hold your hands just slightly apart from each other and feel the tingling in your hands. Take a deep breath in through your nose. Slowly move your hands slightly together and slightly apart from where they are right now. Move them slightly more apart and slightly more together and just notice if you can feel sort of an electromagnetic energy between your hands, like a magnet either pushing

your hands slightly apart or pulling them together. Notice that you feel yourself being more centered.

The third way I have for helping to get centered is to just say a prayer. One of the things that I used to do before my free sessions a long time ago was to say, “God help me say, do and be the right things at the right times to make the impact and difference my client needs today. Thank you.” That also is a powerful way to get centered.

CONFIDENT COACH BUILDER #5

Releasing doubts and fears creates a huge impact in confidence in all areas of your life. All those other things are really great, but if you still have at your core some things that are eating away at you, then it’s going to cause some problems so we need to get those things cleared away. To me, the best technique to do that is really presence. In a powerful technique I call “The Peace Process,” you will be guided into releasing doubts and fears to move into confidence. It is ultimately another way of being present. To learn more about how this powerful technique can be used and applied go here: <http://PeaceProcessNow.com>

Releasing doubts and fears is the ultimate goal to building consistent confidence. You can use powerful physiology on demand, it’s a great tool but, if you don’t actually release the causes of the lack of confidence, which The Peace Process does, then you have to keep using your physiology, and it takes a lot of energy to keep getting yourself into an up-state. If you release it, then you’re naturally there. Then, getting to a centered space takes a lot less energy, and it’s a higher energetic frequency to be centered.

We covered 5 areas that help you build confidence:

1. Power beliefs.
2. Being a collaborator.

3. Powerful physiology.
4. Getting centered.
5. Releasing doubts and fears.

For a long time in the coaching industry everybody was all about, “We need to educate the public on coaching.” No. We need to educate ourselves on what the public needs, or what groups of people need and then communicate how it will benefit them in a way that they naturally get it and want it. When we do that, that’s when we get clients, and make money, and make a difference and until then, coaches are going to keep thinking, “We’ve got to educate people about coaching.” And people will be out there saying: “Man, I really wish I could get into a relationship.” Or, “I wish I could lose weight.” Or, “I wish I could grow my business.” Or, “I wish I could whatever.”

That’s where I feel part of my divine purpose is really connecting the two people. I want to grab the coach by the hand and say, “Here — let me help you.” And then grab the client by the hand and say, “I see you need help. Let me put you guys together and have you hold each other’s hands.” I’m not the person that does that, but I help the coach be able to reach out to the client, and grab his or her hand, and help, because that’s what they need. We can’t hope they’re going to get it and figure out what we’re trying to do. We’ve got to figure them out and explain what we do in a way that makes crystal clear value to what they’re trying to do.

I want you to be confident enough to do that for your clients.

Remember, there is divine synchronicity in everything, and people need our help. Let’s get people coached.

CHAPTER 15

How To Be Highly Influential

One of the most valuable skills to have in order to get clients and build a profitable, sustainable coaching business is the ability to influence people. My definition of being influential is being able to get exactly what YOU want, by either helping people...

- get what they want
- get what they need
- get what's good for them

...and they be willing and happy to take action to do it.

Having a Strong Mindset

If you want to be highly influential, then you need a strong mindset. In fact, I believe that over 90% of our success is based on the inner game and less than 10% is on the “how-to”. The strategies and “how-tos” are important too, and we want to spend some good amount of time on those. But, the most important success factor is mindset.

Having the ability to persuade and influence others is the foundation for being great at sales and marketing. And, if you have a coaching business or if you want to go into business, these skills are extremely useful and valuable.

A lot of people think selling is bad or pushy. And that's only because they've had negative experiences with it. But when you think about it, people purchase a lot of things, so there's some level of selling happening whether it's subliminal or whether it's being induced by an actual person. So, if you're one of those people who feels uncomfortable selling, or see it as a bad thing, I encourage you to see it differently.

