How to Get More Clients Faster & Easier Than Ever Before

TRANSCRIPT

With Christian Mickelsen
How to Get More Clients Faster & Easier Than Ever Before

With Christian Mickelsen

TRANSCRIPT

PJ Van Hulle: Welcome, I am PJ Van Hulle.

Anne Cleveland: And I’m Anne Cleveland.

PJ Van Hulle: And this is the Total Niche Clarity Virtual Symposium. We are very happy that you are here for this whole event and this special call with Christian. We want to acknowledge you for taking the time to listen to this because we really believe that niche marketing is like the number one cornerstone to success in effective marketing and attracting more clients, and it can also be a difficult process to go along. So we want to acknowledge you for having the courage to take it on and to show up and to explore it and to be in this process with us.

Today we are going to talk about how to get more clients faster and easier than ever before. You will learn how to create the client rush on the demand any time you want one. You will learn the step-by-step formula for signing new, high-paying clients during intro sessions and a breakthrough new way to get more clients than you can handle and how to handle them. You will discover how one coach landed 362 new clients in two weeks without an email list using a brand new client attraction breakthrough system that practically no one knows and you will be able to use these same secrets to get as many clients as you want faster and easier than ever before.
Our guest speaker today, Christian Mickelsen, said that he’s going to share some of his very, very best steps on this call with you for the Total Niche Clarity event. So get ready and take lots of notes. If you are near a computer, jump on the blog and ask questions and make comments as we go along, and even if you don’t want that many clients, you can still use these strategies to get however many clients you do want, and Christian will even show you what to do with all the extra clients that you don’t want. So our guest speaker today is Christian Mickelsen, and Anne, would you talk a little bit about Christian?

Anne Cleveland: I would be happy to. Christian is the author of How to Quickly Get Started in Professional Coaching, The Truth About What It Really Takes, and has been coaching for more than a decade. He has been seen in Forbes, Yahoo! Finance, MSN and the Boston Globe, and he served two years in the Board of Directors of the IAC, that’s the International Association of Coaching, and he has created numerous support programs to help coaches become highly, financially successful. So I want to welcome you, Christian.

Christian Mickelsen: Yehey! I’m happy to be here.

Anne Cleveland: Yeah. Well, the first question that everybody wants to hear about is if you could start out by sharing what’s your niche and how you found that, that would be incredible.

Christian Mickelsen: Yeah, absolutely. My niche is helping coaches get clients.

Anne Cleveland: All right.

Christian Mickelsen: How I found it was like a trade off. Actually, I was in general a life coach, I don’t know, eleven years ago or so or twelve years ago maybe, and I just coached to everybody on it. I mean, I coached people on all sorts of different things. But when I was networking at a business networking event and so most of the people were business owners and some of my clients were business owners and sales
professional like mortgage brokers and financial planners and stuff like that and carpet cleaners and private investigation companies. So a lot of those people became my clients.

I coached people on weight loss, relationships, on business and sales, but most of my clients were business owners and sales professionals so eventually I niched myself as a business and sales coach. I did that for many years. Eventually, I narrowed that even more and became just a business coach, and in reality, in my first year as a coach, I was struggling to get clients and I’ve had a really hard time because even before I got any coaching I had started this other business. I had $72,000 in debt from this other business I had started, so when I got started in coaching I had no extra money. I was barely scraping by and it was kind of like a roller coaster ride. I’d get some clients in. I would feel like, “Hey, I’m doing great.” And then I’d lose some clients and I will go, “Oh my God.” And some people on this call can relate it, too.

Every other month, I’d fall behind on my mortgage and that was back along ten years ago or so. That was way before falling behind on your mortgage became so popular. Now, it’s all the rage. Everybody is doing it. But eventually, I got things straightened out and my income came up to a solid level. I was very successful in my own business and then I had a handful of coaches hire me to help them grow their business, and I was able to help about five of those coaches grow their business from zero to over a 100,000 a year within 18 months, and one of the did it within 90 days. That’s when I realized that all the things that I had to learn the hard way through trial and error. I did a lot of training. I read a lot. I read actually 36 books in 36 weeks. I had read a book a week for 36 weeks straight.

**PJ Van Hulle**: Oh.

**Christian Mickelsen**: A lot of those were personal growth books. A lot of those were business and marketing books. None of them were like fiction books just right there for light reading or anything. But yeah, back then there wasn’t any of this kind of training that’s out today, and right now there are so much training for coaches, and I think the
biggest problem actually coaches has these days is themselves because we are so marketed to. I think coaches are one of the most heavily over-marketed to groups that there is, maybe the most over-marketed to group because every coach who learns a couple of secrets about how to get clients starts sharing them and marketing to other coaches. And that’s okay. There is nothing wrong with that.

