



THE AUTOMATIC CLIENT  
ENROLLMENT SUPER SYSTEM  
MODULE 3

### Automatic Client Enrollment Super System template

As an added bonus to this course, we have included an Automatic Client Enrollment Super System template for your personal use. This is an awesome tool, because it will walk you through the steps of conducting your consultations and intro sessions for maximum success.

This script will let you know exactly what to say and when to say it. It's a straightforward and simple to understand fill-in-the-blanks form. The template is especially useful for conducting consultations over the phone or online via webcam, because you can have your notes right in front of you or posted up on the side of your computer screen, allowing you to effortlessly glide through the process without error.

#### ★ Rapport

*Okay, let's go ahead and just jump right into it (client's name). And so I can get a little more clarity about your situation, can you tell me a little bit about yourself and your \_\_\_\_\_ (business, health, goals, etc.)? Maybe about some of the events that you believe have brought you to this point in your life?*

**(Answer)**

*Okay, I understand (reflect words). Is that correct?*

**(Answer)**

*When did you first start to notice that you had an issue with \_\_\_\_\_ and that you weren't getting the kind of \_\_\_\_\_ that you wanted in your \_\_\_\_\_?*

**(Answer)**

*How long has this been going on?*

**(Answer)**

*And how have you been able to replace what's missing in that area of your \_\_\_\_\_? How have you been coping until now?*

**(Answer)**

*Okay, so earlier in your life, you experienced some \_\_\_\_\_. You saw that \_\_\_\_\_ was happening, and you noticed how other people who had better \_\_\_\_\_ seemed to naturally be more \_\_\_\_\_. Eventually, you decided that you wanted to have \_\_\_\_\_ for yourself.*

*So you took action and started looking for different ways to \_\_\_\_\_, and as you moved forward with that idea, you **were** able to create some positive experiences for yourself, like \_\_\_\_\_ and \_\_\_\_\_.*

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However, you also began to sense that you weren't really getting the type of \_\_\_\_\_ that you wanted from your \_\_\_\_\_. Since then, you've been trying to make up for that by doing things like \_\_\_\_\_ and \_\_\_\_\_.

But now, you really want to fix this part of your \_\_\_\_\_ to make it work, so you can finally achieve the type of \_\_\_\_\_ you've always wanted. Is that correct?

**(Answer)**

### ★ Ignite desire

Okay. Now I want you to play a little imagination game with me for a moment. What I want you to do is imagine that I am handing over to you a mysterious, antique magic lamp – just like one you might read about in a fairytale. As you rub that lamp, out pops a magical genie. This genie is going to grant all of your wishes; specifically, those that relate to \_\_\_\_\_.

As you imagine talking to your personal genie and you know he's going to help you design your perfect \_\_\_\_\_, what would you say that you wanted your \_\_\_\_\_ to look like \_\_\_\_\_ months from now, if you could have anything you wanted?

**(Answer)**

When you have \_\_\_\_\_, what kind of things are you doing- \_\_\_\_\_ months from now?

**(Answer)**

And what else do you want to have happen?

**(Answer)**

As you imagine having that genie who's going to grant you all of your wishes, what's the one thing you're going to ask for, knowing that your success is absolutely guaranteed?

**(Answer)**

### ★ Amplify positive emotions

So when you have all of that; you've got the \_\_\_\_\_, the \_\_\_\_\_, the \_\_\_\_\_, and so on, what would that do for you?

**(Answer)**

And what difference would that make in your \_\_\_\_\_?

**(Answer)**

And how would that make you feel?

**(Answer)**

And when you're feeling \_\_\_\_\_ and \_\_\_\_\_, what impact will that have on all the other areas of your life?

**(Answer)**

And what would you enjoy most about having a \_\_\_\_\_ like this?

**(Answer)**

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What I want you to do now (*client's name*) is imagine yourself stepping up into that reality where you have this perfect \_\_\_\_\_ that's giving you \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ and everything is going exactly the way you want.

You're doing things like \_\_\_\_\_, and \_\_\_\_\_, and \_\_\_\_\_. You are starting to notice \_\_\_\_\_ and see changes in your \_\_\_\_\_. Because of that you feel \_\_\_\_\_ and \_\_\_\_\_; you are filled with \_\_\_\_\_ and \_\_\_\_\_.

Being that way has caused other areas of your life to improve as well. You are now starting to \_\_\_\_\_ and even \_\_\_\_\_. As you just take a few moments to absorb yourself completely into that experience, and feel that inside your body, where in your body are those feelings coming from?

