The Automatic Client Enrollment Super System
Module 4

Module 4:

STRATEGIC PRICING, ADVERTISING AND NETWORKING

Now we come to the important matter of pricing; specifically, how you'll set your fees and what you'll charge for the different packages that you offer. We all know that there are many high-priced coaches, consultants, trainers, and therapists in the world. And most of us want to model the successes these people have achieved; we want to align our business with people who are operating at that level of peak performance.

There's nothing wrong with targeting an affluent section of the market, coming up with a valuable product, and charging a premium price for your services. But one of the most important things to consider when setting your fees is how comfortable you are with the amount you're charging.

Sometimes, people try to go for the big money right away – as soon as they begin working with clients. And that's perfectly all right if that type of business model resonates with you. But if you can't really see yourself setting your fees that high just yet, don't. Just start out with a number you feel comfortable with.

If you try to charge an amount that's higher than what your confidence level can carry, you will end up acquiring very few clients, if any. This is because your insecurities and self-doubt will leak out into the enrollment session. It will be virtually impossible for you to maintain a congruency between your thoughts, words and behavior, when deep down inside you feel as though you're asking for more than what your skill level is worth.

That being said, you do want to have a few different pricing options to offer potential customers to correlate with the various packages we covered in the last section. Let's start this off by discussing different ways in which you can price the one-on-one hourly coaching model.

Typically, fees for this type of service can range from $75, up to $150, or even $200, $300, or more, depending on the coach's or consultant's expertise, the industry they're affiliated with, the value of solving whatever the ideal customer's problem is, and a host of other important factors.

However, this is generally not the ideal business model for most coaches or consultants. Trying to operate a business this way, for most people, is the fast track to a life of stress, anxiety, and worry. But if you're working in a market that is very high-end, you have a particularly rare form of expertise people will gladly pay for, or you're already well-known with your own following, you can make this model work for you.

A lot of coaches, consultants, and mentors charge by the month. Typically, fees for this type of program range from anywhere between $200 and $300 per month. However, that amount can be much larger in certain industries.

These types of fees are traditionally quoted to business owners, who are looking to achieve massive growth by hiring a coach or consultant, because if someone is known for increasing an entrepreneur's bottom line by $10,000, $15,000, or more, the rather large investment is offset by potential profits.

If you are going to charge your clients monthly, you want to put together some package deals that encourage them to pay for services in advance. For instance, let's say that you charge $225 per month. Over the course of three months, that would total $675. However, if a client were to pay for a full three-month package ahead of time, you could offer a discount, so you might charge $600 for the three-month package, saving the client $75.

You could offer even larger incentives for booking further ahead. If your client has a long-range goal – something that would take maybe six months to achieve – paying on a month-by-month basis would cost them $1,350. But if they're paying for everything upfront, you might drop that fee to something like $1,150, saving the client $200. By setting your fees on a sliding scale like this, you make it easier and easier for people to hire you further out ahead into the year.

Another option you might consider offering is group coaching. This is where you coach or consult with several clients at once by telephone or are some sort of virtual platform. Group coaching is something you can offer at a significant discount, which will make it a much more affordable option.

You can charge (say) $60, or $70 a month, because you'll typically be coaching four, five, or six clients at a time – maybe more. Of course, when someone decides to participate in this type of program, it means they are going to receive less one-on-one coaching time with you that they would with other programs. However, even in this format, the people you serve can get really great results.

Your clients can use the group coaching option to test drive your services before making a big commitment. It gives them a chance to try you out before signing up for one of your personalized packages. When your clients get good results within the group, they will be much more excited about what they might be able to achieve with your undivided attention.

A great way to segue into your pricing structure is to start by posing a hypothetical question to the prospect. You might say something to the effect of “So, John, if this program didn't cost you a dime, if we could get started today with creating these results for you and it was totally free – it didn't cost you one penny – would there be any reason at all that you wouldn't sign up right now and want to get started today?”

