

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 Step Formula To Sign Up Clients
For \$5,000 to \$100,000 Each....**

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ABOUT ME

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).

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...

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MASTERCLASS REVIEW:

In our previous Get Clients Masterclass sessions, we covered...

Session 1: 3 Simple Strategies That Get High Paying Clients Lining Up Around The Block To Work With You

In this training, some of the things I shared include:

- ▶ The major opportunity in the coaching industry
- ▶ The 2 things you need in order to have a coaching business
- ▶ How to position yourself as an expert
- ▶ How to explain your coaching

Session 2: Social Media Secrets: Quick & Easy Ways To Get Clients From Facebook, Instagram, LinkedIn and Other Untapped Sites & Apps

In this training, some of the things we covered, include:

- ▶ 3 step process to get clients
- ▶ How to create a red hot free session offer
- ▶ How to get clients working with you from social media
- ▶ How to use social media for social proof

Session 3: Get Clients Blueprint

In this training, some of the things I shared include:

- ▶ How to package your services
- ▶ How to create raving fans
- ▶ How to build your audience
- ▶ 5 Step Client Breakthrough System

5 STEP FORMULA TO SIGN UP CLIENTS | TRAINING SESSION WORKBOOK

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.



FREE SESSION FORMULA

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

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 _____, 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: _____ **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 _____.

Another page for your notes and questions...

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