**(Answer)**

Okay. Take a deep breath in and as you exhale, allow that scene to fade as you return to an emotionally neutral state. Let it fade away as you come all the way back to the present moment.

### ★ Expose challenges and obstacles

Now (*client's name*), I want to take this conversation in a different direction for a moment. Tell me – being completely honest – what do you think has been stopping you, getting in your way, or holding you back from achieving that dream lifestyle?

**(Answer)**

What other challenges might be stopping you, getting in your way, or holding you back?

**(Answer)**

Would you say that your biggest challenges have been more external or internal; are they things that are happening in the outside world, or are they more about dealing with things that are going on inside you, like self-doubt, judgement, limiting beliefs, or feelings you have about yourself – things like that?

**(Answer)**

OK, is there anything else that might be stopping you, getting your way, or holding you back?

**(Answer)**

### ★ Increase awareness of pain

As you've been struggling with all this, with \_\_\_\_\_, feeling \_\_\_\_\_, and at having to deal with \_\_\_\_\_, how have these challenges affected your \_\_\_\_\_?

**(Answer)**

And how are these things impacting other areas of your life?

**(Answer)**

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How much time have you wasted trying to maintain a \_\_\_\_\_ that really doesn't align with your values and goals?

**(Answer)**

And how much of your mental, emotional, and physical energy do you think you've sacrificed in having to struggle with \_\_\_\_\_ over and over again?

**(Answer)**

What do you think the worst part about this is?

**(Answer)**

### ★ Open up the possibility for change

Let me just pose an important question to you. If you could somehow resolve each and every one of those challenges and if you could somehow turn all these problems around and begin to move forward rapidly in the direction of your goals, what difference would that make for you?

**(Answer)**

Okay. So you'd \_\_\_\_\_, you'd be \_\_\_\_\_, and you'd have more \_\_\_\_\_ and \_\_\_\_\_. Is that correct?

**(Answer)**

I see. Well, the really great news is that all the problems you've just described are normal and they are also resolvable. In fact, I've worked with many, many people who were once facing the exact same challenges that you are right now, and I've helped them overcome those barriers to their success and build the kind of \_\_\_\_\_ they've always wanted.

I'm absolutely sure that if you and I were to work together, we could resolve all the issues that you've been dealing with just as successfully and get you to achieve the results that you're looking for. How does that sound?

**(Answer)**

I'm curious. What do you believe would be the most valuable thing you'll be taking away from this session today?

**(Answer)**

### ★ Extend the offer

Okay, sure. Well, (client's name), I think that it's going to get even better when you hear what I'm about to tell you next. I've developed and carefully crafted a program that is specifically designed to help people resolve the very same challenges you're facing right now and get the kind of \_\_\_\_\_ you want. Would you like to hear more?

**(Answer)**

Okay, great. I've come up with a strategic series of action steps that anyone who wants to \_\_\_\_\_ can take to achieve \_\_\_\_\_. I call this program \_\_\_\_\_. What that stands for is \_\_\_\_\_.

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The first stage is \_\_\_\_\_. This is a process that enables you to start \_\_\_\_\_, developing your ability to \_\_\_\_\_, and laying the groundwork for \_\_\_\_\_.

The next step is to \_\_\_\_\_. This part is all about doing those things that cause \_\_\_\_\_, so you can not only \_\_\_\_\_, but also \_\_\_\_\_ in the process. Then we're going to get to the third stage, which is to remove those barriers that have been blocking you from \_\_\_\_\_ so you're no longer doing things like \_\_\_\_\_ or walking around feeling \_\_\_\_\_ about \_\_\_\_\_. Because of that, you automatically start doing things that create better \_\_\_\_\_.

The last part is the \_\_\_\_\_ phase. This is where you start to bring everything you've done so far altogether, to produce a \_\_\_\_\_. And maybe the best part about all of this is that I'm including an absolutely incredible bonus for people who decide to get started with \_\_\_\_\_ right now.

(Explain bonus)

So when you think about everything I've just described; that process of learning how to \_\_\_\_\_; of getting more \_\_\_\_\_ in your \_\_\_\_\_; and becoming more \_\_\_\_\_; someone who feels fantastic about \_\_\_\_\_ on an everyday basis, what do you think the most valuable part of this kind of program would be for you?

