



THE AUTOMATIC CLIENT
ENROLLMENT SUPER SYSTEM
MODULE 1

Module 1:

THE MINDSET OF SUCCESS

In this course, we're going to teach you a proven system for converting prospects and leads into paying clients, by offering no obligation consultations or strategy sessions for free. This is an essential skill for anyone to have who runs a service oriented, person-to-person business; whether you are a hypnotherapist, NLP practitioner, coach, consultant, or operate in some similar capacity.

If you are not actively marketing and selling your services; if you're not making an effort to sell yourself, you are treating your particular craft as more of a hobby than a profession. When we say "sell yourself", what we really mean is that you are selling your ability to get results. The clients aren't really buying you. They're buying their own goals, dreams, and objectives. You're just a medium for turning those dreams into reality.

As a professional, you must find customers. You must capture leads and convince people that they should hire you. You have to put time and effort into doing all the behind-the-scenes stuff; the tasks and activities that will build your business and put money in your pocket. Remember, you have to work your business or else your business will work **for you**.

This system will help you make more money, serve more people, enjoy more free time, and have a lot more fun. In this course, we're going to teach you how to master the art of turning prospects in to clients; of opening up a well of unlimited potential in regard to the growth and scope of your business.

Giving away consultations is one of the most valuable tools you have for getting new clients. This is because experience is always more convincing than words, or even pictures. Basically, people will reject what you say. They may even doubt what they see, but people will very rarely deny their own experience.

What you're giving them in an enrollment session is a taste of what you can do – a sample of your ability to solve their problems, one that enables them to see results right away. This is what the most effective salespeople and marketers do on an ongoing basis, and it works wonderfully. Just think about it; the free session technique can be modified to fit any type of business, and if you really pay attention, you'll find that the most successful companies and professionals in the world are already using it.

Think about the pet shop that lets you take a puppy home overnight, while you decide whether or not you want to buy it. They know that once the family has had a chance to play and bond with the animal, you're probably going to come back and pay for it. A lot of new car dealers are now offering overnight test drives where you can take home an automobile until the next day so you can feel what it's like to drive it in familiar surroundings.

Even restaurants will give out coupons for a free item or meal – no purchase necessary. This is because once you've sampled what they have to offer, you'll be hooked; you're likely to come back, over and over again. When you do, you're going to spend real money. Merchants who sell physical goods have been giving away freebies for decades. Now it's time for us in the service sectors to catch up.

There are other ways that giving sample sessions benefits you in the long run. By giving consultations, over time, you'll gain a clear picture of who your ideal client is. This is the type of person who needs and wants your service the most; someone who will follow your instructions and put in the work to

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get results. This is the only kind of person you want to be working with. It makes doing what you do a whole lot more enjoyable.

So congratulations on making this decision to take your practice to the next level. The techniques and strategies you'll learn in this program are resources that will empower you to build the kind of business and earn the kind of income that supports the lifestyle you really want.

You are, of course, a skilled, talented and intelligent person. You are a competent and capable torchbearer of your profession. You know your craft well, but – in order to be successful – you must also master some of the finer aspects of business development. This program will help you do exactly that.

But before we get into the material, we'd like to take a moment and correct a misconception that sends many coaching, consulting, and therapy practices to the business start-up graveyard.

Coaching myth: “Build it and they will come”

There's a myth in our kind of business, and it's most accurately expressed by the statement “If you build it, they will come.” This quote is taken from a movie called *Field of Dreams* in which a character played by Kevin Costner was told, by a supernatural voice that he should build a baseball diamond in his backyard. The voice kept saying, “If you build it, they will come; if you build it, they will come.”

To cut a long story short, Costner did indeed build the field. And, sure enough, the spirits of baseball legends from the past began showing up in his backyard to play games. He built it, and they came – just as the voice had told him.

The mistake that many service professionals make is that they are buying into the storyline that “if you build it, they will come.” In other words, these professionals think that people who need what they have to offer will magically show up on their doorstep as paying customers. Then these clients will naturally refer other people into the business through a rapid form of word-of-mouth advertising that spreads like wildfire.

