

The Limitless Life Experience Podcast
Transcript
10 Strategies to secure 1-2-1 clients

The immensity and complexity of this incredible universe - your head might go pop and I find that the less I claim to know, the easier things become

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I'm not going to tell you how you can make six figures in six minutes. I'm not going to tell you that the only reason that you haven't created the ultimate freedom in your life is because you haven't yet launched a membership site. And I'm not going to shame you into thinking that I've got the only magic wand in the world that will solve all of your problems, that you can have for just 60 gajillion pounds, but today, 97 - but only if people in the next few minutes. Why? Well, aside from the fact that it's really freaking wrong and has always been really wrong. Right now, the world is shifting and it is crying out for something new and some people have felt it, some people have heard it, and some people just know that that is truth. My question is Will you be ready. Hold onto your hats, peeps, because The Gateway is coming.

Welcome to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I'm a mum of three multiple six figures, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you and go from confusion to clarity when it comes to creating messaging that converts browsers into buyers so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the Limitless Life Experience.

Hello you gorgeous human being. It is Suzy Ashworth here and you are listening to the Limitless Life Experience Podcast. Did you see what I did there? I kind of like jumping it up a little bit. Did you like that? If this is your first episode, you're probably thinking why is she singing, and I don't know what she did - both of which are fine. You can still play without needing to know what the heck is going on. That is pretty much my commitment to life. I am still going to play even if I'm not quite sure exactly what is going on. Because if you try to work out the immensity and complexity of this incredible universe, your head might go pop. And I find that the less I claim to know, the easier things become because I don't have anything to prove anymore. I don't know where that came from, but clearly an important message that you needed to hear today.

Anyway, I want to share with you a little bit of strategy today on how to book more one to one clients, and it's so interesting to me that this was a really big part of my business actually when I first started. It's how I got myself into business really as a business coach, and it's interesting how many people avoid doing it this way now. So many people are interested in one to many that they really actively seek to avoid doing one-to-one work. And I have a theory about this and my theory is that it's a confidence thing. I think people want to do e-courses and group programs first because you can kind of, there's a place for you to hide. Whereas if you're working with one-to-one clients, and they don't get the results that they want, if your confidence is low, then it's easy for you to want to take responsibility for that.

Even if you're an amazing coach, even if you've given them the exact strategy, even if you supported them in expanding their mindset, what if they don't get the results and then there's nobody to blame except me... ooh, I'm going to do an eCourse, I'm going to launch your membership. And all of these things are super cool and often way, way easier to implement when you have some audience or you have capital to spend on generating an audience. If you don't, one to one work is like the Holy grail. This is where I started, and it's what can buy you time, and it's what can buy you at if you are priced appropriately. And I'm saying that I'm smiling because one of the ladies who joined The One... was when she joined, she was doing one-to-one, which is great, but she was selling her services, I think it was 500 pounds for three months or something, and I was like, what the hell are you doing? It needs to be at least at the very least 1500 pounds for three months. It needs to be at the very least that, and actually she did increase her rates. Unsurprisingly had her biggest month in business, and secured more clients than what you'd ever secured before because people don't want to pay somebody next to nothing to get results that are equivalent to next to nothing.

Anyway, I digress a little bit, but I want to share with you today five strategies for increasing the number of clarity calls that you have in your diary so you can book some more one-to-one clients and at the same time I want you to say, I want to say that none of these strategies are going to be effective if you are telling yourself that you are not good enough to have one to one clients. The stories that you tell yourself - and they can range from: nobody wants to pay for one to one, I don't have time for one to one, I don't have enough of a client base, this isn't going to work for me, et cetera, et cetera, et cetera. All of those things impact you on an energetic level and will prevent you from calling in your dreamboat clients.

So first strategy for calling in dreamboat clients and specifically one-to-one clients is writing down who the heck you want to work with. Who is that dream boat? What does she sound like? What are the types of words that this person says? It could be a he, it could be a she, could be a gender neutral person. It's whoever your

dreamboat client is and I want you to work out what it is that they say. What is their vibe? What is their mindset? What are the type of results that they are looking for? What are they looking for in a coach? What do they value? What have they tried before? What is it about you that this dreamboat client is going to love? How motivated are they? How willing are they to pay decent dollar for incredible coaching services. Write it all down and really feel into the energy of the person that you are calling in, and you might think that that is a ridiculous thing to do, but honestly, I would say that, well, I just know I've generated so many clients in this way. Super, super helpful, so write it down, feel into the energy of them and then expect them to show up. It's like putting in your cosmic order with the universe.