It's important to practice going through this entire process several times. After a while, you'll become accustomed to using the template and your delivery will become more natural. If your program requires more action steps, just add those. You can tweak this script in any way that serves you, but do use this tool as it will dramatically accelerate your learning curve.

## Assignment – Practice the enrollment process

- Over the next several days, make it a point to rehearse the entire Automatic Client Enrollment Super System with at least three people. In fact, the ideal situation would be if you could practice with at least one person each day. Use the Enrollment Super System questions list from the previous session for reference.
- To start, practice with friends, relatives and your immediate family. Tell them that you're starting up your own coaching practice, or that you're learning a method that will enable you to increase your client base and help more people.
- A word of warning, though: only do this with people who are supportive and outwardly express a desire for you to succeed. At this point, you don't need your mentality to be poisoned by naysayers, critics, and limiting viewpoints. If you don't know of anyone who would help you, you can always practice enrolling a chair or favorite pillow.

## How to create compelling offers, programs, and packages

Remember that the bottom line is for you to have programs and services that are specifically designed to resolve your ideal client's greatest problems. This is a laser focused approach that requires some planning for you to execute successfully.

Before you can sell your program, however, you must have a program to sell; a package deal that includes every step that the prospect needs in order to get from Point A to B, so we need to talk about the different ways in which you can create your programs and packages.

First, here's a secret tip on how to present them. Before you can get into the real nuts and bolts of your program and before you can start explaining each step in detail, you must sell your process. In other words, you're going to tell the prospect what you're going to do before you explain how you're going to do it.

Remember, people are primarily looking to buy results – not procedures, action steps, or programs. Always start by selling the results and that will compel the person in front of you to buy the strategy for getting those results. Here's a little example to explain what we mean.

The following short script is a conversation between a wedding consultant and her potential client. The words of the consultant are in *italics* while those of the prospect are in **bold**.

### Selling the process first

*You know, I actually have a package that is specifically designed to address and resolve every one of the concerns that you have expressed to me, while also creating an amazing and memorable wedding experience for both you – the happy couple – and your guests. Would you like to hear more?*

**Yes, of course.**

*Great. I've created a process I call "total sensory immersion." It's a strategy I use to captivate the hearts and minds of everyone in the audience by taking them to a magical world that's filled with beauty and love. As soon as your guests walk in through the entryway, they'll be encompassed by a 360-degree full-color scene that tells the story of your lives together.*

*As they walk further ahead and enter the church, they'll feel as though they're actually walking through the gates of heaven. Everything around them – the colors, sounds, flowers and all the decorations and fabrics – everything will come together in creating an experience that something divine is taking place and that they're truly witnessing one of God's greatest creations coming into existence. How does that sound?*

**Oh my gosh. That sounds amazing.**

## Explaining the steps

*Thank you. I've put together a very simple, yet well-organized, plan that will enable us to put all of this together with absolute perfection in just a few days' time. Would you like me to tell you a bit about how that works?*

**Yes, please.**

*Great. What happens is that tonight – when you and your fiancé go home – the two of you gather up all the pictures that you can find; ones that include both of you from the earliest days of your dating relationship all the way up to the present moment.*

*I'll either come by and pick those up tonight, or you can scan them and send them to me. In any case, I'm going to take copies of those and hand them over to the person I use for graphic arts. Tomorrow, what she's going to do is cover the walls and ceiling of the church entryway with a magnificent mosaic that illustrates the story of your relationship.*

*When guests first walk through the door, they'll see scenes from your early days of dating. And as they move forward, with each step they will be able to see the different stages of your relationship evolution and be able to share the journey through which the two of you have grown together and learned to love each other.*

*The pictures are seamlessly put together, so it seems like the story flows in one continuous line from the past to the present. In fact, the pictures are attached to a thin layer of temporary clear wallpaper that we steam press off right after the service, so there's absolutely no chance of damaging the building.*

*While this is being done, my team of high-profile interior designers will be taking shifts to work virtually around the clock in making sure that every square inch of the church is drenched in an angelic ivory lace motif – just like the one you described. We're going to bring in French silk tapestries to hang from different parts of the ceiling. We're going to move all the normal pews into the back storage room and bring out our own plush white loungers. They're really soft and extremely comfortable.*

*My carpentry guy is going to build an elaborate golden archway for you and your husband to stand before the priest in. White flowers will line all the walls and ceilings, majestic statues will be placed in each corner of the room.*

*And when people walk into that church on your wedding day, it will be like they're walking into the center of a cloud. My team is also affiliated with the award winning choir from Lancaster; the one that's chosen to sing at the President's house each Christmas. They'll also be on hand to produce a background harmony that's almost sure to pull tears from the eyes of many people in attendance.*

Can you see how and why it's so powerful to sell the results first? Before your prospect can really take in all the information that you have to offer, they must be able to already see what the end result is going to look like in their mind. That way, they can keep their mind on the overall objective as your details begin to fill out the support system that makes it all work.