But the biggest challenge now is like, well, there is so much skepticism. When we are so marketed to, it’s hard to like let down the walls and trust again and also there are so many little secrets about that they kind of work but don’t work that well. They work for one person but they don’t necessarily work for everybody or with the things that just takes so much work to get one client. Like use of the social media marketing to get coaching client. Now, it can help you get client, especially with what I’ll be teaching you guys on this call today, but there is just so much out there. Being willing to really learn and be a student and be a student of business and marketing and let go of the skepticism and be willing to listen and really want to learn how to reach more people and how to get more clients, I think that we can lower our guard and let more training in and that would be good for all of us coaches.

So these coaches hire me and I was able to help them become really successful way faster than I did. It took me like, I don’t know, at sixth year, I hit six figures and now here I am helping other people do it in record time. Now, I help actually a lot of coaches go from zero to six figures, and many of them actually within 90 days.

**PJ Van Hulle:** Hot.

**Christian Mickelsen:** Yeah, and a lot of it is from what I’ll be sharing on this call today, so that’s how. So I have these coaches hire me and I felt torn actually between just being in general with business coach and coaching specifically other coaches. I probably for a year or a year and a half I felt torn and conflicted in the programs and with clients I was already working with and then the program and the coaches that were clients that I was working. Because even though that it’s all business, coaching is very specific with what works to help private investigation company or a carpet cleaning
company or a web developing company. There are certain universals that are going to help every type of business owners grow their business. There is very specific things that can help coaches.

So eventually I decided to give up my whole other business that I had of coaching business owners. In entire fine university I developed all these stuff and broke six figures helping coaches and that was probably about six years ago.

**PJ Van Hulle**: And what did you find happen in your business when you put that stick in the ground and said, “Okay, I’m working with coaches now.”

**Christian Mickelsen**: Well, every time I got more narrowed in my niche, my income went up. So going from generalist which everybody on anything to being business and sales coaching, and from business and sales coaching to just business coaching, and then from just some overall business coaching to specifically business coaching for coaches and how to get clients, the more specific I got the higher amount with income. So yeah, it definitely been good. But that said, a lot of times people might infer, “Oh, well, then the secret to being successful is to coach other coaches.”

Actually, there are so much more money to be made in other niche markets. I was actually talking to a friend of mine recently, a new friend of mine, who coaches dentists and he is crushing it with coaching dentists. They have another friend who is more of an information marketer, but he does $20 million a year, over $20 million a year, in the dating niche. So there is a lot of money to be made in other niche markets and like I said, because coaches are so over-marketed, it’s actually a pretty crowded market, but as I said, it’s not about who people to work with. In fact, I think coaches are the best people to work with because often they are all about personal growth. They care about other people. They want to make a difference.

I get inspired by working with coaches and I believe that coaching is the most powerful force for change on earth, and my mantra is, “People need our help. Let’s get people coached.”
Anne Cleveland: So can you talk about how you create a client rush on demand anytime you want one?

Christian Mickelsen: Yeah, and that might sound like a big promise, and it is. For those of you listening to this call, when would you like the client rush on demand? Or if you could demand one, would you want one right now? And I know you are muted so I’m going to assume you are going to say yes. But let me share with you how to do that by sharing with you this three-step process for getting coaching client, and the three steps are:

- Step 1, clients want something to hear about you. There is a lot of ways to make that happen.
- Step 2 is they have an intro coaching session with you.
- Step 3 is they hire you.

This isn’t rocket science here. In fact, I’m making it really simple. In fact, I’m slightly oversimplifying because there is so much to go with those three steps. There is a lot more to it, but so many of us coaches are doing so many different things. I remember for me when I was working so many hours, but not with clients. I was working so many hours writing up marketing steps and creating programs that ended up not working out and trying to figure things out and going to networking events and all sorts of stuff, all sorts of work to try to get clients, but not to meet a lot of clients.

I know that there is a lot of people, especially back then twelve years ago, it’s crazy. That can’t be, but yeah, twelve years ago, the internet was like so new and I didn’t have a website for my coaching business for the first couple of years and then even when I did, it took many years before it became an effective website. But there was no Facebook and social media marketing and all that stuff, and now that’s such a big time stuff. You can get things from it, but there is just all these things that I know coaches are doing, they are speaking, they are networking, they are networking on social media, they are writing a book or whatever the case may be, but they are doing all these things, but it’s not necessarily resulting in clients.
So we’ve got to keep our eye on the prize. Step 1 is they hear about us. Step 2 is they have a session with us. Step 3 is they hire us. We really want to get people into Step 1 and then from Step 1, you might want to get them from Step 1 to Step 2, and then from Step 2 to Step 3. So I want to spend most of our time on how to get people from Step 1 where they hear about you to Step 2 where they have a session with you, and then Step 2 where they have a session with you to Step 3 where they hire you. Those transition points are so critical. So we are going to spend a lot of our time on that, and then I actually have a program called *Free Sessions That Sell: The Client Sign Up System*, which goes even more in depth in the whole conversation of how to have an intro coaching session with someone and get them to sign up for coaching with you right on the spot and have them feel like they got massive value from the session with you regardless of whether they signed up or not and to make it so that you never feel like you are a slimy salesperson or pushy in any way. So it’s a really cool process.