People Can Sense Your Intentions

If you want to be highly influential and be able to persuade and win people over, one of the most important things you can do is care about the needs of the people you want to influence. If you're only trying to influencing people for your own good, they'll sniff it out quick. You have to genuinely care. That way you can easily align your wants, needs and desires with their wants, needs and desires.

You may need to take them through a whole process to get them aligned. But when you do, they'll see clearly how the thing you wanted them to do was the best thing for them.

Make The Right Assumptions

The other piece of success mindset you need when it comes to being highly influential is expecting on some level that things are going to go your way. Assume people will say yes. Assume people will go along with what you want. And at the same time, be completely unattached to anyone doing what you want them to do.

Attachment creates neediness and desperation, which pushes people away. Imagine going to a networking event and meet someone who gives you 5 of their business cards, but you've just met them. They're like...

"Hi, I'm a mortgage broker. Here are five business cards for you. This way in case you know anybody who wants a mortgage you can pass out my 4 other cards and you can keep one for yourself."

You're not going to think, "Oh my gosh! Thank you so much stranger. I don't know you. But, I'm going to instantly do a mortgage with you and tell everybody else about it."

Instead, you're going to want to run the other way.

Now, don't get me wrong, they may very well have a desire to people. But, their needy approach is a turn off.

The 3-Step Framework For High Level Influence

There's a 3 step framework I want to share with you for high level influence that'll help you be much more successful at winning people over.

Step 1: Clarity.

One of the biggest challenges with influencing or persuading people is a lack of clarity. A lack of clarity will mean a lack on the marketing message, which means a lack of clarity on what specific action you want people to take. Or, maybe you're clear on what you want them to do, but it's not clearly articulated. You need clarity in what you want and clarity in your message and clarity in your communication. Clarity is critical.

Step 2: Discover What They Want and Why They Want It.

If you only know what your market wants, but don't know why they want it, then you could be putting all this energy into persuading someone in a way that won't have any impact. Let's say someone is buying a new SUV and the sales person tells them all the reasons why an SUV is great for someone with a family. This is a great family car, it's got room for all, it's got three rows, it's got room for all your kids, etc.

But, what if this person is single and they have no kids. Why do they want the SUV? Because it's cool looking, it's fast. Maybe they have a lot of friends, so they need a lot of room to pack everyone in there. Maybe they're going on camping trips. So if you know what they want, but you don't know why, it's going to be challenging to persuade people.

Step 3: Show Them How Taking The Action You Want Them To Take Will Get Them What They Want.

It's important to demonstrate to them, tell them, and explain to them some way how the action you want them to take (working with you) will get

them what they want. You may know what's best for your potential clients, but if you aren't able to influence and win them over, you'll have a hard time getting anyone to hire you.

CHAPTER 16

\$100K in 100 Days Action Plan

Use this section to write down your immediate takeaways and action steps.

12 months action plan...

100 Day action plan...

30 Day action plan...

7 Day actionplan...

The first 3 things I will do immediately...

1.

2.

3.

CHAPTER 17

Real Client Sign-Up Stories



"...in that moment I * knew * I would never have to work in a 'regular job' ever again."

I remember the first 'real' client that signed up with me like it was yesterday. I was working in a very low-paying call-center job at the time & I ordered Christian's Free Sessions That Sell program online after weeks of waiting for it to become available.

It was being posted out snail-mail, so I knew it would take a few weeks to arrive. The problem was, by using Christian's Client-Getting Email scripts, I had already booked in two introductory sessions for the next day.

I called Christian, told him my predicament & he graciously emailed me his script to help me get through the next day's sessions.

I did the first session & the client didn't sign up, although I felt confident because I now had a system that took all of the 'work' out of the process. As I looked more closely at the script after the session, I noticed that I had asked a couple of the questions in the wrong order... which must have come across as kind of weird to the potential client.

A few minutes later, I had my second session & made sure to follow the

script exactly as it was laid out. I could hardly believe it when the client signed up at a higher rate than I'd ever charged before.