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Your process is basically your philosophy for how to get things done; for how to move your clients from where they are to where they want to be. This is the overall strategy that you use to help your prospects achieve the specific results they're looking for.

It can be useful to create a catchy name for your process; something that's easy to remember. For example, you might say “My process is called The Four P.S., which stands for Production, Publicity, Partnerships and Passive income,” or “I utilize a strategy that I call Six Weeks To Fearless Public Speaking,” or “I work according to a methodology that I call Five Steps To Financial Freedom.”

As you can see, the name of your process clues the prospect in as to what's going to take place. That's a great selling point, because it gets the prospect to think *Okay, if I do whatever these five steps are, then I'll achieve financial freedom or So I can expect to be a fearless public speaker in only six weeks or Okay, I get it. What I need to do is produce something, publicize it, form some sort of partnerships that can help me and then I'll be generating passive income. And this coach or therapist has a process that will show me exactly how to do that.*

The process is something you will create from all the information that you have about your ideal clients; their goals, dreams, fears, challenges, values, outlook on life, and so on. Knowing where your ideal client is and what they want enables you to devise a systematic way of getting from A to B.

The following exercise walks through a step-by-step procedure that will help you define your process, clarify exactly what you want to help people achieve, and come up with a compelling and appealing name for your unique system.

### Assignment – Defining your process

Refer to the profile of your ideal client that you created earlier. Take a look, specifically, at the current state of your avatar’s life, their end-state objective or goal, and the challenges that lie between where they are now and where they want to be.

Map out a logical set of action-steps and milestones that naturally lead your ideal client to the accomplishment of their overall objective. In order to figure these steps out, ask yourself the following questions:

★ **What information does your client need to know in order to realize their ideal?**

★ **How, exactly, could they go about learning that?**

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★ What skills does your ideal client need to develop in order to achieve their goal?

★ What tasks must your ideal client become comfortable doing?

★ What circumstances must they be willing to endure?

★ Whose help does your ideal client need to enlist in the pursuit of their goal?

★ What does your ideal client need to believe in order to get what they want?

★ What beliefs do they need to let go of?

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★ What practices does your ideal client need to make a part of their daily routine?

★ What habits do they need to develop?

★ What habits or routines does your ideal client engage in now that will need to be changed and/or eliminated?

★ What type of person does your ideal client need to become in order to accomplish an objective goal?

★ What kinds of things does that person do on a regular basis that your ideal client is not doing now?

★ In order to achieve their goal, what's the first thing that your client must do, learn, develop, or become? What's the second thing? Third? Fourth? Fifth?

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Taking all this information into account, come up with a name for your process; something that describes the transformation your ideal client will have to go through in order to achieve their goals. It can be useful to make the name of your process memorable in some way. It could rhyme, or consist of multiple words that start with the same letter, or perhaps the name of your process can be made into an acronym or a catchy phrase.

Congratulations! You've now developed your own unique process for coaching; a system that's designed to deliver very targeted results for your ideal client.

## Creating a program for the individual

Let's talk about how to create an individualized program for your prospect; one that addresses their specific goals and needs. A lot of your work will be done ahead of time before the prospect even comes in for their initial consultation, and you'll already have two valuable resources at your disposal.

Firstly, you'll have a pretty good understanding of who the prospect is, by the work that you've done in creating your ideal client's profile. Secondly, remember that you've already sent out a pre-session questionnaire designed to uncover each prospect's personal goals and challenges. All you have to do is tailor your process to address those specific needs.

During the consultation, you'll get even more information that you can weave into the entire framework that you've set up. Start by coming up with a name that encompasses the main structure of your coaching or consulting process. Then go on to explain what each step of that process is and exactly how it works. That way, the client goes in with the comfort of already knowing how things are supposed to play out. At this point, it can be useful to tie each step of the process to a particular goal or challenge that the client has.