If your prospect gives you any reason as to why they wouldn’t be ready to sign up yet, then you know exactly what the objections are that you would need to overcome before closing the deal. In the next section, we’ll go over exactly how to turn around those objections and make them work in your favor.

However, if the prospect says “yes” they would take advantage of your offer, you simply follow that question up with “Well, would you like to hear how much it does cost?” This is a non-aggressive approach to moving toward the sale. You’re never forcing information down the prospect's throat, but are asking if you may continue and tell them more.

Even when you tell the prospect you have a program that’s specifically designed to solve their problem, the next thing you always do is ask them if they’d like to hear more about it. This is a very elegant and subtle way to push the process forward without being pushy.

Offering guarantees

When the prospect says that they would like to hear more, then you simply walk them through your pricing structure for different packages. After you do that, you also want to disclose any guarantees that you might decide to offer.

Guarantees can work really well for you in many ways. First of all, they give the prospect a safety net; a sense that there’s no way they can lose, even if things don't work out the way they want them to. This makes hiring you even more of a compelling proposition, because there's nothing to lose and everything to gain.

The guarantee can also increase your business and close rate. Just think of this. Suppose that you have a 30 day money-back guarantee – meaning that the prospect does everything you ask in 30 days, if they're not satisfied with the results, they can drop out of the program and you'll return their entire investment up to that point in full.

This may seem like a risky proposal to offer people, but it's really not. First of all, it puts the responsibility for achieving results into the prospect's hands. They have to do everything you ask them to during those 30 days, or the guarantee is void. At the same time, you should already know that your process works and it will produce great results. If the client is doing what you say and is getting what they want, it makes no sense for them to drop out of the program and lose everything they have to gain.

Here's an example. Let's say you coach young entrepreneurs for a fee of $400 per month. After working with a particular client for 30 days, you've increased their income by $2,000. Therefore, that person has netted an extra $1,600 for the month. If you were that client, would you be concerned with getting back your $400 investment or would you rather continue with the program and pocket another extra $1,600, $2,000, or $4,000 the next month?

If you're offering true value, giving people a money-back guarantee shouldn't be risky at all.

What about no guarantee?

Maybe you don't want to offer a guarantee, because it simply doesn't fit into your business model. Or perhaps you believe that giving out a guarantee will take away from your client's motivation and ability to succeed. Or maybe you just want the security of knowing that your clients won't be able to back out after you've already done a month's worth of work.

Whatever the case, you might be wondering about how to politely explain to people that you don't offer a guarantee. Occasionally, you'll have a prospect who specifically asks if you offer some type of personal assurance or promise that they'll achieve results. How do you turn down such a request without breaking rapport or causing the prospect to lose interest?

The answer to that is very simple. All that you have to do is reiterate to the client that they are responsible for achieving their own results. Below is an example of how you might word this.

You know, James, I can totally appreciate what you're asking. However, I'm not able to offer the kind of traditional guarantee you're requesting, because so much of what comes out of this process is dependent on the actions you take. Your success is going to be determined by how you show up on a day-to-day basis, whether you're willing to do the work, honor your commitments, learn from your mistakes, and do a lot of other things that I simply can't do for you.

However, countless other people have already followed this program and are now massively successful because of it. If you do the required tasks, follow the plan, take action, and hold yourself accountable, I can't see any reason why this system won't work for you just as well.

Handling objections

Many service professionals are afraid of being rejected, and this fear stops them from helping as many people and making as much money as they could. But objections are simply a natural part of the decision-making process. They are people's way of checking out the machinery before they choose to buy.

If you were purchasing a car, then no matter how well the seller described it, you would probably still want to look under the hood, check for leaks, and make sure that everything is in working order. A prospect who brings up an objection during your enrollment conversation is no different.

They want to make sure that all stones have been uncovered; that they have done a thorough job of examining both you and your program. Don't think of an objection as rejection. And don't give up at the first signs of conflict. You'll be leaving a ton of cold-hard cash on the table.

Instead, think of an objection as a request for more information, as a sign that your prospect is, in fact, interested in what you have to offer. Often, the prospect is ready to move forward. They are simply afraid of making a decision on the spot. Therefore, it's your job to eliminate those fears, so the person in front of you can make the choice they already want to.