I was celebrating like crazy after the session – I had just made \$1,000 (which was a lot more than I made in a week at my day-job)... and in that moment I * knew * I would never have to work in a 'regular job' ever again. My dream of being a Life-Changing Personal Coach had just come true.

Mamoon Yusaf, *Transformational Coach, Thought Leader & Peace Activist.*



“I was shocked!... My first \$10K month!”

I went from working 80 hours a week as a personal trainer making \$20K per year to working 20 hours a week as a personal coach making \$100K a year.

I started my coaching business on January 1, 2014. By January 3rd, I realized I had no flippin' clue how to sign up clients. I knew I could help people. I knew I loved to help people. But trying to explain coaching and then getting them to sign up felt like pulling teeth.

“Why doesn't anyone want to work with me?”

I remember asking my mom after 3 agonizing days of a client-less business. It's funny now to think how silly I sounded, especially since

most coaches go months and even years without paying clients, but because of it I signed up for Christian's Free Session That Sell. Man, am I grateful I did...

First I followed his advice on how to get a rush of intro sessions lined up. I took one strategy he mentioned and *bam* got 20 people wanting an intro session with me. I was shocked!

Then it was time to do the intro sessions. I was so nervous I'd forget what to say that I actually printed out the FSTS script to read off of during my intro sessions – my in person intro sessions. I read straight from the paper in front of every potential client that first month and still signed up 6 clients!

That was my first \$10K month. Which meant that I had already made half of what I brought in the entire year prior. That was huge for me. That's when I realized just how easy it can be to grow your own passion-based business and make a difference in people's lives. Plus, I no longer have to work myself into weekends (or week nights) to make it happen. Life is good!

Jennifer Mayers, The Coach's Lucky Charm and Copywriting Coach



“\$1,350 for a 6 Session Package!”

Today I enrolled my first couple as a relationship coach!

I’ve been working with couples as a therapist for 20 years but this is my first as a coach. Hurray! I’m so excited! I did an intro session with an international couple using Skype. They signed up for my six session package I offer (I included a special bonus for choosing the full pay option and they took it! \$1350 for the 6 coaching sessions (all appointments are booked and will be completed in 4 weeks).

As the special bonus, I gave them a relationship checklist assessment, which I normally sell for \$500. They we’re so grateful! This is all new to me. I had never given it away before so I was surprised how much of an impact it made.

With this couple, I wanted to start with 6 session package since their relationship is relatively new and I did not want to overwhelm them by offering 3 or 6 months right away. Now I see that I still could have begun with a longer term at first and had the 6 session as an alternative..... but it worked out for both all of us and I’m so happy!

Marlu Harris



"I get to make the difference I've always wanted to make...And I doubled my fees!"

As a relationship coach helping people navigate divorce, I used the Free Sessions That Sell template to design my "Beyond Divorce" breakthrough session. I asked everyone I knew if they knew someone who was going through a divorce. It didn't take long before I got my first referral.

The FSTS questions created the perfect path for this person to enroll themselves into my 3 month life transforming program. I was so excited when they said YES, paid me \$5000, and started their program! The money was great, but really the best part was having an effective, rewarding process that I have been able to use again and again to enroll clients even after I doubled my fee!

It's awesome...

I get to make the difference I have always wanted to make, and my clients are creating futures where love and joy are present!

Cheryl Blossom



"She asked ME for the intro session!"

I was sitting in resistance... I don't like networking events, I'm not a social media whiz. I was struggling with how to reach people. But, I do like being out and about and in particular, I love going to music festivals and conferences. Never occurred to me that being in joy is all it takes.

I went to a festival in San Francisco. My wife is in the music industry so we tend to have great access so here I was, in the VIP section, having a beverage and eating some lunch and there was no empty table. A woman invited us to sit at her table and started telling us about all her challenges in her life and career. I was still eating my lunch, not saying much and my wife looks at me and said, "I think this woman could use your help, DON'T YOU?"

So I started asking her some questions and she asked me for a session. I gave her my card and by the time I got home that night, I had an email from her wanting to schedule. We had a great intro call and even though it was a huge stretch for her, she signed up for 6 months, paying \$997/mo.

