



Interview with Sharla Jacobs

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Bart Baggett Interview with Sharla Jacobs

Bart: Hello everybody, this is Bart Baggett, with 100 Coaching Tips. Thank you for being here, this is a special afternoon phone call. We've got a wonderful guest and we have had an incredible four to six weeks of coaches, of coach's training, of detailed information on how you can expand your coaching practice. So this is the right place if you are a speaker, a life coach, a health coach, any sort of coaching program, even a mentor or even an athletic coach. We really have covered the gamut. We've had some amazing experts.

If you have failed to hear all the interviews, I encourage you to stop by 100 Coaching Tips, make sure you opt in to our newsletter, we'll be doing some highlights over the next few months in case you missed it, as well as an option to download all 24 interviews. Part of that includes transcripts. And I must tell you, some of the experts, Rhonda Britten, there's a couple of people that said specific phrases and words that if you just use those in your practice, in your sales material, in your conversations, you would double or triple your sales. So it really has been that fascinating.

And today's no different. Today's guest is really an expert in not only building a coaching practice, but coaching coaches and health practitioners.

So before I introduce my special guest, I want to again thank you for being here. We are in the last week of 100 Coaching Tips, the live seminars. Now, there are replays for 24 hours and of course if you're listening to this via recording, you obviously have the recording and you can go dig through the transcripts.

If you haven't opted into the email list, please do. Also, check out the download 24 interviews. We will be changing the price structure, so if you're teetering about, "Hey, should I get all 24 interviews in mp3 and transcripts?" Please do that this week as that price structure will change and the price will go up.

Now today's guest, I'm really particularly excited. I love marketing, I have a marketing degree from Pepperdine and when people are good at marketing and good at coaching and good at website, I'm just tickled to death to befriend them and to get to know them.

The author of *Sell is NOT a 4-Letter Word* is our guest today. Her name is Sharla Jacobs and she struggled in her own right as a holistic and heart-based practitioner, but then she discovered something remarkable. And with her and her husband,

Jesse Koren, they went from 0 to \$175,000 in their first year with their Rejuvenate Training. So this really is a phone call about rejuvenating your practice, about building your coaching practice, and really reaching that six-figure mark.

We did a survey recently at 100 Coaching Tips and a lot of the people listening to the phone call are new coaches or they have under 5 clients per week. And so if you're one of those people, pay attention, get some pieces of paper, write some notes, because we're going to be giving you some very, very detailed information.

Also, at the end of the phone call, I'm going to give you a coupon code and a special link where Sharla's going to give away a ticket to one of her weekend events. And this is a \$997 value. So this is definitely worth being on the phone call. Thank you for spending time here and you're going to love it.

I've asked Sharla to cover these things: The number one secret to getting your phone to ring; how to avoid giving free consultations to the wrong people; and how to turn free consultations to paying clients. All very, very useful information for coaching.

So without further ado, Sharla, welcome to the program.

Sharla Jacobs: Oh, thank you so much for the wonderful introduction, Bart. It's really an honor to be here and just so, I love the program that you've put together and I want to reassure everyone who's here on the call that you're definitely in the right place. This is a great way to start off. It sounds like there are a lot of you who are new on the call with your coaching practice. I remember those days.

And, you know, this kind of information wasn't readily available when I was starting my coaching practice. So really, really give yourself a huge acknowledgement for being here and you, Bart, for putting this amazing program together.

Bart: Well, thank you, Sharla. You and I have been in the publishing business and internet marketing world a little while and I remember the conversations even ten years ago when the internet was new, we had these private conversations in the halls and it was between me, a speaker, and another speaker, and that conversation, you know, made me thousands, if not hundreds of thousands of dollars.

Sharla Jacobs: Yes.

Bart: But those conversations was not what was on the stage necessarily. And so when we looked at the coaching community as a coach, and a lot of my friends are coaches, we realized that this didn't exist. There wasn't an MBA program for coaching and coaching strategy and I think you're one of our really top coaching strategist because you not only do it, but you created a program to help coaches. How did you get into the business of helping coaches rejuvenate their practice?

Sharla Jacobs: Thanks for asking, I think it's always really powerful to start out with a story because you might think, okay, so my husband and I own a company that, you know, we've done over a million dollars in revenue the last 3 or 4 years, we'll do about 1.5 this year. And, you know, it kind of looks like, "Wow, you're so lucky, has it always been that way for you?" And it certainly wasn't that way for us. I mean, you know, our life is really extraordinary right now, my husband and I just got back from a four-day vacation, we have a four year old and a one year old and we work from home and we have just so much support, it really feels so blessed that, you know, I get to do my work of impacting people in the world, making a huge difference. We have about 400 clients at any given time.

And then I get to spend a lot of time with my family, because we're able to afford the support to, you know, I don't have to be doing all the cleaning and the dishes and the laundry when it's time to be done working at my computer or on my phone, right?

So it's really incredible. But our life was not always this way. I graduated from coaching and acupuncture school, it's been about, I think it's been about ten years. And I thought that I was just going to get out of school and get my, you know, I'm a certified professional co-active coach and, you know, also got my acupuncture license around the same time. And I thought I was going to get done with all my licenses and just kind of hang up a sign and print some business cards and throw up a website and my practice was just going to fill with clients.

I had no idea that I needed to learn something about sales and marketing in order to make my practice fly. You know, I had that deep, burning desire to help people and to make a difference. And I loved coaching and I know I was, I know I'm a really good coach, I, you know, got really good marks when I was going through certification, it was like, finally have this dharma of this, you know, this knowingness that this was the thing I was supposed to do with my life. And couldn't quite make it fly.

Bart: You mean they didn't beat a path to your door like they're supposed to with a better mousetrap?

Sharla Jacobs: Right, right. Yes, so, you know, and, you know, that's what I thought was going to happen. Well, it took me about three weeks to figure out that that wasn't going to happen. Actually, I probably stretched it to about six weeks. I was really trying, I was out there, I had a couple of clients, you know, a smattering of clients. I was making about \$1,800 a month, which we also do a survey of people that are coming to us, and that's pretty typical of people who are just starting out. It's like you can get yourself up to that maybe \$1,800-2,000 a month mark, but then there's a ceiling right there.