Let's look at some of the most common objections along with some reason is as to why they come up and how you can overcome them.

✪ I can't afford it

One of the most common objections you're likely to hear is “I can't afford it.” Let's start by looking at why people say this sort of thing in the first place. When you hear “I can't afford it,” what it often means is that you haven't yet demonstrated enough value to the person you’re talking to. That statement is really just a mask for the prospect's fear that they will pay for your services and not achieve their desired results.

Let's face it, when someone decides to come on board as one of your clients, they are taking a leap of faith. You may have talked about the case studies of other people and shown them a book full of testimonials, but the prospect has no way of knowing for sure whether any of that is fact or fiction. Working with you will require them to put a certain amount of trust in you and your abilities – they must believe that you can and will do what you say.

When you hear this objection, don't think that it means you have given a poor presentation. You may have done an excellent job of conducting the consultation, going through the process, and explaining all the details, but for whatever reasons, the prospect may not yet to be fully convinced. Everything you’ve said up to that point may have made perfect sense, but the results you described may have sounded so good that the prospect doubts their ability to achieve them.

There are several ways in which to overcome this objection. The method you choose will depend on how your prospect answers one or two follow-up questions, but all of these strategies are based on utilizing the emotional leverage you have already created during the session.

One point of leverage is the compelling vision of what your prospect's life will be like when they have the results, career, lifestyle, or type of business they want. Another is the incredible amount of pain that you have now linked to the problem, which creates a sense of urgency for the prospect in that it has to be solved right now. To start the process of circumventing this objection, you're going to ask a question – actually, you're going to ask a question about asking a question.

You would say something to the effect of “OK, Bob, is it okay if I ask you a question about that?” Remember that everything you do is permission based. It's important to keep getting the prospect's consent at every stage of the process, especially when you talk about money. For most people, this is a very personal subject, and if you don't take care to handle it with sensitivity, you may come off as being pushy and intrusive – as someone who falls into the category of a stereotypical salesperson.

When you ask that question, however, almost everyone will say “yes.” From there, this is how you would respond:

Alright., I was just wondering because you've already expressed to me how urgent it is for you to solve this problem right now – to get out of debt, stop taking a loss in your business, and get this burden off of your back before your line of credits dries up, you have to file bankruptcy and your family loses everything. And now you're telling me you can't afford to get started with this program that's actually designed to create the exact type of change you need.

I guess that I'm just saying I don't understand. I know that making these changes is extremely important to you. And considering how much worse the situation is getting on a weekly basis, and what you've expressed is likely to happen in the future if you don't make a change, I don't see how you can afford not to start turning this around – especially since I've put together such an accommodating pricing structure.

Let's look at another objective that paralyze a lot of would-be enrollment superstars. It's quite a simple one to overcome and redirect when you understand the psychology behind it.

✪ It's not worth it

What if you ask the prospect when they are ready to get started and they reply by saying something to the effect of “I don't know. I'm really not sure if it's worth the investment”? This objection also has to do with the perception of value, but you would handle it in a different way than the previous one.

When someone questions whether or not your program is worth the investment, you can overcome this by quantifying the results in real-world, tangible terms. For example, let's say that you run an internet marketing/consultation business, and you’ve just explained to the prospect how you are going to increase the conversion rate of people who visit their website. You ask for the business and they say, “I'm not sure I see the value in making this investment.”

At that point, all you have to do is break down the numbers. The following passage will give you an example of how to do this. The consultant’s words are in *italics* and the prospect's are in **bold**.

OK, Sally, I see. Well, if I may, let me just ask you this. When a visitor to comes to your website and decides to buy – they become a customer – what's the average amount of money that someone like this will spend with you over the course of a year?

About $2,000.

