

5 Steps To Sign Up Clients

For **\$5,000 To \$100,000** Each



Christian Mickelsen

Author of the bestselling
ABUNDANCE UNLEASHED

Get Clients Masterclass

Lesson 4: 5 Steps To Sign Up Clients For \$5,000 to \$100,000 Each....

Christian Mickelsen

HOW TO USE MY SIMPLE 5 STEPS TO SIGN UP CLIENTS IN ANY NICHE, FOR AS MUCH OR AS LITTLE AS YOU WANT.

Being a coach is a rewarding profession. The industry is booming. You get to impact people's lives in a major way. You get to make a big difference in the world. And, it can be very lucrative too.



It quickly became the career of my dreams once I discovered it. But, the path to making this career a long-lasting reality wasn't always easy or profitable.

During my first few years, I struggled like you wouldn't believe to make a living as a coach. So much so, that most people would've thrown in the towel for the sake of some stability. (I know because I tried)

I was over \$72,000 in debt from a previous business venture. This meant that I did not have a lot of money lying around that I could invest in training and mentorship.

And because the industry was still relatively new, there wasn't great advice out there I could run with.

I had to figure things out the hard way.

But... I kept going. And I'm glad I did because I eventually cracked the code on how to get clients!

Not giving up is the reason that I'm able to live out my dreams times 10! I'm a 5-time #1 bestselling author. My company won the Inc. 5000 Award 4 consecutive years in a row.

And my VIP days (where people pay to work with me for a single day) are \$100,000 (a long cry from \$195/month).

5 STEPS TO SIGN UP CLIENTS | TRAINING SESSION WORKBOOK

What's more is that I've helped other people create their dream lives too!

While coaching is definitely a booming industry and there's certainly a lot of income potential in it, the truth is... it's not profitable, let alone lucrative for everyone.

According to research by Zip Recruiter, **63%** of life coaches make between \$11,000 and \$40,499 per year.

That means that **more** than ½ the people who are committed and determined to help others change their lives are earning **less** than \$40,000 per year.

With results like this, the dream to help clients and build a business can become a "what was I thinking" scary road.

But, you don't have to struggle for years like I did and like others are doing now.

If you want to get in on this rewarding profession, impact people's lives through your coaching, and build a very lucrative business for yourself...take notes!

I'm going to share with you how to get clients and grow a successful coaching business.

Get ready to discover the formula for signing up clients for \$5,000 to \$100,000 each!



HOW TO MAXIMIZE THIS ONLINE TRAINING:

- 1. REMOVE ALL DISTRACTIONS:** Find a quiet, comfortable place to attend the training. Allow yourself the opportunity to focus fully.
- 2. PRINT THE WORKBOOK:** (or) if you prefer to save a tree, take notes in a journal and follow along during our live training session.
- 3. TAKE ACTION! TAKE ACTION! TAKE ACTION!**

Print out this workbook, grab a pen, and follow along during our live training session.



Use this page for your notes and questions...

This image shows a full page of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the paper.

MASTERCLASS REVIEW:

Session 1: Create Coaching Programs & Packages That Sell

I revealed how to create a results-based coaching package that practically sells itself.

I also gave away my bestselling book *Get Clients Today* and how to set yourself up as an authority/expert in the minds of prospects

Session 2: The Raving Fans Formula

I revealed how to create tons of raving fans for your business with clients who hire you again and again.

I also taught you mind-blowing coaching techniques that'll turn yourself into one of the most valuable, highly sought-after coaches on Earth.

In this training:

I will show you how to sign up clients for \$5,000 to \$100,000 each. During our time together, you will discover my proven formula to get high-paying clients to sign up right on the spot.

And, how to make the sign-up process feel natural for your clients, so they feel good about working with you, and neither of you feels like you need a shower after the session.



MONEY MINDSET SHIFTS THAT TOOK ME FROM CHARGING \$195/MONTH TO CHARGING \$100,000/DAY

When I first got started in coaching, I was charging \$195/month.

I really wanted to charge more, but I grew up on welfare when I was a child.

So, by the time I started coaching when I was 25, taking money from people felt like I was hurting them.

As much as I wanted to help them, it felt terrible letting them pay me.

Plus, I didn't think it was fair that some people are rich while others are poor.

One of the things that shifted for me was when I was told I had to coach for free to gain experience.

The problem is these people weren't serious or focused with their coaching.

They also didn't have any "skin in the game" since I was coaching them for free.

So, one of the things I learned is that when people pay, they _____.

Not charging them at all or charging very little was a disservice to them.

As the years continued and I started to invest in myself and raise my prices, I noticed that when people paid more, they got better results.

I realized that the value of the coaching is not in the coaching.

It's in the value of the _____ the client is looking to achieve.

And if you help people achieve big results, they'll want to invest big money.

I used to see people as being "rich and poor".

Now I see everyone as being rich and infinitely powerful, creative and resourceful.

They can have, do or be anything they want.

And if people don't have the money, they can easily get the money if they want the result bad enough.

We live in an _____ universe and we're swimming in oceans of abundance.

That's my money mindset.

And I thank God I'm rich because I see myself as rich.

Not just because I have money, but I see myself as rich because I'm alive.

And I believe everyone is _____, and _____ is an illusion.

THE CONSEQUENCES OF NOT HAVING A CLIENT SIGN-UP SYSTEM YOU CAN RELY ON

You can drive all the traffic in the world and schedule tons of people to have a free session with you.