So I share of my secrets from that program on the training and then if those people want more on that, we are going to have a super special offer for everybody towards the end of this call if you guys would like to have that.

**PJ Van Hulle:** Well, it sounds awesome.

**Christian Mickelsen:** Okay, yeah.

**PJ Van Hulle:** And I’ve heard incredible things about your program, that’s why we really, really, really wanted to have you as part of this event. So I love that you break it down to make it so simple. You are like, “Look, it’s really just these three things.” So are you ready to dive into how to work that transition from Step 1 to Step 2?

**Christian Mickelsen:** Yeah, absolutely. So this all about creating a client rush on demand. The client rush process is really a process of getting people who have somehow heard about you to want to have a session with you. Well, how could you say that? Let me just show you the difference between most coaches do and what you could
do to get a rush of clients today. What most coaches do is they do all these works so 
that client can come out to hear about them and they exhaust themselves and then it 
doesn’t necessarily result in very many clients, and they have maybe a free coaching 
session offered and they put it up on their website and it looks something like this, “I 
offer a free, no-obligation coaching session call for 30 minutes. Call in, here is my 
number to request your session now.” So that’s what most people do. They are not 
actively making that free session offer out there in the world. They just kind of have it 
sitting on their website so that’s kind of their first biggest mistake.

The second biggest mistake is that the offer of a free session is not very enticing in of 
itself. Now, we as coaches know the value of coaching so we think, “Wow, if I’m going 
to away a session with somebody, they should want that because we would like it. We 
love coaching. We want to get coached.” But that sample of a coaching session isn’t a 
great way to sign up clients anyway, and I’m going to tell you about again a little bit 
more about the free sessions that sell process and how that differs from just giving away 
a sample session. But we do want people to have a session with us, so just saying a no-
obligation coaching session is not very enticing, so I’m going to contrast that with what I 
call a client rush free session offer, the kind of free session offer that will get you a rush 
of clients, a rush of people wanting to have a session with you.

So here is an example. Let’s say you are a relationship coach and instead of saying, “I 
offer a free 30-minute, no-obligation coaching session,” how about you say, “New for a 
limited time, a free 30-minute find your soul mate now coaching session where we will 
work together to create a crystal clear vision for the kind of man you would like to 
attract and the kind of relationship you would like to have together. We will uncover 
hidden challenges that maybe sabotaging your success with men and dating and you will 
leave the session renewed, reenergized and inspired to finally find the man of your 
dreams once and for all. Enter your name and email address below to claim your 
session now.”

**PJ Van Hulle**: Yeah, way more enrolling.
**Christian Mickelsen:** Now, if your audience is women who are looking for relationship and you make that offer, I mean, it’s a whole different universe more attractive than just a free, no-obligation coaching session. So that’s the thing I really want to share. The number one thing I want to share for the first part of the call here is that you want to make your intro session extremely enticing in of itself.

The three golden key is to making your intro session really enticing are, number one, naming your section something concrete and tangible and results-oriented, “Find your soul mate now coaching session.” Finally thin forever coaching session. Land your dream job coaching session.” “Teen turnaround coaching session,” if you are a parenting coach. If you are a leadership coach, it might be, “Team turnaround coaching session.” If you are a business coach, “Double your profit coaching session.” So that’s the golden number one, name your session something concrete and tangible, and it’s got to be a tangible result that they want.

Number two, you want to create a bullets or lists of benefits. So I’m going to give you my three again and you guys can just copy those. Number one is, “Get a crystal clear vision for whatever results they want. Get crystal clear vision for the kind of man you would like to attract and the kind of relationship you would like to have together. Get a crystal clear vision for your ultimate business success. Get a crystal clear vision for your child’s greatest behavior and your peaceful family life together,” or whatever it may be. That’s bullet number one. Bullet number two, I hope everybody is writing these down.

**PJ Van Hulle:** Yeah, that’s great.

**Christian Mickelsen:** Bullet number two is, “Uncover hidden challenges that’s maybe sabotaging your success with men and dating. Uncover hidden challenges that’s maybe sabotaging your success with diet and exercises and speaking to you a diet and exercises plan, or something like that. Uncover hidden challenges that’s maybe sabotaging your success with growing your business twice as fast as you ever thought possible or as fast as you would like it to,” or something like that.
The third bullet is, “Live the session renewed, reenergized and inspired to get the results they want, to finally find the man of your dreams once and for all, to finally lose all the weight and keep it off forever, to finally double your business and keep it doubling every six to twelve months,” to whatever that you do.