Okay, about $2,000. And just say that if you and I did decide to work together and move forward, as I've already explained, the investment for this program is $400 a month and my team and I really like *to have about six months to do the work. That way, we get to set up systems that make sure that the growth we've helped you achieve up to that point continues to perpetuate.*

If you and I were to spend six months working together and, say, that during that time you only ended up converting two prospects into new clients, the extra $4,000 you'll make from those two clients will not only cover this investment but it will actually have given you a profit.

Of course, this is a proven system that has been tested in hundreds of businesses and has been refined, targeted and calibrated over time. There's no reason whatsoever that you're not going to be converting many more prospects than just two.

I just understated this example to make a point. When you look at the numbers, you can see that the time you spend on waiting to systemize your website is not only causing your business to stay exactly where it is, it's actually causing you to lose money each and every month.

The things that my staff and I are going to teach you are skills that you can take forward in your business and use forever. This means you can continue expanding both your client base and profits exponentially for years after we've ended our relationship.

It's important to stay here that this strategy can work with any type of client – even if you don't work with people on matters of business and finance. If your service is of more of a personal nature (you're a life, relationship, fitness coach, or something like that), you would simply calculate the cost of your client's health, relationships, satisfaction, or peace of mind.

✪ Will it work?

What if you go for the close and your prospect says something like, "Well, how do I know this is going to work for me? What kind of proof that I had that what you say will happen?"

Okay, fine. What you do, at this point, is utilize something called the *case study approach*. You're going to explain to the prospect how their situation is similar to those of the many people that you've already worked with successfully. For example:

Sure, I completely understand what you're asking me, Roger. And here's the thing. During my career, I've worked with many, many people who had the exact same challenges that you're facing right now. And I've helped those people achieve the same kinds of results that you're looking for. Truthfully, I'll tell you that I see absolutely nothing about your situation that I haven't seen and dealt with before.

In other words, nothing makes your case an exception to all of these other success stories. If you follow the system, do the action steps, and take this seriously, achieving the results we've talked about (starting your online business, creating passive income streams, leaving your job and making twice as much money by working half as many hours) is not only very doable, it's actually the most likely outcome.

✪ I can't fit this in

When someone says something like "I can't fit this into my schedule right now," or "I can't fit this in to my budget," it's a good indicator that their current priorities may be out of order, because we, as people, will always make the time or find the money, for things that are really important to us.

Remember that your program is specifically designed to make the prospect's life easier; to remove stress, save them money, increase productivity, or make them more effective in some way. When someone says they don't have room to make their life easier and better, there is a definite incongruence to that statement. Here's how you might respond to such an objection:

Okay, Mary. Now, are you saying that you can't afford to do anything at all or that you just can't afford to hire a consultant?

I just can't afford to hire a consultant. With everything that I've got going on in my life right now, I can't afford to take on anything else.

Okay, I understand. But I'd like to say something. I know that being successful in this area is one of the **most** *important goals that you have for your life. And if it seems like you can't afford to start making progress on one of your most important goals, I wonder if there may be other things in your life – which are less important – that are occupying the resources you would normally have to invest in making this dream of yours a reality.*

Sometimes in life, we don't realize how easily we can end up prioritizing lower value activities, things we do out of habit that really don't mean much to us or give us anything in return. Would it be useful to you for us to quickly examine whether some of the things that you're spending money on right now are more important to you than achieving the results that you want?

✪ I have to think about it

This is a common one, right? The "I have to think about it" objection has been stumping salespeople since the beginning of time. On the surface, there's nothing really wrong with having to think about making an important decision; to weigh out all the options, before making a leap into the darkness.

But here's the problem with letting a potential customer go home to think about whether or not they want to work with you. In the consultation, you've stirred up all of your prospect's emotional associations to the problem. As time goes on, they will become less and less aware of how badly it really hurts; how unsatisfied they really are with their current situation.

Simultaneously, your prospect will also become less motivated to take action. The compelling vision you placed in front of them will lose its allure. They will probably fall back into complacency and return to perpetuating their familiar pattern of tolerating the problem.

For these reasons, a lot of service oriented professionals will offer a "fast-action" discount; a reduced price alternative, for people who choose to sign up on the same day or maybe during the next 48 hours. This is a great thing, because an offer like this provides many people with that little nudge they need to tip them over the edge of indecision.

