



FULLY BOOKED

GO FROM STRANGER TO SOULMATE CLIENT WITH ABIOLA ABRAMS

SPIRITPRENEUR!

Step one:
Attracting people who can pay



Ask yourself if you are **targeting**
people who can pay.

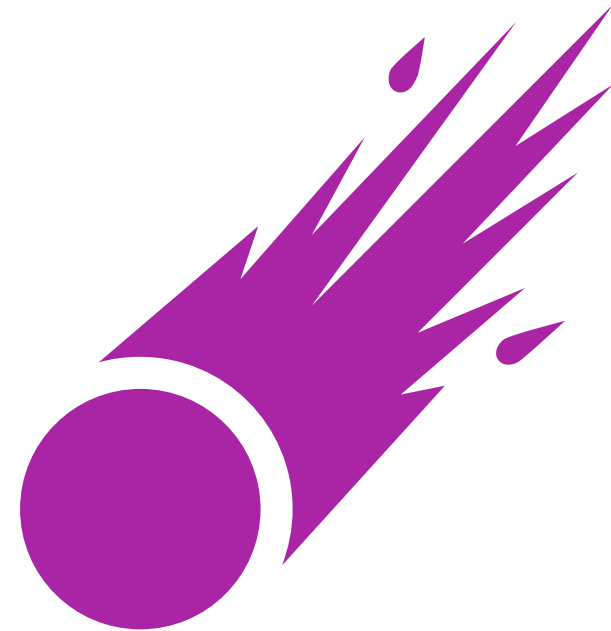
Attracting People Who Can Pay: Language Check

Does the language you use about your offer:

- ▶ Appeal to those ideally suited
- ▶ Actively repel those who can't afford you, don't have the right temperament, interests or needs for your specialty, or who just aren't ready for you yet

Cut out vague words and generalizations.

Don't be afraid to use words you have been conditioned to think of as "negative". State **exactly who can be helped** and **how you can help**—and **who should not** try your programs just yet.