And I was at the point where I was starting to put groceries on credit cards, and I didn't have any savings, you know, my student loans were about to start kicking in, I had about \$80,000 in student loans from my acupuncture training. And I knew that I needed to do something and I needed to do it fast.

And I had a friend who was a mentor to people who are new in business and he mentored people to have conversations with potential clients and, you know, give a little coaching on what to say, but mostly there was around accountability. And he promised me that if I did the homework that he gave me, you know, this was before I signed up for his coaching program, "If you do my homework, Sharla, you will triple your income in 90 days." And, you know, his program was like \$600 a month at the time and I certainly didn't have that, obviously, right?

So I knew that my choice was to either take that leap of faith and invest in his coaching program or go back to getting a job. And, you know, I had been working as a bartender in banquets for years and years and I think the most I ever made was about \$30 an hour. So I needed to take that leap of faith with him.

And so, you know, since I didn't have the money, I actually borrowed it from Jesse, and this is way before we were married, we were just dating at that time. I borrowed it from Jesse so that I could do his coaching program. And when I found out what the homework was, I nearly fell off my seat. His homework, in order for me to triple my practice, was to have 20 conversations for business 5 days a week.

Bart: Wow. That's 100 conversations a week.

Sharla Jacobs: 100 sales conversations a week. Now, you might be choking right now, like I used to, just saying that, right, makes my gut get a little tight. So I

really went for it. I paid the money for the coaching program, I went for it, I played full out, and truthfully, I actually had about 12 conversations. I really went for 20 every day and ended up averaging out to be about 12. And something happened toward the last, I don't know, about halfway through the program and as I was, you know, that last 45 days of the program, where I started to notice what was working in those conversations and what wasn't working in those conversations.

And Jesse and I would talk about this, because he was kind of trailing behind me, he was still working a job at this time and we would talk about what would happen and my lens for everything that I did at the time were the five elements of Chinese medicine, because, you know, I told you, I'm a licensed acupuncturist also.

And so we started to look at these conversations I was having with potential clients and we found that when all five of these elements were present, that the people either turned into a potential client, or they were so delighted with the conversation that they were likely to refer somebody else to me. And if I was missing any one of those five elements, that the conversation either kind of fell flat or the person left, like not in a better place or maybe I was, you know, a little on the pushy edge or maybe not, you know, not actually bold enough. But we found that when I had all five elements present in the conversation, something magical happened.

And long story short, we, you know, we just kind of did this for ourselves to give ourselves some distinctions to be more effective at getting our own clients. Jesse followed suit shortly after, just a few months later he quit his job and knew he was doing great when he got 18 new clients in a month.

Bart: Wow.

Sharla Jacobs: But in that 90 days, I did triple my income. And I, you know, but there's something that was really powerful about this, that I had now have the security that is, what we call heart selling, that's the name of our body of work that is around how do you have a conversation with a potential client, where they practically talk themselves into working with you, if it's a good match. And we had this security now that we just never had to go get another job, right?

So, you know, shortly after that we had some friends and they started asking us what we were doing and fast forward a few years and, you know, we've taught over 10,000 coaches and holistic practitioners how to market their business and get new clients. And we have so many six-figure success stories, I can't even, I know, picture all of these folks, if I put them all in a big conference room, I might not even

know all of the personally. So lots of success and, you know, I felt really blessed that we downloaded this system and I want to be able to share some of these strategies with you today.

Bart: Well, and we want to hear those. I love the idea of the, you kind of discovered it on your own, I mean, using, you used such a smart word: lens. I think that's such a mature way to look at it, because whether you're a holistic practitioner or you're a business consultant or, you know, you do the DiSC or personality test, everybody's got a lens, you know, NLP. And so you're so bright to recognize, "I've got this lens, it's what I know and understand. I'm going to categorize this conversation," and then you kind of created a new model really.

Sharla Jacobs: Yes.

Bart: And then you modeled the script of some sort. I guess that was really your first lesson, as far as for coaches, is learning how to make their script so it appeals to all the different types. Which I don't really know the Chinese types. Do you want to spend time talking about that or do you want to move on to some of the more tangible questions?

Sharla Jacobs: I could spend days and days and days talking about the five elements. And truthfully, actually, the five elements are what we cover in our Rejuvenate Your Practice two-day intensive.

Bart: Okay.

Sharla Jacobs: And as you had said earlier, Bart, I'm going to be offering everybody a way to get a gift, to actually get a ticket to that.

So I'm going to save that for that event, because it's such a big body of work, it takes a couple of days to really get it in your bones. And today I want to give you some real concrete strategies, you know, because I don't have the time to get into all the theories, but I want to give you some concrete strategies, as well as some language that you can use immediately to get new clients.

Bart: Well, I love that and I think if we can give one or two tangible tips we've had a successful hour. I've begged most coaches to try and attempt to get five tangible tips and, you know, together we hope we get 100 tips. So that'd be great.

I also understand that being an expert in different theories, you know, I've got 40 hours of different content on different things, so no harm/no foul in not going into massive detail on something that took you 20 years to probably discover and master.

Sharla Jacobs: Yes.

Bart: And I love it. I don't even think you can explain acupuncture in 30 minutes, much less the entire art of Chinese—

Sharla Jacobs: Yeah. That was a three-and-a-half year Master's program.

Bart: Wow. Wow. Well, good, so let's start with something that's very simple. One of the things that I asked you and you said you'd cover is how to get the phone ring. So the strategy of having an enrollment conversation is an amazing script or strategy, but I would assume that you've got dozens of those now that you've worked with 10,000 coaches.

What's one of the things to get the phone to ring? Let's just start with something simple.

Sharla Jacobs: Yeah, absolutely. And you know what? And I do want to teach you techniques and strategies today, but before I do, I do want to get into a mindset shift, because, you know, if I just give you some techniques and strategies and you go to use them without having the mindset of a master heart seller, it's going to feel technique-y and kind of, I don't know, what's the word? Like this little thing that you do.

Bart: Contrived, fake, inauthentic.

Sharla Jacobs: Right. It will feel contrived. And it might feel a little contrived to your potential client. And notice, by the way, I change a lot of sales language because, you know, we specialize in working with really heart-based practitioners and coaches and people who, you know, usually have a, I don't know, how do I want to say it? They don't really usually have an affinity for sales, right?

Bart: Right.