For instance, let's say that you have a program called "The 5 Steps To Financial Freedom," and those steps are eliminate debt, decrease liabilities, increase assets, create multiple income streams, and minimize taxes. Here's how you might tie in each of those steps to a particular prospect's needs:

*The first step of this process is to eliminate debt. You've already told me that you have about twelve credit cards with each one of those holding a very high interest rate. That's in addition to a sizable mortgage you have to pay each month and the car payment you have, which, with insurance, is almost like you're paying for another house.*

*So during the first step of this process, we're going to work on eliminating almost all of your credit card debt very quickly and putting what's left on just one card that has the lowest interest rate you can possibly get. We're also going to look into whether you might be able to refinance the house and pull out some equity from it so you can pay off the car in full. Just doing these two things will put \$2,000 or more back in your pocket every month.*

*Then we're going to move on to the next step, which is to decrease your liabilities. We're going to do a thorough inventory of everything that you own that may be costing you money right now, because you've said that about \$1,000 disappears from your budget every month, and you don't really know how that money is being spent. Once we've done our assessment during this part of the process, you'll know exactly how much you may be losing every month and where it's going.*

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*Then we move on to the next step, which is to increase your assets. As you've said, you may use certain things you own – like your boat or four-wheeler – only once or twice a year, but those possessions are depreciating in value very quickly. What we're going to do is discover some ways that you can turn the things that you already purchase into income-generating machines. During this part of the process, you're going to learn how to get a lot of things that you want for free, by getting somebody else to pay for them, or even pay you to own them.*

*The next thing that we're going to do is create multiple income streams. Looking back, one of the things you presented to me as being one of your biggest challenges is that your business is dependent on you being there every single day. If you were to ever get sick, have some type of emergency, or you just couldn't be there for any reason, your income would instantly stop.*

*What we want to do at this stage – after we've already eliminated much of your debt, reduced your liabilities and started turning many of your possessions into assets – is set up a number of different passive income streams that generate money for you, twenty-four hours a day around the clock, whether you're there or not. That way, you'll never have to worry about being out of work for a while because you'll have a support system that supplies all your financial needs.*

*The last stage is to minimize taxes. What you may not realize is that by utilizing all the deductions you can take advantage of as a business owner, you can end up paying very little – sometimes almost nothing – in taxes.*

*I'll show you ways of structuring that system so you put a certain amount back into your budget every year, because you'll be paying that much less in taxes. This is one of the most essential insider secrets to creating real wealth that very few people know how to take advantage of.*

Can you see how by using this method you've made your offer very compelling and easy to accept? You started out by giving your prospect a mental illustration of how your process works and what the end result would look like. Then you explained the individual steps of your program and connected them to your prospect's personal goals and challenges.

After that, you would continue by saying something to the effect of “So which part of this program to you think would be most valuable to you,” or “Which part of this program do you like the most?” When your prospect answers this question, it gives them a deeper level of psychological and emotional buy-in to the process.

By this point, you should also be able to say to the prospect something like:

*I can totally see us be able to achieve these first three steps of the process by \_\_\_\_\_. By this date, you'll be getting \_\_\_\_\_ results, and you'll be able to experience those changes in your life. Three months after that, we'll have implemented all these things and eliminated these other things. That's when you'll experience a real turnaround and quantum leap level transformation. And by\_\_\_\_\_, you'll be operating at this level, which is when the whole process continues to perpetuate itself virtually on automatic. How does that sound?*

When you do things this way, what you are doing is creating an on-the-spot coaching plan for the client; one that fits into your unique process and yet, at the same time, takes their individual needs into account. This is a very powerful way to start off your coaching relationship. By being able to create a rock solid action plan on the spot, what you're doing is solidifying your position as an expert; specifically, an expert at helping the client achieve exactly what they want.

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To make this part of the enrollment process even more compelling and powerful, you'll want to talk about how you will also help the client resolve their biggest challenges. For instance, let's say that your client is afraid that sticking to a budget will stop them from having fun with their family.

You might say something to the effect of "And because we're eliminating all these expenditures that aren't really giving you anything in return, it's going to free up even more money for you to be able to go out and have fun with your family without worrying about whether or not there'll be enough left over to pay the bills."

Or let's say that your client believes that it will be hard for them to keep track of what they're spending. As you explain the steps to your program, you might say, "The great thing is that this entire process is about setting up systems. We automate things so every dollar that comes in is immediately split up into different percentages that are funneled into various accounts. That way, you don't even have to think about whether or not you're keeping good track of your money, because the systems do all of that for you. All you have to do is to sit back and watch your net worth get larger and larger."