You want people to trust their gut; to follow their instincts and do what they know is right for them. The more time you let pass by, the more people's self-doubts, insecurities, and fears creep in; the more challenging it is for them to step out of their comfort zone. Here's how you might handle the conversation with a person who says, "I need to think about it."

Jill, I completely understand what you're saying. And from my experience I can tell you that there's nothing more that you'll know in a month's time about this program – how it will improve your life, the problems it's going to solve for you – that you wouldn't be able to know in the next two days. I have a sense that your instincts are already telling you whether this is the kind of opportunity you've been looking for to finally start creating those breakthroughs you are ready for in terms of your health, self-esteem, and confidence level.

I simply can't extend my fast-action discount past the 48-hour milestone. For one, it would demonstrate an inconsistency on my part; a difference between the way I treat one client over another. Being a person of my word, maintaining my integrity is one of the most important things to me in this world. I'm sure you can appreciate that.

Taking advantage of impromptu opportunities

As a service-oriented entrepreneur, **you** are your own business. What this means is that you must be prepared and ready to pitch your products, services, or program at anytime, anywhere, and with anyone. You must be fully prepared to take advantage of opportunities as they arise.

That being said, there's both an art and science to telling people outside of the office about what you do. Let's take a look at some ways in which you can to get normal, everyday laypeople to become curious and interested in what you have to offer.

Suppose you're at a networking event or some social gathering. As we all know, when you meet people, a lot of them will ask "So, what do you do?" When someone says this to you, they have presented you with a golden opportunity – one you shouldn't let slip away.

A statement like this opens the doorways for you to engage in a bit of shameless self-promotion. You might explain to that person what it is that you do and spend some time talking about all the amazing results you have gotten with former clients. Because you're infused with such enthusiasm and passion, the person to whom you're talking is probably going to get excited about what you do as well.

We, as human beings, are energetic creatures, and whenever you feel strong emotions, you transfer those to anyone who is nearby. Along with getting excited, the person to whom you're talking is going to become curious about and interested in what you might be able to do for them.

The most natural question that might come out of that person's mouth is:

How much do you charge?

And the question that you might be asking yourself is: *How do I respond to such an inquiry?* The last thing that you want to do is tell that person how much you charge and explain your pricing structure. That's guaranteed to be a wrong move.

When a client decides to do business with you, they are actually buying two specific things. For one, they are buying their dreams and goals – their vision of a bigger and brighter future. Your prospect will not truly appreciate the value of achieving that dream until they have first been able to imagine it as a reality and experience how their life will change as a result.

The second thing your prospect is buying is a solution to their problem, or the removal of some pain they have been experiencing. They won't really experience a sense of urgency to make progress until they have had the chance to really feel that pain and quantify how much the problem is costing them.

So when someone catches you off guard and asks "How much do you charge?" it's very important that you sidestep that question for a few moments, and you need to do this without appearing to be shady or dishonest.

But you must do at least a little bit of work to find out what this person's biggest problem is and stir up some of the pain that's associated with what they're going through. That way, you can create a strong sense of urgency to resolve the issue. You also want your prospect to imagine what life will be like when their biggest problems are removed. You want to stimulate the emotions that are connected to a reality that inspires and motivates them to take action.

So, when you're talking to someone at a social event and they say to you, "How much do you charge?" you can respond by saying something like this:

I'll be glad to tell you what the investment is. I offer numerous packages that are designed to fit the specific needs of each client. Can I just ask you a couple of short questions about your business (relationship, health, etc.), *so I can tell you about the packages that I would suggest are the best fit for you?*

Getting comfortable with the word "no"

If you want to master the enrollment process, you will have to get comfortable hearing the word "no." This is not to say that you should expect rejection, or that you're looking for people to turn you down, but you must learn to disassociate yourself from the negative connotations that people commonly tie to the word "no."