Sharla Jacobs: Hate selling. So how do you—

Bart: Like on the **** program, they drive a Volvo and they don't want to be sold and there's a very particular mindset.

Sharla Jacobs: That's right.

Bart: So you have to change vocabulary because they're not going to respond to what worked in the '70s in the insurance industry.

Sharla Jacobs: That's right, that's right. So, you know, so instead of talking about a prospect, it's like, I don't want to be prospected, right?

Bart: Right.

Sharla Jacobs: So instead of talking about a prospect now, it's a potential client, so you can actually humanize this person instead of objectifying them.

So I want you to really have a little bit of a mindset shift because I love that you said that, Bart, you something about what they taught in the '70s about insurance. People are still using that crap.

Bart: Oh, my God, I read a book, I can't tell you, it was almost comedy and I thought, I can't believe this ever got published, and it was exactly that. "Well, is Tuesday or Thursday best for you?" Chunk, chunk, chunk, chunk, chunk.

Sharla Jacobs: Yes.

Bart: And I was like, "Oh, my God, that's, I hope no one's reading that still, really?"

Sharla Jacobs: Yeah, that makes most people pretty nauseated, right? So, you know, because of all of that, because of these things that were designed to manipulate people and to force them to say yes to something that they weren't really aligned with yet, you, if you're listening to this call, you might think that sell is just this awful four-letter word and you might not want to have anything to do with it, and I don't blame you.

You might feel like, "I don't want to sell anything to anyone, I don't want to be sold," and all of that is fine. And again, I don't blame you, considering you've probably had a really bad experience, I had my own bad experience of being sold a lemon and not being able to, you know, do anything. We've all had some kind of little mini emotional trauma around selling.

And so, you know, in order to really show up in a conversation with a potential client, where you don't feel awkward and icky and weird about talking about your coaching and actually offering them some coaching services. You've got to shift some of this and you've got to have a new perspective on it.

So it's fine that you might feel that way about selling, the problem is that without selling, you don't get to make a difference on this planet. Because when you actually make a sale for your coaching services, that's where the life-changing moment happens. When that potential client says, "Yes, I want to invest in myself by signing up for your coaching package," now that's a landmark, a turning point in that person's life.

So selling is actually a good thing, as long as you do it with heart and generosity and integrity. But most coaches avoid sales like the plague, right? They do their business backwards. They get all their marketing materials ready, they print up their business cards, they get their brochure, their website—that could even take years just doing those things. And then when the clients don't come, they invest in personal development workshops to try and better themselves because they think something's wrong with them.

And then when the clients still don't come, now they go get more certifications and training, different modalities, you know, some kind of a new coaching, okay, "Maybe I need NLP or maybe a need to get the DiSC training."

Bart: Yeah, they think their credibility is the problem.

Sharla Jacobs: That's right.

Bart: They really think, well, until I'm on Larry King, until I have a book, until I get certification, that's why people aren't buying.

Sharla Jacobs: That's so not true.

Bart: But that's not at all why people aren't buying.

Sharla Jacobs: No.

Bart: People will buy coaching from a total stranger if you speak to their soul, right?

Sharla Jacobs: Yes. Absolutely. Absolutely. And so I love that you just spoke to that because this experience can be so frustrating, you're trying to gain credibility and you can't get it, and it's something that you have to experience in yourself. And I share from experience, because I know what it's like to spend thousands of dollars on my marketing materials and still only have a handful of clients. And I know what it's like to not be fulfilling on my purpose that I know I'm here to do. I know what it's like to be going deeper into debt with no plan to get out and to wonder if something is wrong with you because you're just not able to attract enough clients. I really do get it.

And if not having enough clients is where you're at right now, I'm happy to share that there is an answer, and this is that perspective shift, is that your business is not about you, it's not about your credibility. And it's not about selling even. What it is, is it's about serving. It's about serving your potential clients and serving your clients. So when I say sell is not a four-letter word, you can cross out the two L's on the end of the word and replace those with RVE. We say sell is a five-letter word, right? We turn it into serve.

So my husband, Jesse, and I had this divine download of our heart-selling system many years ago and the difference between traditional sales and heart selling, is that when you're doing traditional sales, you're trying to get something from someone. When you are having a heart-selling conversation, you're trying to give something to someone.

Bart: Great.

Sharla Jacobs: So write this down: When you're heart selling, it's not about you, it's about serving your potential clients. It's not about you, it's about serving your potential clients. And this distinction is really the key to understanding heart selling.

So really, a heart selling conversation is a conversation with a potential client that's so healing and empowering it doesn't even feel like selling. And it's about asking powerful, coaching-type questions and listening for how you can best serve this person that you're speaking with, and when you get good at heart selling, it just becomes easy to get clients. Because rather than talking themselves into working with you, they talk—I'm sorry, rather than trying to talk them into working with you, rather than trying to convince them, you let them talk themselves into working with you, if it's a good fit.

So, you know, when we first started our company, Rejuvenate Training, I mean, I could talk—you heard about what happened in my coaching practice, but when we started Rejuvenate Training, we really didn't have much. We had a list of nine potential clients, a simple, two-page website. We didn't have even business cards and honestly I still don't have a business card, if you can believe that, after all these years. And after our first of running Rejuvenate Training, we were able to generate enough referrals that we were able to make \$175,000 in our very first year. From 0 to 175,000.

And our success was launched by asking one question a lot, and we liked to call this our million-dollar question. And we asked our potential clients, "What are you looking for?" And then we created programs that gave them exactly what they said they were looking for.

Bart: It sounds so simple, but it's profound.

Sharla Jacobs: Yes, yeah, let's not skip over that one, right? What are you looking for? Like what's going on for you, what are your biggest challenges, what are you looking for? And then we gave the programs that gave them exactly what they said they were looking for. Not what we thought they needed, not what we thought they wanted, but is exactly what they said they were looking for.

And so, you know, this is where all of our programs have come from, it's just really finding out what potential clients were looking for and how we could help them. And so you don't need fancy websites, brochures, I just want you to write this down. I ask my clients what they're looking for and I give them what they say they want.

Bart: And Sharla, if it's what they say they want, this particular coach doesn't have that skill set, do they go learn the skill set or out of service they say, "I totally understand what you're looking for, let me make some phone calls and see if I can supply it." How is it that you're, you know, the person is able to serve them from their highest good if they don't actually feel confident they have the skill set to say, overcome a phobia of snakes or anything like that.