On top of that, many business owners actually believe that this will be a self-perpetuating process; meaning that they'll never really have to do any major selling or marketing. The client-generating machine will continue to run itself and create a snowball effect that steadily increases the bottom line.

Word of mouth **is** one of the best and most valuable forms of advertising that we have. And building a good reputation is essential to your professional longevity. However, very few businesses can survive by word-of-mouth advertising alone, at least in the early stages.

If you want to sign up new clients consistently, you must have a systemized way of attracting and converting fresh leads – it's as simple as that. This rule holds true for any and every type of business.

You must be visible

Once you have your own following – your own *tribe* so to speak – your situation might become an exception to the norm. However, even then you'll reach a point where you need to acquire new

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customers, send out new offers, create new products, and capture new leads. You simply cannot escape it.

Let's give you something to consider. The people who run McDonald's are well aware that you know exactly where their establishments are located. You know what kind of business it is, you know what they offer, and you know exactly where they are at.

Why is it then that this company continues to spend several millions of dollars per year on advertising? Why do they make sure you see their commercials again and again, every day, week, month, and year? It is because the people who do the advertising for McDonald's know that just being in place isn't enough; that they must continue to sell you, over and over again, on an ongoing basis.

This is also what it takes to become a successful entrepreneur. You must become an active participant in the growth of your business. If you don't, you'll quickly fall out of sight and out of mind.

Some people have trouble with the idea of selling to others. Fine, don't think of yourself as a salesperson. Think of yourself as someone who helps people find opportunities, or someone who helps people discover different ways in which they can improve their lives. When you look at the enrollment process from this perspective, you're coming from a place of giving, rather than receiving; of helping, rather than manipulating.

When you think about the different types of professionals that this course is made for, we're all people helpers. We are the ones in society who specialize in taking people from where they are to where they want to be. We are, literally, in the business of giving people exactly what they want in life. We should, therefore, feel good about making our best effort to attract new sign-ups.

Mastering your mindset 1 – empowering beliefs

Before we actually go into a breakdown of the Automatic Client Enrollment Super System, we want to discuss you the importance of having the proper mindset, because your mindset is everything. It can be your greatest ally or your worst enemy in business.

In order to enroll clients successfully, it can be useful for you to adopt a certain set of underlying beliefs. Now, that's not to say that these beliefs are either true or untrue. But they will help you to create the most productive mental environment to achieve your goals.

★ Belief 1: You will not close every prospect

The first of these beliefs is that *you will not close every prospect*. You are simply not going to convert every single person you see into a paying customer. And that's perfectly all right. Some people just won't be ready to take you up on your offer at that point, for whatever reason.

They may be just toying with the idea of getting a coach, but want to try a couple of other ways to resolve their issue themselves. Perhaps the person you're talking to simply can't afford your services at that time. Maybe they'll become a client later, maybe not. You have to be okay with this and not take it personally when someone doesn't sign up. It's just part of business.

Of course, you want to become as skilled as you can at closing each prospect that you know, can, and should do business with you. And you'll get better at doing this with practice. Do your best to

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demonstrate value during the presentation. Make the offer then move on – either by signing up a new client or by sending the prospect home with more information, so you can follow up with them later.

Think of it as a numbers game. Let's say that, in the beginning, you tend to close about three out of every ten prospects. If you want to sign up nine new clients, that means you need to talk to about thirty new people. As you get better at finding more qualified prospects and executing the enrollment process, you may be able to cut that number in half and get the same results.

The beautiful thing about the Automatic Client Enrollment Super System is that it's a time-tested formula that is proven to work. All you have to do is follow the steps and you will acquire a certain amount of new clients.

★ Belief 2: I provide a needed resource

The next belief to take on is *I provide this person with an essential resource*. Think about this for a moment. Everyone can benefit from having a coach, mentor, therapist, helper, or confidant at times – absolutely everyone.