So this little outline, in marketing, we call it copywriting, and this is copy for a red, hot intro coaching session that you can then offer, and I’m going to go into some different places where you can offer it right now to get a client rush including where one of my students got 362 new clients in two weeks, which seems unbelievable but it’s true and I will share that with you in a second.

But first, if you want some more in depth training on what I just shared for free, I actually have some free training and I actually have a pre-written free session offer for most of the major niche markets of coaching, for parenting coaching, for dating coaching, business coaches, sales coaches, weight loss coaching and a bunch of others, leadership coaching, and you can get those as well even more in-depth training on this whole writing of your client rush offer, you can get that at tinyURL.com/clientrush9 and that will get you to an opt-in page and if you opt-in, you will get these three free tools that will get you a rush of high-paying clients.

One of those tools is a special report that goes really in depth to these how to write your free session offer the way we talked about. The second tool is actually pre-written intro session offers that I’ve already written for you and the third free tool is training calls to send, which is really cool, which I’ll talk more about that later.

All right, so let’s take the time, I’m just going to jump right into some ways that you can take this red, hot copy, this red, hot free session offer and get in front of lots of people to get a client rush on demand anytime you want one. Does that sound good?

**PJ Van Hulle:** That sounds good. So just to review, the two main pieces to make your intro session really enticing are to name it something tangible that indicates the results
that your clients want, and then have a bullet list of juicy benefits, and you gave us examples of that.

**Christian Mickelsen**: Oh yeah. That’s right, and you know what?

**PJ Van Hulle**: Was there another piece with those then?

**Christian Mickelsen**: There was. There was one more piece and that is to position your session to make it extra valuable, and I did that when I first read my first example, which I didn’t really read, I just kind of have it memorized. But I said, “New for a limited time.” So that’s a little bit of positioning so that people don’t, you know. First of all, new is always hot. Everyone wants to be new, and then with “limited time,” it’s like, “Oh, some scarcity.” It’s like, “Oh, this isn’t going to be available all the time.” And since you are in charge and you can pull this offer and you can add the offer. You can do whatever you want with it, and it’s new because you are doing it only now so it’s new for a limited time, and you never know how long it’s going to last.

So new for a limited time or if the holidays are coming up, you could say, “New for the holidays.” If New Year is coming, “New for the New Year.” You can come up with any reason why positioning why it’s new and why it’s limited, why it’s scarce. So if you can frame it that way, that’s the third thing is positioning. Position for extra value.

**PJ Van Hulle**: Cool, and then we have a comment on the blog that says, “I’m scribbling so fast.” So I know we are going fast, but if there is something that you missed and you want to comment about it or you have a question about it, please post that on the blog and the link for that, if you didn’t get it at the beginning of the call is RealProsperityInc.com/blog and we are asking questions and commenting on the post with Christian’s picture. So thanks, I just wanted to make sure that you are up to date on that.

**Christian Mickelsen**: Yeah. And let me also just reinforce, too, that everybody should go to tinyURL.com/clientrush9 and get signed up to get my three free tools because
instead of having to miss those things or whatever, you are going to get even more in
depth training written down and a lot of stuff with tools and templates already ready to
go for you. So definitely go there. And yes, please post your comments on the blog,
too. I want to see those.

Okay, so we talked about the three-step process for getting clients. They somehow hear
about you, they have a session with you, and then they hire you. So the whole “they
somehow hear about you” thing, there are so many ways to do that, but once you have
this free session offer written up, now you can use these things that you may already be
doing, or if you are not doing them, you can start doing them right now today or	
tomorrow and you can get a rush of clients by doing any of these things.

You can go to a networking event and you can introduce yourself. With a lot of
networking event, you can give a 30-second commercial to introduce yourself. So you
can go to a networking event and you could say, “Hi, my name is Betty, and I help
women find the man of their dreams, and because I’m new to this group, I thought a
great way to get to know all of you and for you to get to know is if you would like to
have one of my signature coaching sessions called the Find Your Soul Mate Now
Coaching Session, and during the session…” and as you go through it, you can just say
the three things, “it will all just work together to create a crystal clear vision for the kind
of you would like to attract and the kind of relationship you would like to have together.
We will uncover hidden challenges sabotaging your success with men and dating and
you will leave the session renewed, reenergized and inspired to finally find the man of
your dreams once and for all. If you would like to have one of these sessions with me,
please bring me your card once everything is done with their introduction and let me
know that you are interested and I will have someone on my team connect with you to
get your session scheduled.”