Sharla Jacobs: Right. Well, you know, I gave you that mindset shift and I think that's a fantastic question, Bart, because I think it would be powerful for everybody here to have a little network of referrals. And you really want to, I'm not going to have time to get into this today and you probably have covered this during the 100 Coaching Tips interviews, but you really do need to get clear about who you're serving and what primary problem you're helping your people solve.

And again, this is something that we cover deeply in our Rejuvenate Your Practice two-day intensive to really help you figure out who you're serving and what problem do you solve. And then you just get really clear, it becomes so easy to design programs and coaching packages and to write your website and, everything, name your business, everything becomes so simple once you figure that out. But until you figure that out, it becomes a struggle.

Bart: Yeah, in fact, our first interview, Rand Stagen, and I'd love to send you a copy of that, he runs a very large corporate consulting, and he turns people away because he has a very strict criteria, no public companies, yet he serves a lot of Fortune 500 companies, but they're privately owned. So he turns away a lot of people because he's so clear, and although that seems like a way not to get business—

Sharla Jacobs: Why would you want to do that? Right? Seems that way.

Bart: He gets so many referrals from CEOs of public companies who say, "You know what? They won't work with me, but they'll work with you, you need to call Rand's company."

So I kind of answered my own question is, if you're there with the frame to serve, then you say, "Hey, how can I help you? You know, I know people, I can get you somebody, I can get you a coach." And then you get referrals.

So I guess I kind of answered my own question, but that frame is so good because they'll feel the authenticity and then if what you're selling matches that, then obviously it's not even a sales conversation, it's like how do you, you know, how do we get started?

Sharla Jacobs: Yes.

Bart: And if it's not a good fit, you shouldn't sell it anyway.

Sharla Jacobs: That's right. That's fantastic. That's fantastic.

Bart: I have one more quick story. The reframing of selling. When I was first, published my first book, I think I was 23. I remember being in Barnes and Noble in St. Louis and we have 75 people show up for a book signing—which is back in the days of bookstores, right? But I was on a morning show, and out of those 75

people, I think like 9 people bought a book. And I was like, "Oh, my God, I'm such a failure, like why can't I sell this book?"

And then fast forward, you know, many years later, you know, do the math, almost 15, 20 years later, now my perspective is, if they don't walk away with these CDs and these books, they're not going to get helped. I mean, what I said for a 30-minute speech is empowering, but now that I've done this particular body of work for so many years, the ones that spend the most money, Sharla, have the most profound life-changing experiences. They're the ones that literally say, "Oh, my God, Bart, you changed my life."

So my perspective now is, the more money you spend with me, the more your life is going to explode, because I know it works.

Sharla Jacobs: Not a question.

Bart: It's a belief system. Obviously your products have to be good. If your products aren't good and your service isn't good, you can't have this. But my perspective is, "Yeah, if you spend 10 bucks, you're going to get 10 bucks of transformation."

Sharla Jacobs: Yes.

Bart: But if you spend all this, I know and I feel with my heart that I'm serving them to their highest good, and so for me, all that sales reluctance really just disappeared years ago, because I believed that the more time and money they spend with these product lines, the more their life's going to transform. Is that what you mean by shifting your perspective to selling?

Sharla Jacobs: I love that, because I have this, there's no question in my mind that our clients that have invested the most with us, and, you know, some of them have done it in stages, like they have done, you know, one program to learn how to, you know, fill their practice in 90 days, and then they've done that and then the next stage, now they invest at a different level and now they want to learn how to do group programs. And now they want to learn, you know, the next level is they want to learn how to speak and earn from the stage, you know, and do workshops. And so we've had people that have done some leadership training with us and, you know, the folks that have definitely invested the most, we also have VIP clients, those are the ones that definitely get the best results. You just got to make that commitment to yourself, to keep investing in your education.

And we still do, I mean, we're actually going to be working with a brand consultant, just for about 6 days and it's going to be about \$30,000. And that's a deal. And every year we are, you know, we probably invest between \$30-50,000 in some kind of mentoring or education or something to really up-level what we're doing in our business.

Now, it didn't start out that way. In the beginning it was, "Let's invest, you know, \$2,000, 5,000." I remember it was a big deal when I once invested 15,000 for a year. And so, you know, you play at the level you're at. But you've got to start somewhere and you definitely need to make that commitment to yourself.

And you know that about yourself, but then also know that about your potential clients, that when they invest in themselves by working with you, they're, you know, they're putting their life energy on the line to say, "I want to get this. This is important enough to me."

So I think that's a really powerful mindset shift and now that you've got a mindset shift, I'd love to share with you a strategy to get your phone to ring.

Bart: Awesome.

Sharla Jacobs: Because you have this mindset shift, but I'm not going to ask you to do something like cold calling, so don't worry. And by the way, I just need to say something, I'm not going to ask you to have 20 conversations a day.

Bart: Wow, thank you.

Sharla Jacobs: Yeah, so don't worry about that, either. That might sound a little scary. When our clients learn heart selling, they actually are able to have 3 conversations a day and get themselves up to a \$10,000 a month practice within 5 or 6 weeks, very, very quickly.

So no cold calling, don't worry about that. Not going to ask you to spam. In fact, rather than having to start conversations with random strangers, I actually want to show you how to have the approach you and ask to work more with you. And we have seven strategies that we teach in one of our programs, but I want to share my favorite one with you today and that's the one that our clients have found to be the fastest way to attract more clients.

So my number one secret for getting your phone to ring is to speak to groups. Now, some people might know about this strategy, but most people don't do it well. They might let their shyness stop them, they might really want to speak to groups. They don't know how to get booked as a speaker, and I just want to tell you, there are tons of little local speaking engagements all around you, bookstores, clubs, organizations, there's so many opportunities for you to find speaking gigs, it would just really, really surprise you how easy it can be.

And you can go speak to a group of 10 people and you can get clients from that. So, you know, there's getting speaking engagements and then there is, you may be speaking already, but you may not know how to inspire people to sign up on the spot. So you might not be getting clients from your speaking engagements.