Your service is not just a luxury for people who have extra time and money on their hands. It's a necessity for anyone who wants to make improvements to their life. And if you've done your prospecting well, it means that you are sitting in front of the right people and that you have exactly what they need to reach the next level in their business, life, relationships, career, health, or personal development.

So you have to start taking like this. You're not begging or pleading with people to do business with you. You're demonstrating the simple fact that they **need** you, whether they knew it before or not.

★ Belief 3: this person will benefit from our session

The next belief to take on is *this person is going to benefit from our time here together*. This statement is also grounded in fact. During the consultation or enrollment process, you're going to help the prospect become really clear about what they want, the current condition of their life, and the challenges that have stopped them from achieving their goals.

Most people never stop to really analyze things in this way, so simply by walking your prospect through the process, you're going to expand their perspective. And they will automatically begin to improve certain things in their life, just because they are able to see more of what's really going on.

★ Belief 4: my primary goal is to help people

Another belief we want you to take on board is *my primary objective is always to help people*. Of course, it goes without saying that you must make a living. You simply can't coach everyone for free, and your goal for giving the consultation **is** to convert the prospect into a paying customer.

But there are good reasons why (in this profession) you should always focus on helping others first. For one, it enables you to conduct the enrollment session with integrity. Let's explain what we mean. If you're with a prospect, but you're only thinking about the money they might give you, you won't be able to put your whole self into the session. Your body may be there, but your mind will be off somewhere else – paying bills, buying things, imagining your next vacation.

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Because your attention is diffused, you might come across as being dishonest and pushy – like someone who only wants to make the sale. People can tell when you are not being genuine, when you are not fully there for them and you have an ulterior motive. And that's definitely not the kind of image you want to project to your prospective clients.

★ Belief 5: the cost of the problem is more than the cost of coaching

The last belief we're going to talk about is *the price of my services is much less than the price they are already paying for the problem.* This is a big one, because it really does cover a very important topic. In order to close more prospects, you have to get comfortable offering your services and naming your price without hesitation, doubt, or apology.

A lot of therapists and coaches, especially when they've just got started, are a bit uncomfortable or afraid to charge what they're actually worth, or even talk about money. But if you're thinking like this, you're looking at things from the wrong vantage point.

Your prospects (the people you meet with and consult) are there to fix something, gain some type of insight, or develop some kind of ability. And not having whatever that is has been costing them dearly; whether that be in terms of money, the quality of their marriage, their relationships with their kids, achieving their goals, or just being happy.

Without your help, they will likely continue paying that price for years, or even decades, into the future – maybe forever. To illustrate the point, we'd like you to imagine something. Imagine that you've traveled ten years into the future. And imagine that something in your life has been going terribly wrong for those last ten years.

Maybe you could pretend that you were carrying a lot of debt and, over the last ten years, that debt has been growing, and growing, and growing out of control. Because this has been going on for ten years, you've had cars repossessed, your home was foreclosed on some time ago, and you haven't been able to get a decent job – maybe you even had to file for bankruptcy at one point.

The wages that you do earn have been garnished severely. Creditors are calling you every day; the government is threatening you because of overdue tax money. Life really hasn't been very good to you at all.

Imagine that you've been going through this for ten whole years. Now also imagine that you had a friend ten years ago who asked you to invest a little money and go to a seminar with him.

"In the seminar," he said, "we're going to learn how to create these online businesses that make money on autopilot. And, if you follow the steps that they tell you, you'll be able to recoup your investment in a couple of months. At the end of a year, you'll be making a nice little side income. In two years, you should have enough money coming in every month to pay all of your bills. And, after five or six years, you can probably retire and never have to work again. Doesn't that sound great?"

Your friend's offer **did** sound great. You did some research and found out that everything made sense. In fact, many other people who completed the same course posted testimonials online about how well the process worked for them. But, for whatever reason, you decided not to go.

Your friend, however, did go to the course, learned the information, and put everything he was taught into action. Now it's ten years later and your friend is a multimillionaire. He has several businesses

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that give him streams of passive income every month, and he never has to work again unless he wants to.