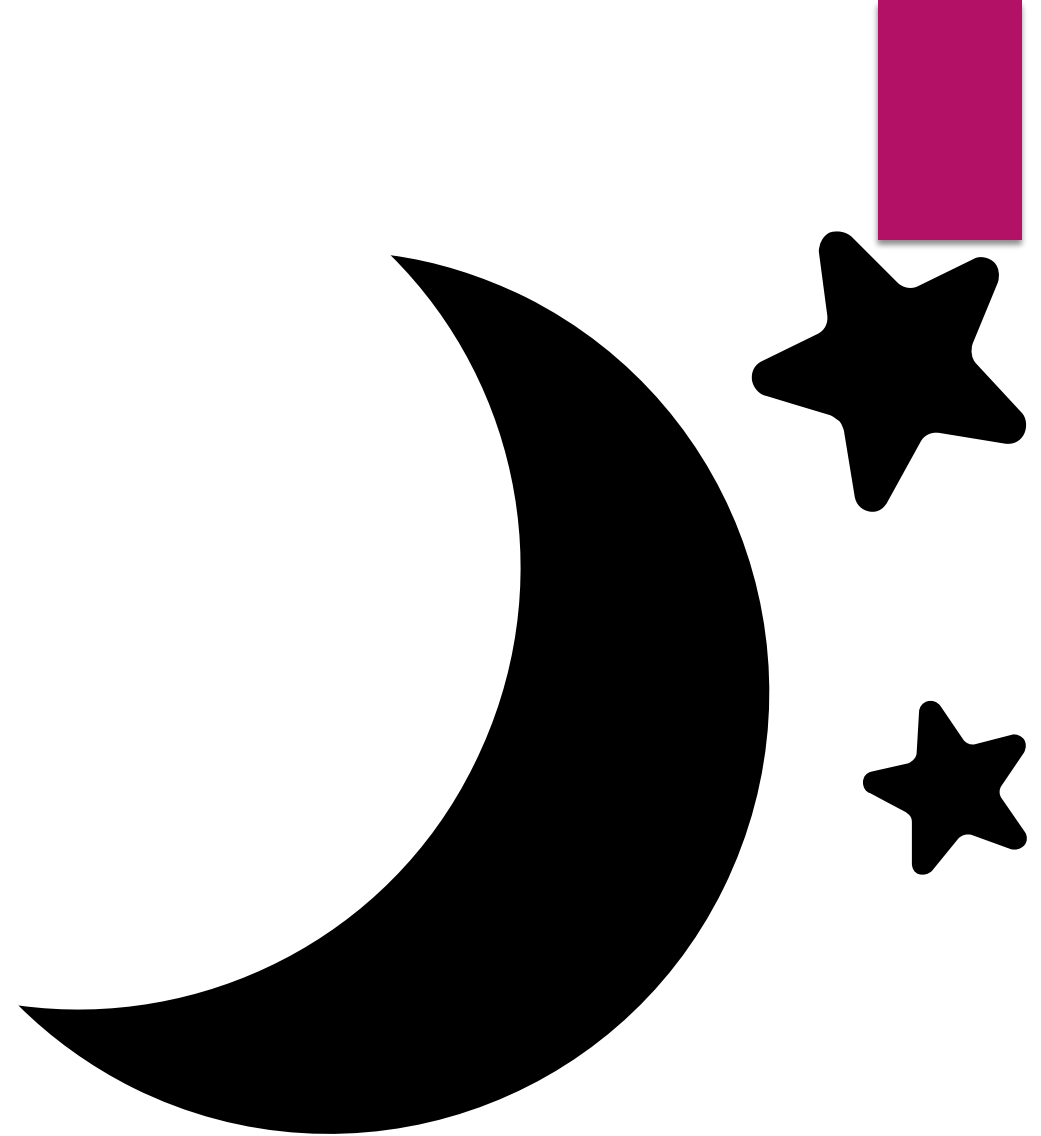


Attracting People Who Can Pay

Make sure that your landing page or home page states your main specialty clearly, then quickly clarifies:

- ▶ Who your services are for
- ▶ How they will transform the visitor
- ▶ Who your services are NOT for

The whole key here lies in **being specific**. The more specific you are, the more you will attract the right people and repel the wrong ones.



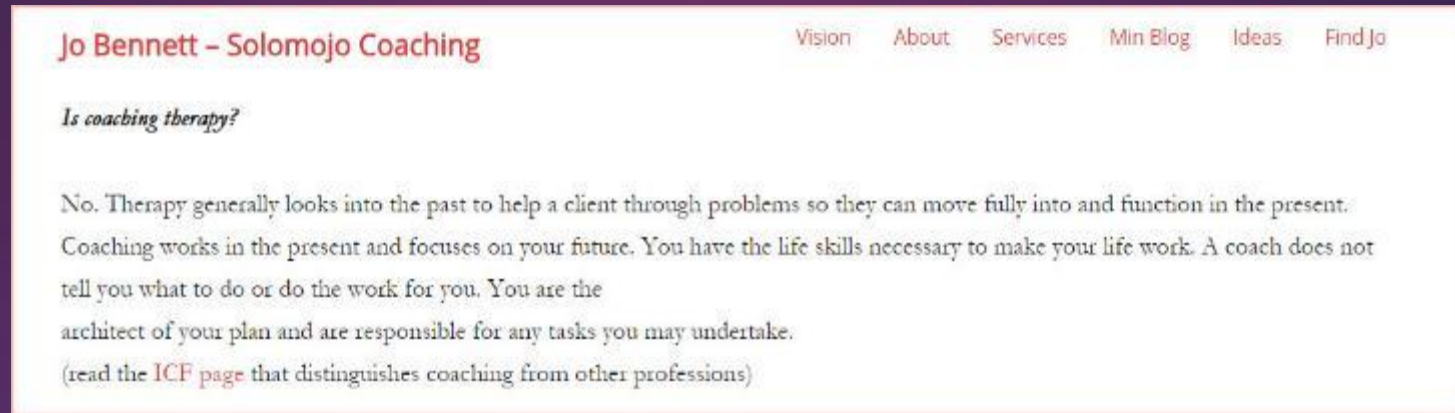
What makes my coaching different?