Now, I’ve done this myself and got a rush of clients, a rush of people wanting to work
with me, and I got a bunch of paying clients out of that. I’ve had a lot of my students
do this. One of my students did this at a networking event and she got like 15 or 20
people wanting to have a session with her right there on the spot, bam, client rush.
Okay, so that’s at a networking event. If you do any public speaking as a way to promote your yourself or your business, tell the class that you are live. You could actually offer a free session right there and I’ve done this myself and I’ve had my students do this, and we’ll usually get between 80 to 100% of the people in the room wanting to have that free session with you, and bam, client rush on demand.

Towards the end, you can tell people, “Hey, I’ve got this special offer for you. I’ve got this $500 coaching session called the *Finally Thin Forever Coaching Session*. During the session we are going to get a crystal clear vision for your ultimate health energy and physique. We will uncover hidden challenges that maybe sabotaging your success with diet, exercise and weight loss and speaking to your diet, exercise and weight loss plans and you will leave the session renewed, reenergized and inspired to lose all the weight you want and keep it off forever. If you are interested in having one of these special $500 sessions with me, I’m actually going to waive that $500 fee and work with as many of you as possibly can fit into my schedule over the next couple of weeks. That show up with this form on the handout that we handed out and fill out everything that’s in there. So you will notice there is card information, but I’m going to waive that fee. Just don’t fill out the credit card info, but fill out everything else and I’ll have someone from my team to get together with as many of you as I can get into my schedule over the next couple of weeks to work with you personally. Sounds good? Hallelujah.” All right, it’s client rush on demand.

Now, imagine if you are speaking to 50 people and you are going to get between 80-100% of the people having a session with you, you could be getting now 30 to 40 to 50 intro sessions, bam, every time you speak. And that’s not all about it, you could speak to bigger audiences and get even more. So that’s a great way to get the client rush on demand. If you already are doing Facebook and Twitter, you could tweet about it. You could say, “Hey, new for a limited time, I will work with you personally to lose weight and keep it off forever, and you can get a special session with me free. Details here, click here.” They could go to a link on your web page with this free session offer and how to claim. Client rush on demand, you could be...
**PJ Van Hulle:** Wait.

**Christian Mickelsen:** Yeah, go ahead.

**PJ Van Hulle:** We have a question on the blog about that. Wendy said, “I keep hearing that when using social media like Facebook, it’s better to offer education or information rather than marketing. So how would this work if not on her website,” is her question.

**Christian Mickelsen:** Yes, first of all, I think it’s great to always to know what is marketing and what is educational and what is helpful. The way I teach coaches to market themselves is to make everything you offer valuable. So if you are going to offer, you could offer a free teleclass and get people onto your email list. You could offer a free coaching session and get people on your list and also give them a very valuable coaching session with you. It’s free session, especially if you do it the way that I teach people to do it in my *Free Session That Sells System.* The free session is extremely, extremely valuable to anyone who is lucky enough to get it with you, and it just so happens that it gets huge. Pretty much everybody who has a session with you is going to want to work with you. It has that nice impact side effect as well.

So if you are giving away $100 bills to your Twitter list, would they be happy to get those $100 bills? Absolutely. Well, guess what, your intro session is worth more than $100 bill, so feel free to have that out. People is glad to get it and if he doesn’t take you up on it, that’s their loss. I don’t know if that addressed it totally clearly, but if you have a comment on my comment, please put that one, too.

**PJ Van Hulle:** Okay.

**Christian Mickelsen:** Yeah. And then another way to get a client rush on demand is to just send a text thing with this free session offer that we just wrote up together and email it out to your email list. If you have an email list, bam, you can get a client rush instantly right now today. Right now while we are talking, while you are learning this,
you could actually take this free session offer that we’ve been talking about here. You could take one or write your own or go to my website which is the tinyURL/clientrush9 and take the ones that we give you, that we actually give away to you, and send it to your list right now while we are doing this and by the time we hang up the call, you might have a bunch of people wanting to have a session with you.

**PJ Van Hulle:** Cool.

**Christian Mickelsen:** Yeah. And depending on the size of your list, if you have a really big email list, you might even charge for this intro session.

**Anne Cleveland:** And I just noticed...

**Christian Mickelsen:** And if you...

**Anne Cleveland:** Oh, go ahead.

**Christian Mickelsen:** Yeah, and as I just said, if you have a really small list, you can still get a lot of client. I will tell you the first time I ever did this to my email list, I had less than 500 people on my list, like 487 people on my list or something like that and I offered this to my list. I sent the email out three times and I got like 62 people wanting to have a free session with me and I got 41 of those people to sign up for my group coaching program that I was promoting at that time. So it skyrocketed my income from about $100,000 a year to $250,000 a year by sending this out to a tiny list.

**Anne Cleveland:** Oh, that’s incredible. I was just going to ask. Someone posted a comment saying, “This seems like it’s more for coaches, but I’m assuming that this is for anybody,” and she’s not feeling that it’s, you know. She wants to know how can this also pertain to other businesses.