Now, if you've ever, you know, when you come to the Rejuvenate Your Practice two-day intensive, if you want to accept our gift, you will meet my husband, Jesse, and he's just such a profound man, such a profound human being, and really, being in a workshop with him is like getting this transmission from God, where your DNA shifts and suddenly you have the ability to attract more clients like never before.

And the interesting thing is, that he's actually an introvert. And so, you know, you would think somebody that might be a little more introverted, would not be really good at speaking, and every training, it takes a huge amount of courage for him to step onto the stage and share his wisdom. But he has a secret and that is his commitment is bigger than his fear.

And so for you, right now I want you to make your commitment to helping people bigger than any fear or concern you have. Fear about money, about what other people will think of you, and nothing will stop you when you make that commitment to yourself.

So you have the power to reach more people and the good news is, commitment is really a choice and you can just make that choice right now to make that commitment.

And so I want you to imagine, you've got your speaking engagement booked and how do you get people to sign up with you?

Well, this is a great question because maybe you're already, if you have tried speaking and people aren't taking action to work with you, well it's not because they don't want to work with you. They were obviously attracted to your talk or you, you

know, your workshop or your, whatever you're doing, or even, you know, Bart, you talked about 75 people coming to a book signing and only 9 people buying a book.

Well, those people obviously wanted to learn something from you, because I know for anybody here who's listening to this call, what you have to share couldn't possibly be summed up in 30 minutes or an hour or whatever, however much time you have. So the mistake that a lot of people make, a lot of coaches make when they're speaking to groups, is they allow their potential clients to procrastinate and they don't give their clients a strong enough reason to say yes now. When you come from that mindset that you had shared earlier, Bart, about how when people invest with you through your coaching, they're getting more transformation at the level that they invest, then you actually, when you have that mindset, you want people to sign up. There shouldn't be anything holding you back from saying, "I really want this for you, I want you to have this."

So when you give people all the time in the world to think about something, you're actually doing them a huge disservice, because human beings are naturally procrastinators and they resist change—and isn't that what coaching is all about, is about change? Even if it's a really positive change, like, you know, for example, on this call, making more money doing what you love, right? I can even think, you know, I have a personal trainer, he's my coach, right? He's my physical body coach and he comes over here two to three times a week and I just, every time, "I don't want to," but, you know, I do it, that's what my coach is there for, right? I don't want to, I totally resist it and it's like, I'm not actually—I want the result, you know, I want to be leaner and I want to be stronger and I want to feel better, but I resist the workout, right? But I know that's what it takes.

So that's the way that we're wired as human beings and so even though there's a part of you that really wants this, there's another part of you and your potential clients, that is comfortable exactly where you're at, even if where you're at is very uncomfortable.

So the more time that you think about, the more likely your fear will creep up and will become bigger than your commitment to getting the results and your potential clients are just like you.

So instead, the more you can trust yourself and your connection to source, that yes inside of you, that inspiration inside of you, the more you trust yourself, the more you'll be able to hold space, I'm going to use some coaching jargon right there, right? To hold space for your clients to trust their yes in working with you.

Because there are people who just, they just know that your services are right for them, they're going to sign up without any kind of motivation to say yes now. There are other people who are going to, they just know that it's not a good match and no matter what you say or what you offer, they're not going to sign up. And then there are people who are sitting on the fence.

And so I want to give you a couple of ideas for when you are speaking that can help people get off the fence. And it's those people that are sitting on the fence that the more of those yes's that you can get, the more successful you're going to be and the more people you'll be able to help. So instead of, you know, just sitting around thinking about whether they want to work with you, they'll be getting into action to get those results sooner.

So the best way to get people to take action is to either give them some kind of a special bonus, if they're one of the first people to take action, or to have some limited number that is available.

Bart: And I would call that an ethical bribe, which means you're going to give them special bonus or some scarcity.

Sharla Jacobs: Yes.

Bart: In your speech and directing them, saying "Here is the offer and here is what you get and here is the timeline for it."

Sharla Jacobs: Yes.

Bart: That's very bold. How do you do that in an elegant, wonderful, effortless way that makes you not sound pitchy?

Sharla Jacobs: Yeah, I mean, I'm glad you're asking that question because that's the really important piece about it. It needs to be real. I know there are a lot of people out in, you know, in the speaking industry that give out these, you know, this is technically called a limiter in the speaking world and there are a lot of people who give false limiters. That it's basically BS and it's, you know, being used as a sales tactic, and I'm going to encourage you to never, ever do that, because people will, you know, it's like the energy that they sign up inside of is the energy that is going to sustain their whole time in working with you. So I want it to be something that's real and honest and true.

And you know, I'll give you an example of what this can look like for you. So, you know, and by the way, this is a way of actually acknowledging the people who are early decision makers and giving them the best deal. People appreciate that.

So let's say that you're doing a little speaking engagement and there are 20 people there. And you, of course, because you're a human being and you have a limited number of time, you really only have time for ten consultations. So this is the language that you can use at the end of your talk. You give value through your talk and then you say towards the end, "You know, I've enjoyed working with you so much that I would like to extend one more gift to you, and that is a 30-minute free consultation with me. However, my time is limited and I only have room to give 10 people here a consultation this month. So if you are one of the first 10 people here to submit your application and you qualify for a free consultation, I will contact you to set it up." And you can adjust this phrase so it feels good to you, because whatever promises you make, you have to keep them. I have to say, if you're out of integrity and pretending to have a limit on what you offer, your clients will feel that and they won't stick with you. So you need to really maintain your integrity.

And when you use language like this, this is a way of really saying, "Hey, you know, if you're interested in exploring working with me, then I will offer you a free consultation and it'll be around whatever you're going to help people get, right?"

Now, you may notice that I said, "for those who qualify for a free consultation," and you know, I'll talk a little bit more about that when I get into another secret around filling your practice.

But I also want to say that, you know, you also—this is another mindset shift—there's so much about mindset when it comes to selling, because your energy really has to be clean and I know that's kind of a jargon-y thing, but, you know, to say it like that, but I want you to get, you need to be in alignment, you need to be in integrity, you need to feel good about what you're doing or people are going to sense that.

I mean, what's that study that they did, that only 7% is your words, but it's something like 65% is your body language or 55% is your body language and, I don't remember what the results are, but like most—

Bart: It's, you got tone of voice, body language, or the words you choose.

Sharla Jacobs: Tone of voice and body language.