She thought that was all she could do. Two years later and she's still my client.

I am so grateful my wife made me remember my why. To be in joy and get the world coached. Now, I consistently make connections and build relationships at fun events. I get to have a great time AND...

I'm currently in Honolulu celebrating with my wife because, so far, I've signed up 3 new clients in the past 6 weeks at my newest rate... \$20K for the 12 months! Aloha!

Simone Janssen, Oakland CA



"I was not comfortable with sales and marketing... Now I love doing client enrollment sessions!"

I call it my "lucky month"...

When I decided to shift careers, first from neuropsychology to energy healing, and now to coaching, I was not comfortable with sales and marketing. I was always fully booked in my neuropsychology practice, without ever having done sales or marketing, so I had a bit of a rude awakening when I started trying to get clients in my new career as a coach.

In my search for how to get clients, I came across the Free Sessions That Sell program. Following Christian's teachings, I offered a "Live your Life's Purpose" coaching session to a group of potential clients I was already connected with. People took me up on it and... they signed up!

It was so easy. I enrolled 2 new clients for 6 months of one-on-one coaching for \$3,000.

Now, I love doing client enrollment sessions!

I really get to know my potential client now and connect with them during our intro session, so they feel heard and understood. It's a powerful start to help them get coaching right away.

Thanks much!

Taruna Barber



“...both of them signed up on the spot for \$36,000/year.”

Here's how I signed up two \$3,000/month clients:

I was doing so well in business that I had actually stopped taking on new clients. However, earlier that year I had agreed to give a talk at a local networking event and wanted to fulfill my commitment. So, I gave a 20 minute talk to 5 people and didn't make an offer.

Two of them approached me after the talk and asked about next steps. I wasn't sure what to do yet so I consulted with my coach who promptly said that I had room in my calendar for a \$3,000/month client.

I happily agreed with him.

Remember, I hadn't signed up a client at that rate yet and my business was already doing well. I felt really unattached to landing this client.

Then I used the FSTS process, and both of them signed up on the spot for \$36K/year.

Here's the cool part:

One of them re-enrolled herself for her second year!

Sarah Anand, Relationship Coach



"I couldn't believe it, \$6,000 in my very first week of trying!"

I was invited to speak at a small multi-speaker event about building on-line businesses. Luckily I had joined Free Sessions That Sell three weeks before that.

The event organizer said I couldn't sell from stage so instead I offered a free business breakthrough coaching session with me. I gave it an enticing name like Christian suggested and got 4 people signed up. Of those four, three of them signed up to be clients!

I couldn't believe it, \$6,000 in my very first week of trying! I remember telling my partner... She was so excited knowing that the course had paid itself off in the first week.

Trey Williams, Gold Coast, Australia

“Generated \$66,000 in 3 months!”

I signed up 3 clients using FSTS the first time I used it. 3 for 3, generating \$36,000 for my business. Since then, those 3 people referred another 4 people to me. 3 of those people signed up to work with me as well! This totals another \$30,000. So in the first three months of using FSTS, I generated \$66K!

Susan Kelly



“From mom to business coach...”

How I got my first client:

In 1996, I turned from sales rep/mom/wife to a healer/psychotherapist/psychic to a business coach. I worked as a healer and always had difficulty explaining what I do. Plus, I also had an inner push to write a book.

I took the FSTS and had to fly home to see my dad. There at my dad's coffee table I used some of the job description I just perfected at the FSTS. I was talking for the first time to the mom of my nephew's fiancé. I wasn't "working." We were just being social. We were having fun. Nillie, that's her name, got off the table to use the bathroom and said, "When I come back, we have to figure out a way for me to work with you. She became

my client that day and referred four additional clients to me. Nillie achieved her target within the 3-month contract, which she declared was a miracle. I returned home, wrote and published my book, “The Little Book For Big Change.” Which in a way was miraculous too. I hold gratitude to Christian Mickelsen, for it was the clarity of my contribution to my clients and Christian’s insight into me that allowed me to finally write and publish my book.