There's a difference between what I do and what an ADHD coach does. I am not an ADHD coach, and I am not a regular business coach, either. Many times, when people find me, they say,

"I worked with an ADHD coach, but she couldn't help me with my business. And I worked with a business coach, but he didn't understand my ADHD. That's why I'm so glad I found you!"

I fill the gap between those two kinds of coaches. I am a business coach who understands the challenges of ADHD—I know how your ADHD affects you and your business—and I can help you work around it. We'll work on your strengths while identifying your weaknesses. We'll find ways for you to stay in your genius zone and get your areas of weakness off of your plate. We'll shore up your confidence so you can do your best work.

Attracting People Who Can Pay



The screenshot shows a website header with the name 'Jo Bennett - Solomojo Coaching' on the left and navigation links 'Vision', 'About', 'Services', 'Min Blog', 'Ideas', and 'Find Jo' on the right. Below the header is a section titled 'Is coaching therapy?' followed by a paragraph explaining the difference between therapy and coaching. The text states that therapy looks into the past, while coaching focuses on the present and future. It emphasizes that a coach does not tell clients what to do, but rather helps them become the architect of their own plans. A note at the bottom of the paragraph suggests reading an ICF page for more details.

This is a great example of what to do if you find you keep getting the wrong kind of client.

On top of that, you need to make sure that the people you are targeting are **people who can—and will—pay.**

Step two:

Go where they are paying

YOU CAN DO THIS

Go Where They Are Paying



It's not enough to create packages, programs and products for a niche that is **active**: You also want to make sure it's a niche where people **buy**.



Make sure people are buying these products: Talking about them, reviewing them, joining groups created around that particular program or product, as well as around that particular coach.



Pay particular attention to what they **express a need for** and what your competitors aren't providing!

Go Where They Are Paying

Find out who IS buying.



A good way is to check the website testimonials—then visit those people recommending these offerings.



What can you tell about them, demographic wise? What products do they in turn recommend?

Step three:

Talk up the transformation you offer

Talk up the Transformation

Make sure you are clear about the **results** you are offering.

Start by stating your biggest benefit—the most significant transformation. Some directions you can take:

How their lives will change for the better

What plateau they can break free from

What big obstacle they can overcome

What investing in your offering will help them to achieve

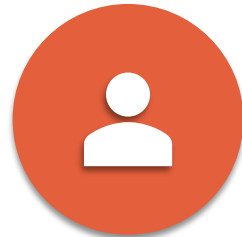
How much easier and simpler your offering will make their lives

How much time they will save

How do your soulmate clients want your help best?



YOU NEED TO GAUGE PERSONALITY TRAITS AROUND YOUR CLIENTS, SUCH AS:



DO THEY THRIVE ON PEER SUPPORT ... OR DO THEY WANT ONE-ON-ONE ATTENTION?



ARE THEY ALL ABOUT FAST-TRACKING ... OR REMOVING BLOCKS?



DO THEY WANT A "DONE-FOR-YOU" APPROACH ... OR ARE THEY HAPPY TO DO IT THEMSELVES?



TALKING UP THE TRANSFORMATION WILL INCREASE THE **PERCEIVED VALUE** OF WHAT YOU ARE OFFERING—FOR THE RIGHT CLIENT.

Learn by Listening

Understanding specifically what your soulmate clients want *from you*—as well as *what you can offer*—will help you create the very program your potential customer or client has been dreaming of: The one she's (until now) been unable to find.



Step four:
Stepping up your calls to action

Calls to Action Mistakes to Avoid

Using tentative, wimpy-sounding words that make you seem unsure of your own offer

Assuming people will click on your “buy” button ... without telling them to do this!