## Packaging

We've already gone over how to design your unique coaching process and how to create an individualized program for the client. But how do we bring all of this together? How do we condense everything into a clearly defined and well organized offer?

One of the first things you want to do is decide on how much coaching, consulting, mentoring, or therapy you wish to sell at one time. Of course, you may have a few different options available for your clients, and it's recommended that you do so. However, some packaging models are better than others and we're going to take a moment to explain exactly why.

### ★ By the hour or by the session

To start, we're going to look at two of the most difficult, stressful and undesirable business models for you to follow; which are to either charge by the hour or by the session. There are several reasons as to why it's ineffective to operate your business within this type of framework.

First, it makes the client responsible for determining exactly how much coaching, consulting, mentoring, or therapy they need. They decide when to start and when to stop. But wait a minute – if the client knew exactly what they needed, they wouldn't have come to you in the first place.

You're the expert; you are the coach, therapist, or consultant. You are the one who knows what the client needs to do in order to get what it is that they want. You know how to achieve results, and you have a much better understanding of when the changes your client makes will be fully integrated into their life.

When you charge by the hour or by the session, you're giving away your position as the authority. You're also limiting the amount of value you can provide to the client, because how are they supposed to know when the work has been completed, when the relationship should come to an end?

In the beginning of your relationship, the client may have to develop some new competencies. That may require them to do things they are unfamiliar with. They may fumble, falter, and fall down in the

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early stages. Because they may not yet understand that all of this is a part of achieving their goals, the client may prematurely judge that the process isn't working.

They may not see the value of a particular session, or the reasons as to why they should do certain things. In fact, the client may not believe that a particular course of action will work. If you're charging by the session, it becomes so easy for your client to drop out the moment they don't understand what's going on.

However, when someone has already paid for a full month, three months, or even six months of coaching sessions, they will feel compelled to stick it out and see what happens. People usually want to get the most out of their money. By packaging sessions, you encourage the client to see things through and are giving them the opportunity to achieve real results.

### ★ By the month

When you charge by the month, it gives the client a little more time to engage in the process and achieve notable results. This will help them stay motivated and encourage them to pour even more of themselves into the process.

A month will also give you and the client time to build a stronger relationship with one another. You'll have the chance to develop a certain degree of familiarity between the two of you and get into a good coaching rhythm.

### ★ In three month units

When your client opts for a three-month package of sessions, it gives them time to make much more progress than they can in a month. In fact, toward the end of the three months your client should be gaining a significant amount of momentum. That means that they will be making progress much faster than they did at the beginning; they will find it easier to do the things that were once difficult and their confidence should be growing as a result.

By the time your relationship is coming to an end, the client should be able to anticipate what the next three months will look like. Even if your client has not yet achieved their overall objective, they should be much closer to it than before. They should be excited and motivated to continue with the next leg of your journey together.

### ★ In six month units

We suggest that the six-month unit of services is the most ideal package for both you and for your clients who can afford to take advantage of this option. Let's explain some of the reasons why.

If you're a coach, or consultant, selling your services in six-month units will remove a lot of stress from your life. It will alleviate the cash-flow problems that professionals who see clients on a session to session or hourly basis typically have. If you charge by the session, you will be locked in a never-ending pursuit to find new clients and acquire new business. This will quickly wear you down, as during any time frame you only have a limited amount of energy at your disposal.

On top of that, it's hard to focus fully on getting your current clients the best results they can possibly achieve when you're thinking about how you'll survive if you don't get some new clients by the beginning of next month.

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When you sell your services in six-month units, you already know that you will have a positive cash flow during that period of time, and that gives you space to breathe. For instance, let's say that you have a goal of working with a client base of nine or ten people per month.

Once you get to that number, your financial situation is secure for at least the next six months. During that time, all you have to do is work on converting one or two new prospects in to customers, here and there. These will replace your former clients who complete their programs at different times, so you'll always keep nine or ten people on the books.

This type of arrangement also benefits the client. Over the course of six months, they will achieve many benefits in different areas of their life. In fact, six months is about the time that it will take a lot of people to achieve one, two, or even a few of their major goals. At this stage, your client will be able to see their long-term vision taking shape. As a result, they will become convinced that working with you was a very smart decision.

Remember that your clients may have been doing many of the wrong things for years to get themselves into the situations they are seeking your assistance with. Therefore, it may take a little time for you to help them turn those kinds of situations around. Sure, you have the skills and know-how to accelerate your client's results, but a six-month commitment will really enable them to see the true value of what you have to offer.