

CREATE COACHING PROGRAMS THAT SELL **WORKBOOK**



Christian Mickelsen

Author of the bestselling
ABUNDANCE UNLEASHED

Get Clients Masterclass

Lesson 1: Create Coaching Programs & Packages That Sell

Christian Mickelsen

HOW I DISCOVERED THE SECRETS TO GETTING MORE CLIENTS THAN I EVER DREAMED POSSIBLE... AND HOW YOU CAN TOO.

Hi, I'm Christian Mickelsen and if getting clients has been challenging for you, has kept you up at night stressed you out, or even made you want to cry - I can totally relate.

My first few years in coaching nearly bankrupted me and crushed my spirit.



Today, I'm a 5-time #1 best selling author, winner of the Inc. 5000 award for being one of the fastest growing companies in America 4 years in a row, and friends with a lot of well-known celebrity experts.

But 20 years ago, back when I first got into coaching, I thought if I could just make \$35,000 a year as a coach (which was the most I ever made at my job), be my own boss, do what I love, do something that actually matters, and help a lot of people, that would be great!

At first, I didn't think it would be difficult to get going in my coaching business. But, I ended up really struggling.

First of all, I didn't know how to get people to hear about me, or where to find clients that would pay big fees. And second, I didn't know what to say to them to spark their interest to work with me.

All this made me doubt if I was "good enough" as a coach and had what it took to be successful at coaching.

In fact, things got so bad that I remember taking out the garbage at one point and thinking to myself, 'maybe I should just throw in the towel and get a regular job. Maybe I could get a job as a garbage man so I wouldn't have to think so hard'.

Not that there's anything wrong with being a garbage man. It's just that since I was taking out the actual garbage, in that moment, it got me thinking about something

that would be less complicated than what I was trying. It was just the first thing that came to mind and it felt like a good idea.

But thankfully a good friend of mine, Sean, convinced me otherwise. And if it wasn't for him, my life would probably look a lot different right now.

Instead of giving up on my dream, Sean challenged me to learn more and be a better version of myself instead of just giving up.

He challenged me to read a book a week for a whole year to learn everything I could. It sounded crazy at the time but it made a huge difference. So I read a book a week on business, self improvement and becoming a better version myself, soaked up everything I could, implemented what I learned, and refined my approach as much as possible.

It didn't happen overnight, but through my learning and struggles I eventually cracked the code on how to get clients to hire me without any guesswork or pressuring them. Actually they were really excited to work with me and happily paid incredible fees for my coaching.

The first 5 coaches that hired me, grew their businesses to over \$100,000 a year within 18 months. And one of them did it in just 72 days. Since then, I've helped hundreds of thousands of coaches get clients and generate a great living doing what they love. In fact, I've helped my students get over a MILLION clients in over 82 niche markets, from over 108 different countries!

I share all of this with you, so you see how possible it is to grow a successful coaching business. And inside the Get Clients Masterclass I'm going to show you how to get clients fast, and how to create a highly profitable, highly rewarding coaching business you can be proud of.

I'm on a mission to get the world coached. And while that may be my mission, I can't reach everyone. So the best thing for me to do is help YOU be the best you can be at getting clients.

So, if you're serious about getting clients and having a successful coaching business, be sure to show up and take lots of notes!

Print out this workbook, grab a pen, and follow along as you watch the training.



This isn't a stand-alone workbook. It's designed to work with the training to make it easier to capture all the great information.

Use this page for your notes and questions...

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GET CLIENTS MASTERCLASS 1 | COACHING PACKAGES THAT SELL

When you create your 1-1 coaching package, you should charge a minimum of _____ to \$10,000 for 6 months to a year of coaching.

No matter how little you charge there will be people who _____, and no matter how much you charge there will be _____.



Making \$100K per year is not as difficult as most people think.

For example, if you do just 9 free sessions per month for a whole year and you only get 20 clients out of all those sessions, you would make \$100K in a year with this formula...

20 clients X \$_____ per client = \$100K per year

Or if you wanted to make \$200K per year, you could do it with this formula...

20 clients X \$_____ per client = \$200K per year

OR

40 clients X \$_____ per client = \$400K per year

People don't pay for coaching, they pay for _____.

Offering 1-1 coaching is just one way to package your coaching. Can you name 3 other ways to offer your coaching?

1. _____ coaching
2. _____ training program
3. Live _____
4. _____ days

Q: How many coaching sessions should you do with each client?

A: The number of sessions you do with someone is based on the _____ you're helping them achieve.

Bonuses are a great way to add value to your coaching packages.

And the way to make your coaching packages really enticing using bonuses, is to offer bonuses that speak directly to people's _____.

One of the ways you can make your coaching packages even more valuable is by including different deliverables.

Deliverables are all the different kinds of things people get when they sign up to coach with you.

For example, the 1-1 coaching session is just one of the deliverables they get. Based on the kind of coaching you do, name some other deliverables you can offer your clients when they sign up to coach with you.

Examples of deliverables in different coaching niches

Weight Loss Coach	Business Coach	Dating Coach
Meal plans	Marketing Critique	Online profile makeover
Exercise plans	Group coaching session	Photo shoot
Free virtual workout session	Client-getting email templates	Image consultation

The 3-step process for getting clients is...

- Step 1. Clients _____
- Step 2. They have an intro _____
with you
- Step 3. They _____ you

When you first offer your coaching package, you should focus primarily on _____ and not your _____.



REVIEWS & TESTIMONIALS

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



Sharon Brown

April 6 at 12:02 PM

Thank you Christian for your dedication to equipping coaches with the knowledge and wisdom to living their passion.



You and 9 others



Cecilia Almeida

February 7 at 10:05 AM

**HEY PEEPS I JUST GOT MY
FIRST CLIENT \$3000 BABY!!
now I need a merchant
account lol.**



Peter and 11 others

4 Comments Seen by 14

GET CLIENTS MASTERCLASS 1 | COACHING PACKAGES THAT SELL



Ralph love you Christian and your team and your work. You helped me immensely. thank you

Love · Reply · 28m



Kimberly

June 19 at 7:48 PM

I just got my first client tonight. I used the Free Session That Sells script. My client was ready To sign up even before I told her my price!! Very excited!!!!



Mary

23 hrs

Thank you Christian, everyone on Team C!, and fellow Bigs! The week with all of you was life changing for me. So very grateful for all love, masterminding, spirit, growth, healing, adventure, friendship, laughter and fun! Spectacular week! ❤️🐰🌹☀️😄❤️

Given what you learned inside this training today, how would you package your coaching? How much would you charge per month, what format would you use (1-1, group coaching, or another form), what deliverables would you offer, and how many sessions would you do per client each month?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Another page for your notes and questions...

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