How I got my highest paying client:

Well, I had other high paying clients. But this one was with such ease and it is so much fun to work with her.

I was reading tarot at a fair and this time I used the FSTS interview as part of the reading. This beautiful young woman, Mary, had broken almost every bone in her legs and was contemplating amputation of her legs. She signed up for 6 month and payed cash \$4500 at our first appointment. She no longer hurts herself and is learning to be kind to herself. Amputation is off the table. Mary’s relationship with her mom has improved and in the near future she will find the partner she seeks.

Purim King



“My first client came from watching basketball... He signed up for 6-months at \$4,200!”

I was watching college basketball with some friends. While catching up with one of them, we started talking about how I was now doing business coaching and he got really interested.

He said that he’d been trying for a couple of years to launch an online publishing business and felt like he wasn’t getting anywhere. He thought a coach could really help him stay focused and finally reach his goals.

We checked our calendars and booked a free “Business Breakthrough” session right then and there. I took him through the intro session and he signed up for 6-months at \$4,200.

I never thought my first client would be one of my oldest friends! Talk about a win-win!!

Matt Luckman, Mechanicsburg, PA

“...He signed up for one of my 12-month programs at \$1,500/month.”

I hosted a webinar for business owners and at the end made an offer for a free breakthrough session with me. One of the people on the call was a good friend that I had asked to be on the call for moral support. Little did I know that my friend would be interested in getting coaching from me.

I knew I could certainly help my friend, because I knew some of the challenges he had been having – though I was still reluctant to ask him if he would like to receive coaching – didn’t want to ‘turn him off’ and potentially lose our friendship. You probably know how that is!

We ended up booking the free session. I took him through the FSTS script – it is such a compassionate script – and he signed up for one of my 12-month programs at \$1,500/month.

I got a new client and, I still have my friend.

Debera Jensen



"I used the Free Sessions That Sell script to land my highest-paying client."

As a meditation and mindful coach, I landed my highest-paying client through a referral from another client. Working with a coach through Christian's Free Sessions That Sell community and using the Free Sessions That Sell script gave me the confidence I needed to raise my prices and successfully sign up this client! Christian's programs truly gave me the framework to make coaching a reality and is now a huge part of my business. I am able to serve my clients in a whole new way, and help them transform their lives just as I have transformed my own. Potential clients reach out to me after they read my book and I no longer panic because I now know just what to do and what to say to transition them from readers into high-paying clients.

Ali Katz



"I have more than doubled my fees... This is just the beginning of my "new" business!"

I had burned-out as a healer and coach in a niche that had initially taken off but only in 2 out of 10 years was I able to break \$100K.

After trying many things, my business was in serious decline. I was struggling to sell with pay-as-you-go coaching packages or single sessions, and I can now see that those clients were not a good match for me.

I tried working with marketing consultants and other experts' without success. Ultimately, I was guided to check out Christian Mickelsen's programs. As a result, I changed niches and now sell 6-12 month coaching packages rather than single sessions.

On top of that, I have more than doubled my fees!

In my old niche I sold books, programs and did 1-1 coaching but found it virtually impossible to develop affiliate relationships or to find like-minded partners. I ran a number of product launches but they barely broke even. As a result, I felt as if I was always starting from square one to get customers or to gain momentum.

I now have amazing clients, sold out group program and powerful JV partnerships.

My work is super-fun, creative, and far more rewarding! This is just the beginning of my "new" business. It is so exciting to know that I have a way to fulfill my mission and being richly rewarded for it.

Abby Rohrer

ABOUT THE AUTHOR

Christian Mickelsen is a leading authority on personal development and coaching, and is the author of 5 bestselling books, including ABUNDANCE UNLEASHED and GET CLIENTS TODAY.



He's the founder and President of a multi-million dollar coaching business that's won Inc. 5000's "fastest growing companies in America" award - 4 years in a row.

A personal coach for 20+ years, he's helped hundreds of thousands of people all over the world experience the life-changing power of coaching, and he is on a mission to get the whole world coached.

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