Now do you think – after all the suffering you've gone through for the last ten years – that you would wish you had taken your friend up on his offer? If you could, wouldn't you go back and spend maybe \$1,000, to avoid all the pain you've had to endure? Would you wish that your friend had seen through your naïve response and had pushed a little harder; that he hadn't given up on you so easily but had done absolutely everything he possibly could to convince you of the value of attending that course?

This example illustrates why it is so important to take on belief that *the price of my services is much less than the price they are already paying*. You've targeted your market, you know they have a problem, and you know you can help. And you also know the cost of **NOT** taking action, even if the prospect can't see that yet.

So you need to be that friend who does everything they can to explain why getting a coach is the best thing your potential customers can do. It's your responsibility to show them exactly how they'll be paying so much more in the end.

Read over these five beliefs again and take them to heart. Because when you do, it's going to give you the confidence and certainty you need to sign up new clients. But there's one very important decision that you must make, before you can even start to think about doing consultations. And that brings us to our next chapter.

Who are your clients?

If you're having a lot of trouble with signing up new clients, or you find that (even though you know you have a good product) nobody seems to be interested, you're probably talking to the wrong people.

One of the biggest mistakes many new professionals in the coaching and consulting industries make is that they start trying to build a business without knowing exactly who their ideal client is. They simply find a target market with potential and pitch everyone who falls into that category. But, as you'll soon see, your target market is not the same thing as your ideal client.

Your target market is the general area of interest that you want to focus on in your business. For instance, let's say that you coach people on how to increase their net worth. You have targeted a certain category of people who seem to have a common goal in mind, but you still haven't yet identified your ideal customer just yet.

One type of person in your market wants to earn more income so they can leave an inheritance for their children and grandchildren. Another person wants to do it so they can buy fancy cars and own homes in different parts of the world. Someone else wants to make more money so they can gain the respect of other people and feel successful.

Can you see how each of these people would more likely respond to a different approach than the others? In fact, the message that is most appropriate for one type of person may actually dissuade the others from hiring you.

Because your ideal client actually belongs to a subset of that much larger group, in order to successfully enroll new clients during free sessions, you must utilize a strategy that focuses in on the specific needs of your ideal clients. That starts with creating programs they want and need, that are tailored to their values, interests, and desires.

Choosing your ideal client

That brings us to an important point: How exactly do you decide who you want to work with? Well, that's a good question. And the answer has everything to do with you. Because the best way to go about this is not to **find** your ideal client, but to **choose** one instead.

Choosing the right client is about much more than simply determining which segment of the market has more customers or seems to be more profitable. Instead, it has a lot to do with targeting the person who you would absolutely love to work with; who inspires you, motivates you and makes you want to do your best.

So to answer that question of who should you work with, start asking yourself these questions:

- What is your particular background; what kind of life experiences do you have? Who would most benefit from your unique perspective and sphere of expertise?
- What have you always been a really good at doing; what are your strengths and natural abilities?
- What are you really passionate about? What are your interests? If you had all the money in the world, what would you still be motivated and determined to do every day?
- What are your values? What are the characteristics, qualities, and standards that are important to you?
- Who do you really connect with? Why?

When you answer these questions, you'll get a better sense of the type of person that **you** are. And that will go a very long way in deciding who you want to work with. Because, remember, you can actually choose who you will work with and who you won't. That's one of the beautiful things about being an entrepreneur.

After you've answered the above questions, fill out the worksheet below to further identify and define your Ideal Client Profile (ICP). This is a simple template that you can use to conduct your own market research; to gather very specific details about who could most benefit from your service.

Just consider each piece of your marketing to be a unique message; one you plan on sending to a single individual. Now, we both know that different people will respond to the same message in different ways. That's why you need to be really clear about who your ideal prospect is and the way they view life. Otherwise, you'll be sending the wrong message to the wrong kind of person, which will give you very little – if any – return on investment in terms of your time, energy, and emotional commitment.