When you first start out – when you haven't yet polished your ability to execute this process well and you're a little unsure of yourself – it can be disheartening to hear people tell you "no" especially when you've worked so hard at giving a thorough presentation and have poured your heart into the session.

But you don't want to let the word "no" become a drain on your mental, emotional, and physical energy. You have to brush rejection off, just like water sliding off of a duck's back, and prepare yourself to conduct the next consultation and close the next prospect. Growing up, we often learn to believe that "no" is a bad word; that in some way it makes us out to be inherently flawed. However, this is not the case.

When you hear the word "no," it means that you're one step closer to getting a "yes." Even if the prospect with whom you're talking doesn't want what you have to offer, they can give you valuable learning points that will streamline your process moving forward. Remember to internalize that core belief of "I will not close every client." Beyond that, you want to learn to move forward very quickly from rejection.

The reason why we're belaboring this point is because (in the beginning) you may hear "no," after "no," after "no" – at least until you develop your ability to execute the process naturally and concurrently. And when it comes to making your offer, you're going to be putting yourself right out there in the open, basically saying to the prospect "This is what I'm doing; this is what I have to offer you. Would you like to have it?"

You may feel like the program that you have put together is your baby; you created it, nurtured it, and put it together from scratch. So what we're really saying is that we want you to remove the personal component from your prospect's decision. Remember that "no" is not something that identifies you; it's not a final decision. It simply means "not right now," or "not with this person." Despite what happens, stick with the process because it works!

That being said, fear of rejection is also one of the biggest reasons that many coaches, consultants, trainers and the like don't get good at this process and eventually go out of business as a result. Therefore, we want to give you some strategies and techniques for inoculating yourself against the word “no.” We want to fortify your resolve and toughen your skin so you can push through that first layer of discomfort and get to the more rewarding realms of massive success.

The interesting thing is that if you feel uncomfortable with hearing the word “no” and if you think that “no” is a bad word, you probably feel awkward saying “no” to other people. This makes sense, because if you would take offense to being turned down, you might believe that turning down another person would offend them in the same way.

Assignment - Embrace the word “no”

When you go into retail establishments, do you avoid looking salespeople in the eye? Do you hope that no one will come up to you because you don't want to turn them away? For the next couple of weeks, we want you to behave in the opposite manner from what you normally would in those situations. In other words, give those salespeople a smile and – with your body language – invite them to come right up to you.

What you're going to do is practice saying “no” to other people. When you can get comfortable saying the word “no,” hearing it becomes much less intimidating. What happens over time is that you begin to see that there's nothing wrong or bad about one person telling another that they don't want to take advantage of a particular offer at the moment. You'll probably be surprised at how much doing this simple exercise will dissipate your fear of rejection.

You don't need to be rude or impolite in any way to other people. In fact, you should listen to the salesperson's pitch; pay full attention to what they are saying while making an affirmative sound or nodding your head occasionally.

Go to places where you know you’re going to be approached – malls, electronic stores, even the big one: a car dealership. Switch between going to a couple of different types of establishments; ones where you have absolutely no interest in buying what they sell, and others which have items you would normally buy, but aren’t going to that day.

Once you get comfortable with saying “no” and familiarize yourself with your own right to choose, you will have no problem in respecting the right of others to do so as well. And because you’ve become more comfortable with turning other people down, you won't feel that old sense of awkwardness when you offer the prospect a chance to make their own decision.

Getting people to sign up for free consultations

We've gone over how to both prepare for and conduct the enrollment session and revealed some techniques you can use to handle objections. But a big question still remains to be answered: How do we get prospects to sign up for a free consultation in the first place?

Even though you're offering people value and are doing so free of charge, you will still have to sell the free consultation. Why? Because people in today's world are very skeptical creatures – and for good reason. We're bombarded by a never-ending stream of messages from people and institutions that want us to buy something. Therefore, we learn to tune out most of what we see, read, and hear.