Assuming people will click on “the right tab” when they’re ready to check out your offer

Cluttering up your call to action with too much information

Presenting suggestions rather than actual calls to action!

Calls to Action Mistakes to Avoid

AVOID...

- ▶ Using the word “Submit” on your “buy” button.
- ▶ Camouflaging your calls to action with visual distractions (unnecessary links, text or colors that blend into the rest of the page and don't stand out)
- ▶ Unclear instructions
- ▶ Not getting to the heart of the matter before asking for the action (presenting the problem and giving your chief transformational benefit)
- ▶ Not providing a big incentive to click



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Stepping Up Your Calls to Action

Positioning your call to action at the right psychological moment is essential to making the sale!

Without a specific, clear call to action, you won't get the sale.

Don't suggest—tell them clearly what to do “right now”.



Step five:

5 ways to increase your chances of getting a “yes”

Increase Your Chances of Getting a “Yes”

1. Are you making it easy for them to say "yes"?

Are you removing obstacles that are causing them to hesitate? *Every* obstacle?

First, determine that she is in fact your perfect candidate by asking yourself one single question: If she is able to take you up on your offer, will your offer give her the potential to start increasing her income as a result?

Increase Your Chances of Getting a “Yes”

“Early bird” pricing—a reduced rate for the first XX participants

Payment plans

The Early Bird pricing can be a great strategy because the **limitation** on the time it's available and/or the number of participants allowed can create a **natural sense of urgency**.

And payment plans offer a practical “win-win” solution for both you and your potential client: She gets the program; you get the sale.

Increase Your Chances of Getting a “Yes”



Increase Your Chances of Getting a “Yes”

3. Is there a clear reason to THEM that they should sign up now?

Have you made sure that your ideal client or subscriber can instantly see the big benefit in signing up now?

Make it personal: What do they want more than anything else in the world that only you are offering, right now?

You need to identify what immediate or nearly immediate achievement you can safely promise that will leave her feverishly trying everything to put together the funds for your program.

Increase Your Chances of Getting a “Yes”



4. Are you picking up the phone? Or just emailing?



An important part of creating offers that convert: Take nothing for granted. Don't do anything on autopilot.



So don't just email your client with your offer—especially if there's a time limit drawing close. Pick up the phone and make personal contact.



This personal, immediate contact is priceless, because it will give you a real learning opportunity, as well as letting potential or existing clients hear your voice—creating an emotional connection.

Increase Your Chances of Getting a “Yes”

- ▶ Important to the person you contact (not just to you!)
- ▶ Something they'll genuinely be glad to be reminded about
- ▶ Significant in value
- ▶ Exclusive
- ▶ Genuine

Give a helpful but closed answer—avoid giving an impromptu full coaching session by having an answer ready for further onslaughts of questions.

Do try to couch things in the most positive way possible. Particularly get rid of tentative words like “maybe” or “perhaps” or “if”.



Talk to Your Tribe!!

When you have actual, real-time conversations, you get to hear the real objections—and you can develop a strategy of reassurance for overcoming these objections.



Increase Your Chances of Getting a “Yes”

5. Are you proving your claims in advance?

Use social proof to show that your clients GET results - including tons of examples. Not only on social media, but on your website too.

*“The steps you recommended are things I can actually do, **with pleasure**. What a relief to know I don’t have to get a personality transplant to boost my visibility, attract more clients and hopefully be more successful. And what a revelation to me, after years of having a general assignment mindset, that I can go after the kind of writing I actually enjoy. It would be great to look forward to an assignment, not grit my teeth in dread or have to do hours and hours of research before beginning.*

*Here’s the thing: the steps you recommended are things I can actually do, **with pleasure**, not things I’ll suffer through or avoid because they feel so unnatural. And I can do them almost immediately. You were so generous with your time and your insights. I feel very upbeat about everything we discussed. I’m grateful!”*