But if you cannot get them to say “Yes” to your coaching, your income and impact will always be limited.

You’ll fall for the many pitfalls coaches struggle with when trying get clients to sign up for coaching, including:

- ▶ Doing really long sessions and giving great value, but not having them sign up
- ▶ Not knowing what to say or do to get potential clients to sign up for your coaching
- ▶ Feeling awkward, uncomfortable, or having a tough time explaining what coaching actually is and why it’s valuable
- ▶ Feeling uncomfortable about the process of “selling” clients on your coaching because you don’t want to be pushy, salesy or manipulative.
- ▶ Feeling weird talking about _____ when discussing the investment of your coaching
- ▶ Feeling like you have to be inauthentic or something you’re not in order to get clients to hire you for coaching
- ▶ Not knowing how to handle common _____ potential clients have that prevent them from moving forward.

The Free Session Formula takes the weirdness out of the client-sign up process so you can sign up clients with confidence.

It's a proven framework that builds desire for your coaching without feeling pushy or sales-y, and prevents you from making these common mistakes in the client-sign up process.

FREE SESSION FORMULA

What To Say And Do To Get Clients To Sign Up On The Spot

As a business consultant, clients are paying me \$100,000 to work with me for just one VIP day.

We discovered how to get great results for our clients using the 5 step breakthrough system, which consists of...

STEP ONE: Build deep rapport and _____ with your prospective client

Some things that can break rapport and trust are _____ (for approval, or for the money), being attached to them signing up (fear of rejection), and feeling uncomfortable or _____ with the process.

If you don't have rapport and trust, nothing you say and do throughout the rest of the session will matter... you'll never sign up the client.

Note: When you use Free Sessions That Sell: The Client Sign Up System for your initial consultations, the questions you'll ask are designed to build and grow rapport and trust throughout the session.



STEP TWO: Discover Their Deepest _____

The _____ their desires, the more likely clients are to sign up to work with you.

You also want to help your clients _____, because a lot of times their goals are limited by their beliefs of what they think is possible, what they think they're capable of, or what they think wouldn't be "too hard".

Note: Free Sessions That Sell: The Client Sign Up System walks your clients step by step to uncover their deepest desires, dream bigger, and get really excited about being coached to get what they want.



STEP THREE: _____ their challenges

This is possibly the most important part of the process because all of the reasons they aren't getting the results they want are likely things you can help them with in your coaching. Most coaches don't dig deep enough and if the client doesn't sign up, it's likely because they don't see what their challenges are and why they need your coaching.

Many of the challenges they face have to do with the inner work: their fears, their doubts, limiting beliefs. If you uncover these, they'll see the importance of the doing inner work and will love getting your support with it.

Note: Free Sessions That Sell: The Client Sign Up System walks your clients step by step to uncover their deepest desires, dream bigger, and get really excited about being coached to get what they want.



STEP FOUR: Explain Your Coaching So People _____ _____ And Pay For It

Even if you've done a great job all the way through the session up until this important step, if your offer is unclear or isn't enticing, the client will not sign up. They may not say "no". They might just say "I need to think about it" or "I need to talk to my spouse".

A. Package your program into _____.

Instead of offering three different packages, I recommend offering 2 different _____.

I recommend doing a payment plan and _____.

B. Offer special, _____ pricing.

Explain your coaching in a way that makes it show that it was tailor made to help them get what they want, and get it much faster with your help. My Free Sessions That Sell program shows you exactly how to explain your coaching so they want it and pay for it.

STEP FIVE: Coach them on the decision and get paid

If you do a great job with steps 1-4, and you are talking to a highly qualified prospective client, you might not need to do any coaching with them to help them make the decision. But when you do, you need to remember that your job is not to try to get them to sign up. Your job is to help them make a decision – even if that decision is “no”.

There are 2 ways to coach someone on the decision.

#1: address their _____

#2: address their _____

When you can address both of these things well, you’ll end up getting the client most of the time.

Use this magic phrase to officially sign up your new client:

Let me get you entered into the _____.



REVIEWS & TESTIMONIALS

Here's what can happen for you, when you put these tools and strategies to work!

I've been a client of Christian's for several years now. Free Sessions That Sell is hands-down one of the very best investments I've ever made in myself and my business---period. I have an MBA from The Wharton School and Christian's Free Sessions That Sell and Big Money Business Coach programs blow my Ivy League grad school degree out of the water. Case closed! P.S. Christian didn't pay me to post this :)

-- Dan Ulin



DrRay  **Free Sessions That Sell** ...
7 mins • 

Happy Monday.... What does Freedom look like for me? Choosing the right type of coaching that speaks to my DNA (Distinct Natural Ability). It's been One week since I unapologetically made that choice and have landed my first client - (6 Month, \$3,600).



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David [redacted]

1 hr

Enrolled 3 new people into a new group program I have last week 😊
It felt great and was really easy



You and 4 others

2 Comments



Kerri [redacted] reviewed Christian Mickelsen — 5★

April 2 at 7:39pm · 🌐

Used FSTS and BOOM...signed up a new **IDEAL** client for a 3 month package! Effortless. So far, 5 for 5 sign ups for 3 month coaching plan using FSTS!! <insert my happy dance here>

UPDATE: Another huge win to share! Just signed up a new client using FSTS for full pay (\$12,850) for a year coaching.