In this exercise, you're going to create what's known as an *avatar* of your ideal client. The avatar is a virtual character that you use to represent one specific person. That person will embody all the qualities and characteristics of your perfect customer. They will also have the same goals, the same outlook on life, and be facing the same challenges as your ideal client.

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Worksheet – Ideal Client Profile (ICP)

Gender: _____

Age: _____

Ethnicity: _____

Geographical location (if appropriate): _____

Cultural nuances: _____

Profession (if appropriate): _____

Marital/relationship status: _____

★ What specific problem is this person facing that your service will solve for them?

★ Does this person read?

★ If so, what do they read?

★ Where has your prospect been looking for answers to their problem (friends, books, online, television, etc.)?

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★ How, specifically, has your ideal client been trying to solve their problem until now?

★ What kinds of things does your ideal client frequently see that relate to their problem?

★ What kinds of things does your ideal client typically hear in regard to their problem?

★ How does your ideal client typically think about their problem?

★ What kind of self-talk do they engage in?

★ What does your ideal client say to other people about their problem?

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★ What kinds of things does this person want to achieve for themselves? For their loved ones?

★ How does your ideal client want to feel on a daily basis?

★ What kind of messages does your ideal client get from the media about their situation?

★ What is your ideal client's biggest goal or dream?

★ What is your ideal client's current position in life in relation to their goal?

Rules of mastering the enrollment process

Now let's talk about a few rules that you want to follow during this process, to make absolutely sure that you maximize your ability to acquire new clients.

The Automatic Client Enrollment Super System is not a hit or miss procedure; there's no luck involved with making it work. It's an extremely powerful formula for converting leads into paying customers; one that is based on well-known scientific principles of human behavior. So everything that you do is for a particular purpose; it is one part of a larger strategy that serves the overall objective. Let's get into the rules.

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★ Have products and services available that your clients need and want to buy

Remember that the client is after a certain quantifiable result. Therefore, you must offer them a way to achieve some kind of tangible outcome that stimulates their interests, motivates them to take action, and makes them say “I want that!”

Take whatever you specialize in and break it down into specific results; things the client will be able to see, hear, touch, even smell or taste if that's appropriate. Before you start doing enrollment sessions, you want to create an extremely valuable offer that speaks directly to the client's needs, motivations, values and goals.

Don't fall into the trap of using your instincts to create the type of program that **you'd want**, and expecting that everyone else should feel the same way. It doesn't work like that. It can be very difficult to believe that others might not see value in something that is so important to you, but, trust us, that is very much often the case.

★ Concentrate on serving, not selling

Your product must resonate with the prospect; it must be something they can connect with on a personal level. And, following that same train of thought, your enrollment conversation also has to be about the prospect and their interests.

Therefore, you need to have an outward focus as opposed to an internal one. You can't be inside your own head during a consultation saying things like “I'm don't know if I'm good enough to do this,” “My rates are too high,” “What if he asks me something I don't know the answer to?” or anything like that.

Instead, you need to focus on listening to the prospect in order to find out where they are. Also, you're determining whether or not the person in front of you is a good fit for what you have to offer. You're not selling or coercing – you're gathering information and engaging with the prospect through well-formed questions, and we'll go over exactly what those questions are when we get to the actual enrollment procedure process.

★ Don't play it by ear

One thing you definitely **don't** want to do is go into the consultation without a plan and attempt to play everything by ear. This is one of the surest ways to sabotage your business and let a lot of potential income fall right through the cracks. Remember that every highly skilled professional and performer makes practice and rehearsal a daily ritual.

We urge you to take the enrollment conversation very seriously; as though you're directing a show on stage and you want everything to go just right. In other words – prepare! Just like a play, a movie, or fairytale, your consultation is meant to have a beginning, a middle, and an end. And each section plays an important role in making sure that the entire story comes to a successful completion.

You are in charge of the event; you set the tone for what happens. You will go in knowing how you plan to demonstrate value and how you plan to close. You'll also have an exit strategy to use in case you and the client aren't a good fit for one another.