Another thing that actually worked really, really well for me when I was a hypnobirthing instructor was to share my ideal client requirements with another ideal client. That was really weird. I felt so uncomfortable talking it through. But one of the things that I'd put on my list is that my ideal client shares my services with their friends and family, proudly talking about how great I am. And so what I was able to do with the suggestion, you know, by sharing this, this is my dream book client requirement. I then ended up with an email that I was CC'd in on from the person who I'd read out my dreamboat client requirements, and she emailed all of her friends and family about the work that we'd done together. It was incredible. I was like, wow, this stuff really works. So really saying, this is who I'm looking for. Do you know anybody? You are my dream boat client. This is what I based my next dream boat client on - it's you, let me read it to you. Do you know anybody else like you and then see how they respond. One, it's a massive compliment to them, but two, when we have nice little suggestions in there about how they refer you, refer you on to people, your dreamboat clients really do start to refer you on to people in that way.

You can also number three just be very direct and say, do you know anybody that you can recommend me to cause that's the third way.

The fourth way is make sure that you are posting about your availability for clarity calls on your Instagram stories. My coach is really, really good at this. She will say, are you challenged with X? Do you want to create Y? No problem, amazing. I have got this high level coaching incubator where I am taking on three new clients for next month. If you're serious about making six figures or more, hit me up in the DMS. And she has a post like that go out maybe every two weeks. It's so simple but very few people are doing it.

Number five, another super easy call-out. Just on your personal Facebook page. I am looking for five people who fill in the blank who are ready to get going in the next seven days.

Hit me up in the DMS if you are serious, done. Now of course you can do that on your LinkedIn profile, six different ways that you can call in and more clients. You can create a post to go on your business page, which again talks about the fact that you have a certain number of spaces available for clarity calls for clients who are looking to achieve a specific result in a short period of time. One of the most valuable things I did when I was first kicking off, and this worked very well for me because I built up a Facebook group very quickly. And I was able to build up a Facebook group very quickly because it was in a niche sector that nobody was really servicing from a business perspective. So that is important to say, most of the time it takes more time and energy - at least now - than what it did to build up a Facebook group.

But if you've got a Facebook group, you should be posting in that Facebook group to let people know that you have consults opening up. However, that's not the strategy that I used when I first got things going. The strategy that I used, so this is really good if you are new to coaching is to offer, I offered 30 free coaching calls over 30 days. It was exhausting, but from those 30 free coaching calls, the only thing I asked for was a testimonial if people got value from it. So I got a whole bunch of testimonials, and then from five people who got a lot of value from the free consultation where I just worked on one key problem... I didn't try to solve the whole life in half an hour... We worked on one key thing. Five of the people who got real value from those sessions asked me about how they could work with me further, and that's how I sold my first five one two one business coaching packages, which was amazing.

So I think that that might be strategy number seven.

Strategy number eight is go live. Go live on your Facebook business page and let people know that you have space for calling in at new clients.

Strategy number nine, go live on Instagram letting people know.

Strategy number 10 is create an IGTV. We're talking about using your social media. And really what we're talking about underneath that, is letting people know. That's 10 different ways.

One of them is purely for yourself so you can energetically align to your dreamboat client and you would be amazed at how effective that is. And then the rest of the time is getting out there and asking the question. And yes, you can set up research calls, you can set up clarity calls, you can set up complimentary coaching. I've done all of those before, and probably what is the easiest and the least time consuming is just to be asking the question consistently.

And if you were to take all of those strategies and make sure that you were doing each of them at least once a week, you're going to see a massive difference in your bottom line. So are you ready to book some more one to one clients? And if so, which of these strategies, which three of these strategies are you going to implement within the next 72 hours?

Hit me up in my DMs on the gram and let me know. You will find me at suzy_ashworth. And don't forget to take a little screenshot of this episode if you found it useful and tag me in it so we can share the love and the wealth

So please remember that...

Faith + Action = Miracles.