



# Translating Value

Add these questions to your Irresistible Closing Conversation to explore the real value you bring to their life. See if you can translate your coaching into actual money terms with them.

## 3 Questions to explore:

1. What are you already spending in this area?
2. Is there anything that could be saved by changes you'll create?
3. Will any money be made from the work we do?

## Do the math

Right in the conversation, see if you can "add up" the value. Look for costs that you may permanently change (like restaurant costs if you're a nutrition coach, or advertising costs if you're a business coach). Be creative, and really explore.

Show them the immediate savings: "You'll save/make \$250 the first month." And look for longer costs as well: "You'd save \$300 this month, and \$3600 yearly..."

Even if you won't make them any money, or even save them money, this process frames the spending they are already doing. Often you can find spending that your coaching will affect, which makes working with you an investment instead of a cost.