**Christian Mickelsen:** Yeah. Well, what’s funny is other businesses already are doing this, and I don’t know how it might pertain to your business specifically. But I heard a
radio commercial right around where the whole stock market took a big dive a couple of years ago. It went down, I don’t know, like half of where it is now or something, and I remember this bank was offering a free... man, I wish I had written it down. I don’t remember what their language was, but basically it was like a free financial coaching session, "Hey, if you are worried about your portfolio and you are worried about where the stocks or whatever it was, get your free financial security or map to financial freedom coaching session with one of our blah, blah, blah people."

Financial planners can do this. Anyone can do it. A chiropractor could do it. In fact, chiropractors already do it. Now, they don’t do a free coaching session, but a lot of them would do like a free analysis, a free evaluation and stuff like that. Now, if I was a chiropractor and I was doing a free evaluation, I would actually make it even more enticing than free evaluation with, “Free get out of pain and into health or something.” I don’t know, but I haven’t fixed it. I have to think about it a little longer, but some sort of like more enticing than just an evaluation. It’s kind of like saying, “Hey, free consultation.” Why not make it more enticing. So it is different to a lot of people. I don’t know, but I have to think about it in what different businesses we were talking about to see how it might apply.

If you are a bookstore, free books, “The first book is free, come into our store. Get in our email list and you can have a book or something,” and then have specials to get more people. There are always ways to figure this kind of stuff out and apply it over. So I’ll leave that up to you, the individual people, to see how it might apply to their specific business.

**Anne Cleveland**: Thanks.

**Christian Mickelsen**: You are welcome.

**PJ Van Hulle**: Yeah, the idea behind it is having a hot, free goody with great marketing copy that makes them want to come in to interact with you and then having a system for turning those people that are interested in that free goody into actual clients. So in
this case, we are using coaches, which is great because this call is all about niche. You are talking about exactly how to do it for your niche. This is like the power of it.

**Christian Mickelsen:** Yeah.

**PJ Van Hulle:** But if you are not a coach, then you can still take the same principles and apply it to your business.

**Christian Mickelsen:** Right. Yeah, thank you for clarifying that for people. All right, so I want to share one last super awesome client rush strategy with everybody. In fact, maybe I should save this one for the end. I think I will because PJ told me I should save one really hot one for the end. So I’m going to save that one for the end.

**PJ Van Hulle:** Okay.

**Christian Mickelsen:** This is the one for how one of my clients got 362 paying customers, paying clients to have an intro session with her. Actually, they paid her for the intro session. Within two weeks, she got that many with no list. So I’ll share that one with you. I’ll save that. Only it will be a little hook for you guys to hang on until the end. This one is hot if you don’t have a list and you haven’t even doing anything. In fact, she hadn’t been doing anything. She didn’t even have a niche, and one of the things I teach people about picking a niche is that if you don’t have one, pick one anyways. I’m like try one out. Just try one out. Just try it off. Try one out. She actually took my free session script and she put it somewhere, which I will save for the end, and got 362 people buying an intro session with her. I’ll tell you guys all about that at the end.

But for now, we need to kind of do a quick recap so we can move into this next segment. So we talked about the three-step process for getting coaching clients. Step 1 is they somehow hear about you. Step 2 is they have an intro coaching session with you. And Step 3 is they hire you. So we talked about ways that you can get people to somehow hear about you in a networking, speaking, Twitter, your own email list and as
there are sorts of different ways. And once you are doing those things, you want to use that free session offer to transition them into Step 2, they have a session with you. If they don’t have a session with you, how are you going to get them to sign up to coaching with you. It’s going to be a challenge to say the least.

Then once they are having the session with you, how do you get them to actually sign up? And that’s what my Free Session That Sells Program is all about, and I’m actually share with you some of my best secrets from that program right on this call, and then for those of you who want to go even deeper with me and want to go even deeper into how to get client fast and how to sign people up right on the spot and have me support you and help you grow you business, then you could certainly. I’ll tell you about my special super, super special offer I have for everybody towards the end of this call, The Free Session That Sells.

But before I get into any of that, I would just wanted to share with you another triumvirate of things that are really important, three other golden keys. So these are the three golden keys to becoming a highly, prosperous coach. This is Real Prosperity.

**PJ Van Hulle:** Yeah.

**Christian Mickelsen:** Yes. So since we are here for real prosperity, here is how to get it with the three golden keys to get real prosperity in coaching. So golden key number one is the ability to help clients get results. So you might write it down, get results for clients. You just write down, get results.

Number two is your ability to generate coaching leads. You could just write down, get leads. Now, a lead is people who are interested in what it is that you help people do, so for coaches, a lead is somebody who wants to change something specific like they want to lose weight, they want to find love, they want to grow their business or whatever. With leads, basically you can also say lists. List equals lead, lead equals list. You want to get these leads and get them on your list and then from your list, get them into an
intro session with you, although you can actually skip getting them on your list even and just get them straight into an intro session with you and that’s okay, too.

