

## Turn Lean-Outs into Lean-Ins

In Client Attraction, there is nothing more important than the Lean-o-Meter. If you are experiencing a lean-out, put all the templates to the side. Put the sale to the side.

Step 1: Show up, one human being in front of another human being, with the intention: How can I leave this person better than I found them?

Step 2: Choose one of the 5 Elements. If it creates a lean-in of 8 (or higher), return to the template you were using. If it doesn't, try another element, until you get a lean-in.

### Do You Use The 5 Elements Differently in Heartselling Conversation Than During a Free Consult?

On the next page, there are two sample recommendations for each element: one for a Heartselling™ Conversation and one for a Free Consult. Notice how during a Free Consult, you have permission to coach them and go deeper, and during the Heartselling Conversation, the 5 Elements are used in a much lighter way.

## Turn Lean-Outs into Lean-Ins

5 Elements	During a Heartselling Conversation	During a Free Consultation
<b>Fire - Connect</b>	A touch, a smile, a laugh. You might even change the subject to something that is off-template for a while to reconnect, before returning to the template when they are leaning back in.	Share something authentic. For example, if you think they might be feeling "backed into the sales corner" you can say: "I appreciate you a LOT and I strongly believe that you're going to get (result). It would be my honor to support you to get (result) but I just want to let you know that our long-term relationship is much more important than whether or not we choose to work together."
<b>Earth - Serve:</b>	Ask yourself: What would support this person in being most comfortable right now? Then, follow your intuition.	You can say: "How can I best support you right now?" Show up in service.
<b>Metal – Acknowledgment:</b>	What do you most appreciate about your potential client? (Compliment or Acknowledgment)	Deeper Acknowledgment: "I really appreciate you. I see you as a (powerful acknowledgment)."
<b>Water – Be Curious:</b>	<p>Tune-in to your potential client (their breathing, their voice tone, their body posture). Ask yourself: What's really going on for this person? What are they <u>not</u> saying? What are they afraid to say?</p> <p>You can say: "I am having the thought that you are (distracted, frustrated) Is this true?"</p>	<p>Share what is going on for you under the surface (include humanity and expertise). Then invite them to share what's going on for them.</p> <p>Example: "Even though I've coached (hundreds, a LOT) of people and, so many of them love the work I've done with them, in this moment, I'm feeling (concerned, anxious) that I'm not being of the most service to you. I'm a little embarrassed to admit this, but I'm more committed to telling the truth and giving you space to be honest with what you're feeling. So, I'm curious, what's going on for you right now?"</p>

<p><b>Wood- Give Them a Choice:</b></p>	<p>"Is this not a good time for us to talk?"</p>	<p>If you've tried the other four elements and nothing is bringing the lean-in back, give them a choice to end the conversation:</p> <p>Example: "I think you're awesome and I really want you to have <i>(result)</i>. And I want to honor both of our time. I am having the thought that you are no longer that engaged in this conversation. Is this true, and if so, would you like to keep going or end here.?"</p> <p>They'll either lean way in and say, "Yes! Let's keep going," agree to end it, or ask to set up another time. It's good either way. There are 7 Billion people in the world... only talk with those who want to talk with you.</p>
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## Self-Rating Tool

### Why Did We Create This Self-Rating Tool?

So you can see exactly what it will take to master this template (and track your progress toward mastery).

### Should You Use This Tool to Beat Yourself Up?

Hell no! Be gentle with yourself. Mastery takes time. And love. And tenacity.

Be truthful. If your score is low, get support. You will be better able to reach your people when you master this.

Keys to Mastery	Score 1-low, 10-high
1. How strong was your Fire Element (Connection)?	
2. How strong was your Earth Element (Service)?	
3. How strong was your Metal Element (Acknowledgment)?	
4. How strong was your Water Element (Be Curious)?	
5. How strong was your Wood Element (Give them a Choice)?	
6. How well do you know how to use each element in a Heartselling Conversation or Free Consult?	
	Total Score =
Acknowledge Yourself Here:	Divide Your Score By 6 =

### How Close Are You to Mastery?

1-3. "I'm on My Way". Get support from Your Thrive Business Coach to raise your score.

4-6. Good. Better than 90% of entrepreneurs. Time to use this template with potential clients!

5-7. Great! You should see great results when you use this template!

8-10. AMAZING! You have attained mastery that will make you magnetic to clients.

### When Are You Ready to Use This Template With Potential Clients?

Many Thrivers are making 6 and 7-Figures because they had the audacity to use templates before they felt ready. If you scored 1-3, get support. If you scored 4+, you are ready enough. Start now, and watch yourself soar. You are unstoppable.