

Attracting and Enrolling Clients

Step 1: Master your “What Do You DO?” statement.

Step 2: Find prospective clients.

- At the grocery store/health food store
- Social events
- Clubs and meet-ups
- Networking groups
- Speaking
- JV Partners
 - Other health coaches with similar audience but different deliverable
 - People offering complementary services, i.e. fitness, stress management, personal growth, massage therapists
 - Doctors – NDs, DCs, MDs who are holistic minded but don’t do nutrition and lifestyle coaching
- Online
- Forums
- Blogs
- Through article writing
- YouTube

Step 3: Schedule the prospective client for a free or reduced fee consultation.

1. Free
2. 50% off
3. Deposit to hold appointment (so the client shows up). If it’s not a match, return the deposit. If it is, apply it to the coaching package. If the client doesn’t show up, he/she forfeits the deposit.



Step 4: Have a masterful enrollment conversation.

- Establish rapport
- Explain how the call will go
- Ask questions to explore their desires and needs
- Ask about what's holding them back
- Establish the gap between here and there
- Show them how your services can close the gap

Step 5: Make an irresistible offer.



Step 6: Handle and transform objections.

- **When they say: *I can't afford it.***
 - **You ask:** *If money weren't an issue, is this something you would say yes to? Depending on how it goes, you might also ask: Do you believe that this could work for you? What doubts do you have about whether it will work for you? How might your life shift dramatically if you learned a new way of being?*
- **When they say: *I want to think about it.***
 - **You say:** *Great idea. I've given you a lot to think about, and you need to determine if you really want what you say you want. Can we check in on (DAY)? I have something I would like to e-mail to you, then we can reconnect and I can answer any questions that come up.*
Then write within 24 hours and use the words they told you about what they really wanted most.
- **When they say: *I have to talk it over with my partner.***
 - **You ask:** *What do you think he/she will say?*
Then, depending on what they say, ask them how their partner benefits if they have more energy, learn to make delicious and energizing foods, and have more time for couple fun?
- **When they say: *I think I'm pretty healthy already. I'll just do it on my own.***
 - **You say:** *Has that worked so far in getting you what you want most? You told me you wanted (description). Is that what you really want? Do you have a plan for getting it?*
- **When they say: *I'm too busy now; it's not the right time.***
 - **You say:** *I understand that it's hectic now, and I would love to know how I can support you in getting what you want most. Or: When do you foresee life being less busy so you can do what it takes to get what you want?*



Step 7: Enroll them.

Step 8: Celebrate!

Step 9: Deliver your program and get results.

Step 10: Ask for a testimonial.