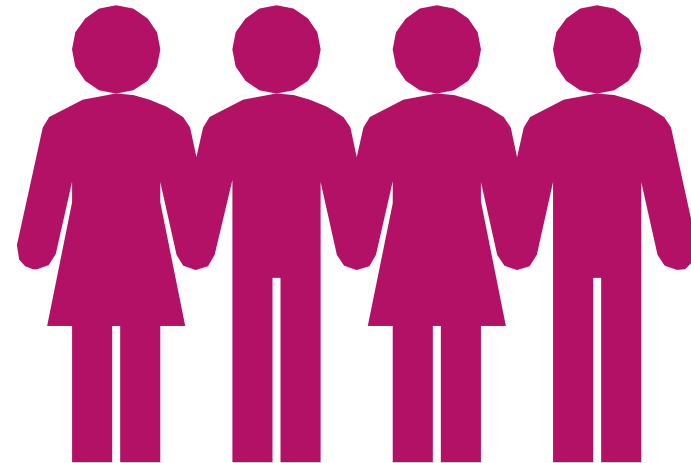
Marjorie Preston, Business Writer and Novelist, Brigantine, NJ

Step six:

Make those testimonials sing

Make Your Testimonials Sing

- ▶ Include photos
- ▶ Use plenty of “white space”
- ▶ Section off each testimonial
- ▶ IDEA: Consider making them interactive and giving them a “live” feel by having them rotate. It makes it actually fun for the visitor to sit and watch whose stories come up next—and this is done in a cheerfully fast pace that creates a lively feel.



Make Your Testimonials Sing

Make sure your testimonial givers can be checked up on—because many of your visitors will instantly want to do just that.



The screenshot shows the homepage of "Our Corporate Life®", an executive coaching and management consulting firm. The header includes the company logo, contact information (info@ourcorporatelife.com and 888-556-2357), and social media icons. A navigation menu lists Home, Corporate Drama, Solutions, Blog, News, About, and Contact. A search bar is also present. The main content area features a blue background with the headline "Is Disruptive Drama poisoning your workplace?". Below the headline is a testimonial: "If you've tried leadership development courses, management training, or other consultants to address dysfunction, only to find your workplace problems returning, you've come to the right place." To the right of the text is a circular image of a woman with a wide-eyed, open-mouthed expression, with the quote "Why can't my staff act like adults?" above her.

Our Corporate Life®
Executive Coaching and Management Consulting

info@ourcorporatelife.com
888-556-2357

Home Corporate Drama Solutions Blog News About Contact

search here ... Go

Is Disruptive Drama poisoning your workplace?

If you've tried leadership development courses, management training, or other consultants to address dysfunction, only to find your workplace problems returning, you've come to the right place.

"Why can't my staff act like adults?"

Step seven:
Asking for feedback and rave
testimonials

When to Ask for a Testimonial

- ▶ In a follow up email, after a course, workshop, challenge or even after a really helpful webinar
- ▶ At the conclusion of a workshop
- ▶ At the end of a session (NOT their first!)
- ▶ When you have celebrated their latest achievement with them
- ▶ In a blog post

A painless way to gather testimonials: Just ask them to fill out your feedback form, and provide either an easy link or provide the form directly below your request, on your website.

Places to Add Testimonial Requests

- ▶ In a sidebar
- ▶ As part of your Contact page
- ▶ At the bottom of your Home page
- ▶ At the bottom of your “Client Success Stories” page
- ▶ In an anchor text link on any or every page—such as [Tell us what you love about us.](#)

“But what if I’m running a live event?”

Don’t miss the opportunity to gather the best testimonials of all—at the conclusion of live events, when people have just been engaging with you, one-on-one, and getting their questions answered!

Hand out a “Feedback form” containing questions that prompt positive, specific answers at the beginning of your workshop, and tell people clearly that you will be collecting these at the end of the workshop, “so please don’t leave without filling them out”.

Feedback Form Extras...