Bart: So the words you choose are the least effective as much as congruency—

Sharla Jacobs: Yes, that's right.

Bart: —of the other clues.

Sharla Jacobs: That's right. And so people might teach all these techniques to appear that you, you know, have a good tone of voice and your body language, but the truth is, that when you're just congruent and you're just aligned and you just feel good in your body and you feel like you're offering something and you feel an integrity, all of that stuff just matches up perfectly.

So, you know, with all of that, and then, you know, one thing to also consider is that getting attached, it's kind of the other side of, "Okay, I really want this for people," well, then you can start getting attached to them saying yes. And your job is really to care about people without getting attached to whether they say yes or no. And to provide them with all the information to make a good decision, and then to help them make a good decision of the yes or no so that they can walk away from you and their decision with no regrets.

And I love this, you know, I want to give an example of one of our graduates who exemplifies this caring without attachment. And this is Carol Daley, she's an NLP practitioner and hypnotherapist and, you know, when she came to us, she was just, you know, barely getting by with \$4,000 a month, which we live out here in the Bay Area and that's not enough. And she used our heart-selling system to grow her practice really quickly. And the thing that she did was she would go out and get these little local speaking gigs and, you know, speak to 10, 15 people. And she just got 2 speaking gigs a month, and she would offer these free consultations, and then she filled her practice, she doubled her practice to over \$8,000 a month in just 90 days and the coolest thing—just a little short story about Carol, is that it just so happened that after she did that work with us, that her only daughter was getting married and because of this extra income that she had made, now she was more than covering her expenses. It allowed her to add thousands more dollars to make her daughter's wedding even more beautiful, and it was just so sweet.

And then her mother got sick and for the next year, she attended to her mother and kind of stopped doing her speaking gigs and her practice kind of dwindled. But she had the tools. She, you know, knew how to do heart selling. And so when the time

came, she just got some speaking gigs and gave the free consultations and sold her packages and got herself right back up to that, you know, almost \$9,000 a month mark.

You know, the cool thing is here that she used this strategy of getting speaking gigs and making this offer for a free consultation.

Bart: Let me drill that down, and we've got about 20 minutes left, and gosh, I so want to even be at your seminar, I just love what you're saying and I don't want to cut you off. But I want to drill down something that I thought was really important. You created a clear offer, it was for a coaching, or free coaching session, right? In your free speeches. You also said an application. As a tangible tactic, do you actually provide an application form that you pass out? Because I think a lot of people are so afraid to pass something out, they're so afraid to pass something out, they're so afraid to make an order form. And I would even argue they're afraid to make a clear offer of, "Here is the action I want to take." How do you get them off that fear fence into saying, "Here is the action I want you to take, if you say yes, great, if you say no, that's okay, too."

Sharla Jacobs: Yeah, absolutely. I love that you bring this and I think this goes back to the mindset stuff that we were talking about earlier, Bart, that you have to know that you're showing up in service, and if people do not say yes to you, I just want, whatever it is that you help people with and, you know, I can think about some of the coaches, you know, I always have many coaches that I'm working with, and I have a health coach that I'm working with, for example, and when I, and I pay her \$1,000 a month and she's a very sophisticated health practitioner. And when I was 10 weeks post partum with my second baby, Zachary, I couldn't even go to bed, I was so exhausted, and I weighed 194 pounds, and I'm like 5'3", so I'm a little, tiny woman, and having headaches every day, I couldn't, like I couldn't be satiated. And, you know, I've invested \$1,000 a month for over a year with her and, you know, fast forward and I've lost 46 pounds in working with her. I no longer have headaches, I have great energy, I mean, it's amazing what's happened for me. And if I hadn't said yes to working with her, I might still be in the same situation and not even be able to play with my kids. So you just really have to get the cost for people of not working with you and really want that for them.

So I would come from that and, you know, as you had said, I would absolutely do some, I would make an offer, if you don't make an offer, you're wasting your time. People go, "That's nice," and they walk away and nothing changes. So absolutely make an offer. People are coming to you, to your talk, to your workshop, whatever

it is, they are divinely appointed to work with you. And it is your job to do everything that you can to support them to say yes, in integrity. So if you hold that energy and you show up and you make the offer and you pass out the form and the form will actually be an application, you are going to be in integrity, because you're actually giving them an opportunity to say yes and have that transformation in your life, whatever it is that you provide.

So I love that you said that, and then there was something else that you said that I actually have to, I have to say something about, and it's part of what I wanted to talk about today. There was one about qualifying and yes, have people sign and, you know, fill out an application. But I want to make sure that you're giving free consultations to the right people. And, because it's a huge drain to give free sessions to people who are never going to buy from you in the first place. So you've got to actually get really good at filtering out who are the best people to spend your one-on-one time with.

So I want to give you some strategies, three different strategies, these are additional secrets here, to ensure that you're working with the right people.

The first one is, when you say that you only have room for 10 people, you know, to give 10 people a free consultation this month—and you need to decide how many consultations you want to give and you figure it out with how many speaking gigs and you divvy it up that way. It lets people know that you value your time and you're not just giving your time away for free for everyone. And hopefully people will race to be the one for the first 10 and they will call you, right? Just getting your phone ringing.

And these people who are the first ones to get excited, they are the ones who are usually the most committed to get the results that you help people get. And therefore, they're the most likely to want to continue with you.

So the second is that I mentioned, in order to get a free consultation with you, they have to fill out an application. Now, the application does two things. One, it has some, put in a little bit of work, it's a free session, right? So now they're putting in a little bit of work to get in with you, and that helps them be more invested, now they've investing their time. So they're more likely to get better results and want to continue to work with you.

And two, it helps you gauge how committed they are to getting the results you help people get because if they're just not that committed, and they're not even willing to

fill out a little application to get a free consultation with you, they're probably not going to do the work as a client. And so you just saved yourself from needless work.

And then the third is, before you give the free consultation, you want to get their permission to have a conversation about continuing to work together. And this is how this works: You book the time, so, you know, you get their applications back from at the end of your speaking gig, and then you follow up with people by phone and you're setting up the time for the consultation. And once you get the time settled, you know, you've got the appointment, you might say something like this: "So after, you know, the free consultation, I'd love to find out how it went for you and if it would benefit you for us to continue to work together. How does that sound?"