Where many new service professionals go wrong is that they create advertisements that don't offer an explicit explanation of exactly how people will benefit from the free consultation. Therefore, the offer doesn't generate any sort of enthusiasm or motivation within the prospect to take action. For instance, a lot of people will create an offer that's worded something like this:

Come in now for a free 30 minute discovery session where we can examine your business goals and discover if working with a Private Income Solutions trained agent is right for you.

What does an advertisement like this tell the prospect? Nothing really. It doesn't answer that all-important question WIIFM? (what's in it for me). A person who reads this has no idea of how going in for a free consultation will benefit them. They therefore have to figure out whether or not it's a valuable proposition.

The above-mentioned ad really only tells the prospect two things. One, that the free consultation will require an investment of their time. Two, that the purpose of the consultation is to determine whether or not they should buy something; whether they should pay for a service that they don't yet know anything about.

This means that the prospect now has to exert their own mental energy to analyze the offer; to determine if it's actually a good deal or just another waste of time. That's exactly the opposite of what you want them to do. You want to make it as easy as possible for people to say "yes" for them to immediately jump at the chance to meet with you without having to spend any time thinking about it.

How do you do that? Simple – it goes back to a concept that has been repeated throughout this course; benefits, benefits, benefits. You want to load up your advertisements with explicit, specific benefits for the customer.

Coming up with a compelling title

Before you get to that, you need to come up with a name for your consultation, intro, or discovery session. The name should be a short statement that describes exactly what the prospect is going to get by meeting with you. Creating a title for your intro session is a topic that's covered in some of our other courses, so we won't go into much detail about that here. However, there are just a few things you should remember when it comes to coming up with a name that generates interest:

- Make the title short; typically, between three to seven words.
- Make the title of your consultation convey an idea that's clear, specific, and immediately understandable to the reader.
- The title should be focused on giving your ideal client one of their greatest desires or solving one of their biggest problems.

Creating your adverts

As with everything else in the Automatic Client Enrollment Super System, creating free consultation advertisements is a very strategic and targeted process. The main thing that you want to do in the advert is tell your ideal customers exactly what will happen during the intro session. That way, you are giving them reasons that justify spending their time to talk with you.

The advertisement for your free sessions should also be designed to generate a very high level of positive expectancy within the reader. And it should be written in a very straightforward, concise, and to-the-point manner. The reason for this is that people will want to know, in a nutshell, what they're getting.

In today's world, there is so much information coming at all of us from every direction that we've learned how to make very quick decisions about whether to entertain a new idea or discard it. As an example, think about what it's like when you examine the mail that comes to your house on any given day. After looking at it for a second or two, you probably have a good idea of the pieces you'd like to keep and which ones you plan to throw away.

No one wants to put any effort into figuring out what your offer is or how they will benefit from it. Your job is to make it extremely easy for potential customers to become curious, interested, and motivated to call you. By creating rock solid adverts that grab and hold the reader's attention, you'll be doing just that.

A good advertisement will have lots of bullet points which will state very distinct and clear-cut benefits for the reader. You can figure out exactly what those benefits are by referring to the ideal client profile you created earlier. Take a look at everything that your ideal client wants, hopes for, desires, fears, thinks about, feels, and struggles with. Now, all you have to do is tailor your message to address each one of those things.

Make sure that you will actually do what you say. In other words, make it a point to work those ideal client leverage points into your free consultation. For example, if you promise the prospect that they will learn a trick to immediately increase their website's conversion rate, actually teach them something like that during the session. Always operate with integrity, honesty, and a commitment to follow through with your promises.

As an example, here are some bullet points that a fitness coach might use to get potential customers on the hook for a free consultation.

In your 90 Days to a Bikini Body Planning Session, with internationally known trainer Colin Andrews, you're going to learn:

- Simple techniques that you can use to burn almost twice as many calories than you normally would in a given day without dieting or increasing your activity level.
- A few small things you can do to double (or even triple) your energy level on a daily basis.
- How to get better results, by working out half as much.
- One thing you can do when you wake up and before you go to sleep that will cause your body to burn fat all night long.

- How to lose 40 pounds, by the first day of summer.
- How to eat less and feel full all day long.
- And a lot more...