1

You can make this feedback form kill two birds with one stone by adding: "If you would like to be notified about upcoming workshops, please fill out your name and contact information below"—and gain a new subscriber!

2

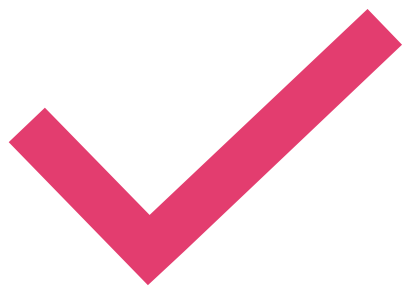
Be active and proactive in soliciting testimonials.

3

Make it easy, and make it rewarding: You can even use a gift as an incentive.

4

Encourage positive client feedback and comments on **social media** too—by asking the right questions.



You are using clear calls to action,
backed by strong, positive social proof.



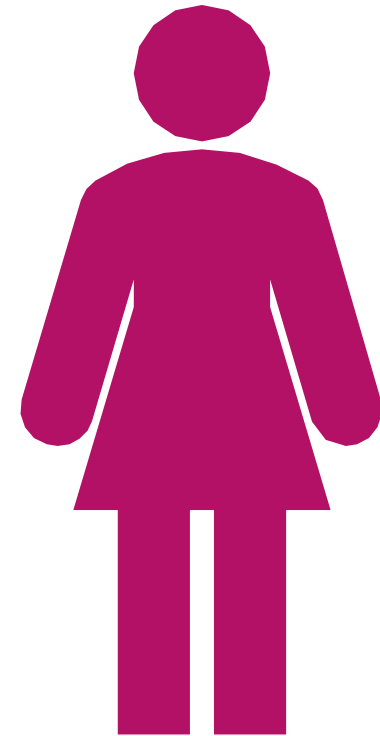
What could possibly stop people from
investing?

You Got This

Step eight:
Overcoming objections

YES!

You WILL get objections, but what it's important to realize is that **people who object and respond with negatives sometimes become your best soulmate clients**—if you can help them past the barriers they are throwing up for themselves.



Overcoming Objections

First thing to discern: Are these objections really valid... or is the client simply afraid to stretch her envelope, step outside her comfort zone and actually achieve her dream?

Many times, it's the fear of stepping outside a comfort zone that derails people:
Or resistance to a new idea.

Overcoming Objections



1. When people object to your price.

Realize that you never, ever have to justify your pricing.

Next, consider the sub-text going on: Is this person at the stage where they can actually afford your pricing?

If the answer is 'no', don't drop your rate. Instead, either thank them for their time and let them go, refer them to one of your free resources, or give them a more budget friendly option

Overcoming Objections

Alternatives could be:

- ▶ A selection of services and products, each with differing price points
- ▶ A tiered system

Set your prices to reflect:

- ▶ How automated your offering is
- ▶ How much ongoing work it will take
- ▶ How interactive you need to be
- ▶ How energizing or debilitating you find it

Overcoming Objections

2. “How do I know this will work?”



When you get this type of objection, pay attention to tone and attitude. If the tone is at all belligerent, you may not wish to work with that particular person.



If the tone is more pleading, anxious or dubious (or even just matter-of-fact) that's a genuine potential soulmate client indeed!



Always, always qualify it by pointing out that it's a two-way transaction: It's up to your prospect to put the work in.

Overcoming Objections

3. “I’m waiting for...”

What such “waiting for” statements often provide warning about is that your potential client may be a perennial fence-sitter ... or just afraid.

Treat her as you would any other client: Offer a lower-cost alternative—IF you have one set up—and point out the benefits of following through on what you’ve begun in the free consultation.

Sometimes a potential client like this will see the light and commit... and sometimes they really just can’t.

Truth.

When you help your Spiritpreneur clients take the next step and commit, you're doing them a huge favor, so never doubt yourself or allow yourself to feel pushy when you set yourself up to overcome objections and have the sales conversation that ends in a sale.