So after the consultation, I'd like to see how it went for you and if it would benefit you for us to continue to work together, how does that sound?

And so just like we shared at the beginning of this call—actually I didn't share with this call, but we talked, you know, I obviously feel that it would benefit you to come to our Rejuvenate Your Practice two-day intensive, right? That's where I know that a huge transformation happens, and you know, you had mentioned that at the beginning of the call, Bart, that you want to actually do that in your free consultations with people.

Now, what happens, the cool thing about this is that your potential clients will really appreciate that you're stating your intentions clearly and that there are no surprises. Now, if they say no, they're definitely not interested, then you can say, you know, you can thank them and actually say, "Oh, I totally get that, well, you know, these sessions are actually, you know, created to create value and also to see if it's a good match for us to continue to work together. So if you're just really clear that you don't want to continue, then maybe we shouldn't do the free consultation."

If they say yes, then they're going to be expecting the conversation and they're actually going to be looking forward to exploring the possibility of partnering with you to better their lives.

Bart: It's a brilliant phrase and you're the first, not the first speaker, but one of the few speakers that—I've been writing notes, that's why I've been so silent, if you're wondering. You're giving such tangible, exact tactics to learn to articulate and you've mastered these over 10 years. But I love that because saying, "Hey, do I have permission up front to talk about enrolling at the end of the conversation?"

Sharla Jacobs: Yes.

Bart: And if you do that, there's not a surprise, there's no bait and switch, there's no, ah-ha! Now's the hook! They already told them, "Hey, this is what we're doing."

Sharla Jacobs: Yes.

Bart: I love it, I think it's brilliant.

Sharla Jacobs: Yes, fantastic. Fantastic, yeah, it totally works.

Bart: Now, you talk about qualifying them, I think we covered that. The key to turning free consultations to paying clients, is it simply that question up front, being authentic, and the question at the end about finishing it or what you give in between is also incredibly essential, the turning that, having that half-hour experience. There's a very short amount of time to have some sort of profound connection so they want to continue.

Sharla Jacobs: There's a very, very specific formula for that, that, you know, that free consultation. Now, I do want to talk about, for, doing free consultations is a tricky thing because it's easy to give either too much value or not enough value. And when Jesse first started out actually, he did what he was taught at coaching school. And they said to give a sample session, like a free coaching session, to demonstrate the power of his work. Now, I started out doing this as well.

And people would rave about the coaching, like they just got great coaching, but then they were full and they wanted to go implement everything they learned and then they wouldn't sign up for coaching.

Bart: They were overwhelmed.

Sharla Jacobs: They were overwhelmed. And Jesse at one point, actually early on, when he was still doing his coaching training, he gave about 20 free sessions in a row without getting one client. And many of the sessions, he would even like, you know, an hour, even an hour and a half. And this happens to other coaches, and so then they stop giving away anything for free. They said, "I'm not giving away anything for free, it devalues me."

But what if about half of your free consultations turn into paying clients? You might have a different attitude about it. So remember, you just did the speaking gig for 20 people, you got 10 free consultations this month, and you're going to get 5 clients out of that. So that means you, you know, can get 5 clients from each speaking engagement you do. And, you know, when we polled clients from one of our last programs, we found that an average of 44% of the free consultations were turning into paying clients. That was an average, including the people who weren't even really playing.

Bart: Wow.

Sharla Jacobs: No, so there is an exact formula for this, and again, there's a lot of context, there's a lot that I could say, I don't have time to go into all of it, but I want to give you three questions to get started.

So the first question is this: What is your biggest challenge in the area that you help people with? So for example, if you're a relationship coach, you'd be, "What's your biggest relationship challenge?" If you're a nutrition consultant, you know, nutrition coach, you might say, "What's your biggest health challenge?"

So that's question number one. What's your biggest challenge, you know, for us we'd say, "What's your biggest challenge in growing your business or in getting more clients?"

So and then question number two is, what's the cost of not addressing this challenge? And this question really has people get the pain and the frustration of what could happen or, you know, what's that likely path that they're headed down if they don't change something. It's a very important question that you need to ask in your free consultation. And you know, this is a coaching-type question, right?

And then question number three is, what do you want instead? What do you want instead? And this question is going to be like, you know, that turnaround, what's that result that they want.

Bart: And I assume you do these in order so you don't leave them in a place of pain.

Sharla Jacobs: That's right.

Bart: You take them to a place of pain, but then bring them out to a place of hope.

Sharla Jacobs: That's right. That's right. And here's the beauty of doing a lot of these free consultations, because, you know, we've listened to hundreds and hundreds of coaches and holistic practitioners tell us the challenges they have, the cost of not addressing those challenges, and what they want instead. And because we were listening, that's where all of our programs have come from.

So it's really about, you know, moving people closer to that life that they're envisioning for themselves.

So, there are, you know, a couple reasons why you should consider doing free consultations and the first one is that when you ask these three questions, you're helping them gain clarity about what they don't want in their life and what they do want in their life. And this alone is huge. You know, most people don't ask, they're not living in a, you know—it's interesting because I was just with my family and there was a little blow-up with my sister-in-law that kind of was confusing and came out of the—and I still don't understand what happened. You know, because we're the type of people that just work stuff out and everybody in our community is very open, we keep our relationships clean, and we'll get that cleaned up, you know, as soon as she's open to talking. But it's just so odd because we just don't have, besides my family, I don't have other people in my life that don't ask questions like, "Well, what do you want?" Because we all talk like that, right?

But most people don't have that. Most people, nobody ever asks them that question. What do you want here? Gosh, what's the cost of not doing that, you're doing them a huge service. And when they know what they want, when they know what they want, when they actually speak it, their commitment gets stronger and they step out of their usual state and fear and skepticism and if you can support them to have their commitment be bigger than their fear, then they will want to take the next step so they can get what they want in their life.

So that's one reason why it's really important that you're giving your clients, your potential clients, huge clarity.

Now, the second reason is this: After doing about 10-20 of these free consultations, you're going to start to see patterns about what your clients want. And once you see the patterns, you can actually design a program or even you can give your package of coaching a name that addresses their challenges and helps them get what they want. I mean, there's so much that you can do with this. So this is just really a powerful way to not only, it's like you're kind of doing market research, figuring out

how to talk about what you do, at the same time that you're giving all of this value and getting clients.