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As someone who plans to put on a stellar performance come showtime, you'll also have a script to learn. Your job is to rehearse that script until it's so natural, easy and automatic, that you could say it in your sleep.

There is a popular quote that says, "average people do something until they get right, but those who achieve mastery do something until they cannot get it wrong." Trust us, if you want to operate a successful practice and get many more clients, make sure to become a part of that latter category.

Of course, there is always room for flexibility. Remember that even the greatest actors and filmmakers will do some improvisation from time to time. However, the script gives you a structure; a procedure or series of steps that (if taken) are proven to work. The more effort that you put into learning the script, the more familiar you'll become with it, and the more confident you will feel about your abilities to do the process with other people.

★ Come from a place of non-attachment

Remember to internalize a statement that can be represented by the letters SW, SW, SW. And that statement is "Some Will, Some Won't, So What?" As we said before, you're not going to close every client. And if you remember, that truth is actually contained in one of the beliefs you're supposed to take with you into each session.

The truth of your prospect's problem could be laid out right out in front of them in its pure, unsaturated, unadulterated form. The need for your services can be really obvious and easy to see. However, that doesn't mean that your prospect will be ready to actually face the problem. They may not be willing or ready to hear what you have to say, so your words will simply go into one ear and fly right out of the other.

That's OK. Just keep that phrase in your head: "Some Will, Some Won't, So What?" This is a mantra that you should utilize as a reminder to just do your best and keep moving forward. Don't take anything personally, even if the prospect makes what seems to be a personal attack on you, your profession, or anything else. Let them have their say, go on their way and, in your mind, say *next!*

There are far too many people who actually want the help; who are ready right now and willing to do the work; ready to do what it takes to ignite powerful change in their lives. So don't allow yourself to get hung up on signing up a prospect who really needs your help. They probably aren't in the right mindset to receive it.

★ The enrollment session is not for coaching

You actually have a little bit of leeway with this rule. You can offer a couple of suggestions or strategies, but only for one thing at the most – something small. Also, you don't want to spend a lot of time on trying to coach the prospect before they have committed to moving forward.

This isn't only because you don't want to give away your valuable information for free. Trying to coach at this point would actually be counterproductive and work against the best interests of both you and the prospect. The enrollment session is about discovery; it's about helping the prospect gain some perspective, clarity and insight as to what's really going on in their life. There's so much value in this alone, so don't think that you need to do anything else.

Remember that some people simply don't want what you have. It will be a waste of precious time and energy to try to conduct a full-hour coaching session at the initial consultation. You're only there

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to do a few things. One is to show the client that there's a gap between where they are and where they want to be. The next is to present your service as a resource for closing that space. And finally, you're determining whether you and the client are a good fit for one another. That's it.

If you do free sessions at first, some prospects will simply use the tools that you give them to prolong their problems. We know, it sounds strange. But let's explain what we mean. A lot of people are more motivated to avoid pain than they are to gain pleasure. The opportunity to live a much richer and more rewarding life could be right out there in front of them. But they won't make a move to change as long as they can still tolerate the pain of their current condition.

It's only after they have neglected the problem so long enough, and it's gotten really bad and the pain of **not** changing is simply too much to bear, that they are willing to do something about it. This is a distorted and dysfunctional way to live, but that's exactly the way a lot of people have learned to approach the idea of change.

Here's what will happen if you get into the habit of doing an entire coaching session as part of your initial consultation. You're going to give the prospect some solutions to their short-term problems. And even though there are deeper issues that must be dealt with to create long-term change, the surface level pain will go away for a while.

Because this prospect only feels motivated to do anything when they're hurting, their interest in hiring you will also go away. This is obviously bad for you, because you lose out on earning the income you require to support your survival needs.

This kind of situation is also bad for the prospect, because the real problem in their life has been left unresolved and it will come back later – most likely as an even bigger issue than it was in the first place.

So that's it for the rules – at least for the time being. In the next module, we'll go over what to do in the days leading up to your consultation.