Then number three is to sign up the clients. So you need to be able to have a way, a system for signing up clients, so a sign-up system. That’s the third golden key.

So number one is get results for your clients. If you can’t, if you don’t have a way of getting results for you clients, you might need some more coaching and training. Now, with getting the results, I’m saying getting results for your clients is really up to the client to get the results for themselves because as a great coach, there is a lot we can do to influence that and you need to feel confident that you can help people get results. If you don’t have that confidence that you can help people get results, then you are going to have a hard time really going for it and generating leads, and having a hard time during the sign-up conversation to convert those people into clients.

All right, so those are three golden keys for a financial prosperity as a coach. I hope your clients get results and be able to generate coach leads and to have a system of signing up clients, and this is really critical because I’ve already shared a lot on how to generate these leads, but one of the sneaky, underlying things that sabotage folks and keeps them from being able to actually get clients is this getting results things, being able to help their clients get results. So we definitely want to get that one handled.

When you can build big list and then you actually have an unlimited supply of coaching leads, you can actually have more clients than you know what to do with. I said I would tell you what to do with them. If you have more clients than you know what to do with, you can either, A, hire other coaches to work with them, which is something I have set up. Actually, I have hired pay for coaches who do some coaching for me. And B, you could create grouping programs and put a lot of those people into those programs. And C, you can sell them info products or live events, trainings, or other online courses and things like that. Good?
PJ Van Hulle: Cool. You just shared a lot of information very quickly, and I appreciate that.

Christian Mickelsen: Yeah.

PJ Van Hulle: Can you talk a little bit about going from Step 2 to Step 3, going from the intro session to signing up?

Christian Mickelsen: Yeah. That’s what we are going to talk about right now. Before I do, can you tell me how much time we have?

PJ Van Hulle: We have eleven minutes.

Christian Mickelsen: Eleven minutes, holy cow. It’s not very much. All right, so why don’t I do this by telling you guys about my program. I’m going to tell you about my Free Session That Sells Program, and while I’m telling you about it, I will teach you stuff from it.

Anne Cleveland: Great.

Christian Mickelsen: So this way, we can sort of kill two birds with one stone so people can hear about what’s inside the program, what the program consists of and stuff like that.

PJ Van Hulle: Great.

Christian Mickelsen: So the program is called Free Session That Sells Program, The Client Signup System. And this is all about Step 3, getting people from Step 2 to Step 3. They are having a session with you, now we want to get them to hire us. So the biggest mistakes that most coaches make with their free sessions are, A, not getting people to actually have sessions with them. They don’t make them enticing and they
just kind of let them sit there on their website. They don’t actually get those offers out into the world.

Once they are actually having a session, it’s usually a sample session, and this is what a lot of coach training companies teach. They say, “Oh, you just give people samples of coaching and then you do a sample session and they sign up somehow.” And I used to do that, and in fact, it didn’t work to get clients. But the problem is I had to do a lot of sessions to get a few low-paying clients. In fact in my first month as a coach, I did get six clients paying me a $195 a month and that’s a great start. I took my business in my first something gig, I got clients and it was great. But I had done two talks that month to two groups of 40 people, so with folks of like 80 people and I ended up with six low-paying clients.

Now, that’s not too bad, but if I were to use all the steps that I know now, if I knew then what I know now, then I would have probably had like 70 or 80 sessions with those people which I did and then I would have signed up a huge percentage of those at a much higher rate than I did. So sample sessions actually they don’t work very well so we want to do something else instead. There is a couple of different pieces to the whole process. The first, there are two. We will just break it into halves. The first half is the needs analysis, and that’s where the value is created because when we help people see what they want and what they need, that’s when they get the most value. And then also the second part is basically letting them know about your coaching long term and how that works, how they can hire you.

So instead of doing a sample session, I’m just going to give you... now, let’s see, what can I do here. Since this is our time together, I want to give you like the best pieces of this whole thing. Well, if you’ve ever felt uncomfortable, I used to feel really uncomfortable during my intro sessions. So you want to do a sample session because I just didn’t have a system for how to take people through and talk about money. I used to feel it’s weird talking about this. I used to feel weird asking for the sales. I felt weird in even with stating that phrase asking for the sale, like my system doesn’t even use that terminology. We don’t ask for the sale. It actually just close naturally.
If you’ve ever is afraid to put pressure on people, or if you’ve ever felt like you need to keep following up with them, or if you’ve ever had people say, “I need to think about it, or let me talk it over with my spouse,” or whatever they might say and you don’t know what to do about that, that’s the goal of the *Free Session That Sells Program* does. It teaches you all the ins and outs and exactly what to say and do during your intro session to get people to sign up right on the spot.

