

**“How To Get A Rush Of New, High Paying Coaching Clients
To Hire You This Month - Part 1 – Client Attraction”**

- 1. The “Free Session Offer” is critical to creating a client rush.**
 - a. The more intro sessions you have, the more clients you’ll get – and the more demand for intro sessions, the higher the fee you can charge.
- 2. Mistakes**
 - a. Posting the free session offer on your website weakly, without any sense of timeliness
 - b. Posting your fees on your website
 - c. Not believing you provide real value in the intro session
- 3. Either write an email to attract clients to your free session, or put a page up on your site**
- 4. Name The Free Session**
 - a. Concrete, tangible, visceral, results/problem/solution oriented
 - b. “Stop Attracting Bad Boys,” “Grow Your Business,” “Drop The Weight”, etc.
- 5. Write Bullets**
 - a. Clarify your vision for x
 - b. Develop a 3 stage action plan
 - c. Uncover hidden challenges that may be sabotaging your success
 - d. Leave this session with renewed energy and motivation to... achieve X
- 6. “Reason Why”**
 - a. Explain the reason why you’re offering your session now.
 - b. To help start off the new year right... in honor of independence day... in order to help as many of you as I can improve your situation...
- 7. Create Scarcity**
 - a. Make your intro session rare – helps the prospect see value in it
 - b. “For the next 7 days...” “For the next 10 people who reply to this email...” “I can’t work with everyone, but I’ll do my best to get to as many of you as I can – I’ll take you on a first come, first served basis”
- 8. Develop A Checklist**
 - a. Makes the value of the session more clear, points out the needs the clients have to themselves
 - b. “Check off the areas you need the most help with: - Sales – Marketing – Teambuilding – etc.
- 9. Use A Questionnaire**
 - a. Find out more about your prospect and pre-qualify them
 - b. “Tell us about yourself: Goals for 2008, How long have you had this goal? How motivated are you to achieve your goals?”