Bart: Wow, that was so much content, I hope everybody hits the replay and listens to that if you didn't take detailed notes.

Wow, I wish we had another hour, or maybe I can just come to your conference as well and in the front row for eight hours and learn this stuff for myself. Let me direct people to a special page, 100CoachingTips.com/Sharla, that's S-h-a-r-l-a, or if you're Australia, it's S-h-a-r-l-a, for our Aussies. We've got quite a big international contingent listening.

Sharla Jacobs: Great.

Bart: You've actually created a free gift button, nothing to sell today, they opt in to our newsletter and then they get a ticket. And I believe you should write down this coupon code, once you guys get on her email list, you have the coupon code of "coaches rock," coaches space rock, r-o-c-k, because coaches do rock, by the way.

Sharla Jacobs: Yes, they do, they do.

Bart: Tell them what they get, a scholarship and the seminar and some access to your materials, because I'm in, I love it, I'm a big fan of yours already.

Sharla Jacobs: Awesome. Thank you. Thank you. Well, the first thing you get is that I wanted you to have an immediate gift, immediate access to a gift. And my husband, Jesse, has recorded an hour-long video training called, "How to make \$10,000 a month seeing clients just 3 days each week." He goes over the basics of the 8 building blocks to making \$10,000 a month seeing clients just 3 days each week, including an overview of the 5 elements that we talked about a little bit earlier today. So I want to encourage you to watch that video and, you know, you may have to watch it in chunks, but watch the video, get our your, you know, a piece of paper, and really take some notes, because it's a content-packed video, you'll get instant access to that as soon as you put your name and email address in it.

And then underneath the video is an application to get a full scholarship to our Rejuvenate Your Practice two-day intensive. Now, people have 997 to come to this event and just a little bit about what you're going to get in the, during the workshop, is how to make your what-do-you-do statement clear and compelling, we'll teach you

the 5 elements to have your potential clients talk themselves into working with you if it's a good match.

You will walk away from the weekend feeling so great about how much you charge and having some language to talk about how much you charge, and most of the people who come to this event give themselves a raise as a result of this workshop.

We'll give you the questions, you can tell that we're a real big fan of giving you specific phrases and questions, and so we're going to give you some questions that you can ask that will turn half of the people who say, "I can't afford it," into a "Yes, I can't wait to get started."

You'll also going to dissolve the biggest belief that's sabotaging your practice. We talked about some mindset shifts today but there is something that is customized to you, that it's like in your DNA, that needs to be pulled out and shifted, and rearranged, so that you can now stand with confidence and clarity when you're talking with a potential client so that they want to say yes to you, that you become so attractive to other people. And there's a belief that's in the way of that, and so we want to completely shift that and dissolve it so that you have that sense of personal power.

You'll also get our "5 Leverage Secrets to Make More Money with Less Effort and Help More People," as well as our learn our secrets that have helped us make over 5, probably getting closer to \$6 million speaking to groups. And so much more.

So I want you to come to the Rejuvenate Your Practice two-day intensive. You've got the code, that is "coaches rock" and that will let our team know to guarantee your scholarship. So you can go ahead and apply and you'll get a guaranteed scholarship, just for the next eight days. So you've got to go to that, you know, we're actually getting ready for our Los Angeles event September 8th and 9th and they're almost 300 people registered for that event already.

We do these every couple of months and they are in California, so I'm going to encourage you that if, you know, if there's something about travel, I want your commitment to your practice to be bigger than whatever might be in the way of coming to study with us. And, you know, again, it's like, if you feel connected with me, if you feel like you got value out of the call today and if you feel like we, you know, we have an energetic alignment, it's going to be more of the same but even better because it's live within a heart-felt community. And I would love for you to come and join us somewhere in California, fly into one of the international airports,

get on a shuttle and go to the hotel. And we have a great time over two days and you will be transformed and your ability to get new clients will be shifted immediately.

So please come join us, our gift to you, again, what was the website again that you had, Bart?

Bart: It's 100CoachingTips.com/Sharla, so your first name.

100CoachingTips.com/Sharla. And by the way, even if you do miss the September, which is when this call is being recorded, you do have them frequently, if you are listening to a replay of this, go ahead and click on the free gift, and hopefully they'll just mention that the 100 Coaching Tips members or, you know, maybe they bought the series and hopefully you'll grant them that same application in a future seminar.

Sharla Jacobs: Yes, absolutely. So go ahead and, you know, put that in there and, you know, you'll have eight days from the time that you go ahead and put in your information. So go ahead and opt in and, you know, put in your name and email address, watch the video of Jesse, and come join us live in California.

Bart: Wow, it is top of the hour, I want to spend another two hours, maybe you'll come back for season 2, I hope, please? Been one of my favorite speakers. I love giving tangible, practical tips and I can't wait to get the feedback and if you guys are logged in, feel free to leave a comment on the page with Sharla.

My name is Bart Baggett, this has been Sharla Jacobs and you've just got so much good information to offer and you really are heart-centered in a way that feels to me that you're just, want to help coaches. Like it's so congruent, and congratulations on your personal growth to be that way, because it's very transparent and I just love having you on the show, on the program.

Sharla Jacobs: Thank you so much, really, such a delight to be here and I love the conversation that we had, you added so much to what we were talking about and I hope everybody on the call is going to go out and use this to, you know, give it a try, go out and use these phrases and get more clients tomorrow with what you got today.

Bart: Wonderful. If you liked today's program, it is on replay, it's on replay as soon as we hang up the phone. Send it to some other coaching friends, I know you guys all have coaches in the coaching community, let them know the replay's up for 24 hours, totally free. Sooner or later we will be ending this season and so if you want

to catch all 24 interviews, go to 100 Coaching Tips and click on the button that says "download all 24 interviews." There's another call tonight at 6:00, there's a great call tomorrow at noon, and then also Wednesday with John Assaraf, is doing some hot seats and he's also giving some coaching tips as well. So make sure you clear your schedule for at least this week because it is the last week of live seminars and we are so happy that you could join us.

Sharla, thank you for being our guest, you're one of my favorites, and everybody, have a great day, and thanks for being at 100 Coaching Tips. Good night, everybody.

Sharla Jacobs: You're so welcome. Thank you. Bye-bye.

Bart: Bye-bye, everybody. Thanks for being on the call.