But I am going to share with you one secret right now from the program that’s going to help you get more people to sign up right on the spot, and it is to guarantee your coaching. Most coaches are afraid to guarantee their coaching because if it feels risky. If you sell a product and you guarantee it, well, if they are unhappy with it, at least you get your product back. If you guarantee your coaching and you give people all the time with you and then they are not happy and they want their money back, then you still lose your time so it feels scary and risky for the coach to offer it to guarantee their coaching. But think about as scary and risky as it is for you, it’s probably even scarier and riskier for the client to hire you because they don’t know what coaching is. They don’t know what coaching can do for sure. They don’t know you might be a great coach, you may have helped other people get great results, but they may not even trust themselves that they can do it. Maybe they would be worried they wouldn’t be a good client.

So one of the best ways to get more people to sign up right on the spot is to guarantee your coaching. But instead of guaranteeing results, you just want to guarantee that they are happy with your coaching. So I recommend that people offer a 30-day unconditional happiness guarantee, and what that means is if after the first 30 days, if you don’t absolutely love the work that we are doing together, if you don’t absolutely see that this is exactly what you need to overcome your challenges and achieve the results you are looking for, then not only do you need to continue after the first 30 days, but you can have a full refund of every penny, and we take a strong stand behind your coaching so much, people feel even more confident that it’s going to work for them.
They feel like the risk is gone and then there is actually no risk for us coaches. It’s practically zero risk.

I’ve only had two people ever take me up on that 30-day total happiness guarantee in the 11 or 12 years that I’ve been coaching. It doesn’t happen. I mean, it’s does happen. But it’s just so rare, it’s well worth it. For every client who is just wanting their money back, you are going to get 10, 20, 50, 100, 200 or more clients that might not have otherwise signed up with you if it wasn’t for the guarantee. So it’s well worth it.

**PJ Van Hulle:** Yeah, get results for clients, yeah.

**Christian Mickelsen:** Yes. To get clients, get results for clients and help client generate coaching leads and signing up clients.

In the meantime, let me share with you my last tip here for how my client got 362 paying clients in two weeks. Basically what she did, if you guys have heard of Groupon or Daily Deals, have you tried one of those things? So she lives in Australia and she happened to partner with one of those kind of websites in Australia and got them to offer her career coaching session, and she listed the price on that at $97, so the people who ordered it could order it for just $19 and so she actually had 362 people pay $19 to have an intro session with her. She got flooded with the intro session and she got paid to do them to boot, and then she was converting right around 70% of those people that were having intro sessions with her to converting them into either one-on-one or group coaching program. So she totally locked it.

Once you have that intro session offer, you can place it all over the place and get a rush of people to have a session with you. But if you don’t know how to do the free session that sells part, then you are going to miss out. It’s not like having a hole in a bucket and you are trying to collect water and even though water is coming in, the water keeps on back out. If you haven’t built a thriving and successful coaching business yet, it’s how like holding a bucket and the free session that sell will plug this holes to keep all
those clients and money and really live the lifestyle of a successful coach that you deserve.

**Anne Cleveland:** Wow, that’s incredible. I’m breathless.

**PJ Van Hulle:** Yehey! Christian, it’s exciting. I love how you’ve put together like the components to just make it a comprehensive system where people can actually make their money back pretty quickly.

**PJ Van Hulle:** Yeah, so it’s now a few minutes after, so we are going to wrap it up.

**Christian Mickelsen:** Yehey! Awesome. Yeah, I’d like to just leave this. I mentioned that I think that coaching is the most powerful force for change on earth. I didn’t tell you this story of how I got into coaching in the first place, and we don’t have time with the story. But basically I would just like to say that I was completely miserable in every area of my life and I hired a coach and nine months later turned it all around, and that’s when I first experienced the power of coaching, and then many years later, I’ve hired many coaches over the years. But one of my coaches that I hired helped me. I’ve been single for four years and helped me work through a bunch of stuff and within four months, I met my soul mate and we’ve been together for seven years and we’ve been married for a little over two years and we have 1-1/2 year old baby. I mean, the power of coaching, coaching changes people’s lives.

All over the world right now, there are people struggling with something, struggling to find love, struggling to grow their business, struggling to find the career they love, struggling to lose weight or whatever, and coaching can help them change that. If you are a coach, I really want you out there and help those people. People really do need some help and let’s get people coached.

**Anne Cleveland:** Thank you so much. You’ve just offered so much. I just so appreciate it. Thank you.
**Christian Mickelsen:** My pleasure, my pleasure. I’m here to serve. So I’m going to give a big hugs to you guys and we will make it an even bigger, wider group hug with everybody who has been on this call. Thank you very much.

**PJ Van Hulle:** All right. Thank you and we will see you there.

**Christian Mickelsen:** All right, take care, everybody. Bye.

**Anne Cleveland:** Bye-bye. Take care.

**End of Audio**