

Super Easy **Client Sign-Up Guide**



How To Sign-Up Clients
WITHOUT Strategy Sessions

Linda Flynt



Super Easy

Client Sign Up Guide

This guide gives you the steps to sign up clients right from your keyboard. This means you won't have to get on the phone or zoom call - unless you want to.

The required elements that inspire clients to sign up with you is always the same, no matter what sign up method you use.

Once you understand how to implement these elements, you can continuously bring clients into your business using a marketing method that is right for you.

You may believe that the only way to grow your business is to do hour long strategy sessions every time you want (hope) to sign just ONE client. But - if you don't have time to do strategy sessions (or if you just don't like to do them), there is an easier way.

The 7 steps of the Super Easy Client Sign Up Formula bring you as many clients as you wish without strategy sessions.

If you're ready to sign up clients, review each of the 7 steps below and start getting results right away.

Visionary Action Plan

1

Clarify your vision and make a plan to bring it to life so that you'll love your business as it brings you a steady flow of clients year after year.

Who Will You Serve?

Even if you serve many different kinds of people, it's important to be very specific about who you serve when you are marketing your business. Being specific will make it easy for prospects to recognize if they are a good fit for you, or really, if you are a good fit for them.

What Is Your Big Promise?

As a coach, you help clients create a big change in their lives. This is your big promise. Just as it's important to be specific about who you serve, it's important to be specific about the change your client will experience. When you are specific, prospects will recognize themselves in your marketing and be eager to work with you.

How Do You Want To Spend Your Time?

- Decide when and how much you want to work.
- Choose your income goals.
- Decide how you want to structure your coaching sessions. Possibilities include: Individual sessions, group sessions, laser coaching, courses, VIP sessions. Choose 3 different methods of working with clients. Don't worry about what you think will or won't sell. Simply choose methods that YOU enjoy.

2

Understand Your Clients

As a coach, you understand your clients quite well, but the way you speak to them in your marketing messages is different than what you say to them in your coaching sessions.

It's important to be very clear about your clients' problems and obstacles, as well as their dreams, desired outcomes and things that bring them joy.

When you are able to specifically state all these things, ideally using the same words that your clients use, you can create highly effective marketing messages. These messages will build trust and help potential clients understand that you can make a tremendous difference for them.

These are the magic words to use in your emails to make your readers excited to pay you to work with them.

This step is a pleasure to work through because it's very satisfying to get so clear about your clients in a way you may not have done before.

Package Your Programs

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Once you get that deep understanding of your clients, your next step is to create enticing packages for them.

Each package includes:

- Your coaching program name and description
- Features – format, duration, # modules or sessions, etc
- Bonuses
- Guarantee
- Results the client can expect
- Dollar Value of the results
- Client inputs - time, energy and money

Your goal with these packages is to structure them to be so irresistible, your subscribers will be eager to sign up with you, even if it means stepping out of their comfort zone.

This step is a lot of fun, because as a coach you love giving your clients lots of value. And you'll be building a lot of value into your coaching programs.

Grow Your List

4

Another way of saying this is to "Build your Audience".

Figuratively, throw out a big net to find people who have the kind of problem that you solve and want the results you can help them get.

You can grow your audience by doing one or more of the following:

- ask a colleague to share your "lead magnet" with their list
- be interviewed on a podcast
- join a giveaway
- chat with like-minded people on social media – help them with problems that are in your area of expertise
- speak on stage at an event or meeting

Really, you just need to go to where your prospects are and invite them onto your list.

Add people to your email list so that they can get to know you and start receiving help from you right away.

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Nurture Your List

Once people join your email list, it's time to build a relationship with them. In order for clients to hire and pay you, they must deeply trust you both as an honest person and as the expert who can help them get what they want. Build this trust with the words you use and the content of the emails you send.

It's important that you build trust before you move on to Step 6.

Build trust by staying in regular communication with these people who trusted you enough to give you their email address.

Build on that trust by providing valuable information over time.

Some of the ways you can do that are to follow up after they receive their lead magnet. Encourage them to consume it and put it to use.

After that, continue to educate them about the potential solutions available to clear up their problem. Do this by sending regular emails that inform and engage your readers.

Build trust even more by inviting them to your community, either through a social media group or free monthly coaching call.

Sell Your Programs

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After your subscriber has gotten to know you and see you as an expert, you are ready to sell your programs by presenting them with irresistible offers.

In Step 3, you packaged your coaching programs so they provide plenty of value to your buyers. In this step, you'll present your program package to your subscriber in a way that makes it easy for them to say Yes to your offer.

If you'd like to make these offers through email alone, that is a great way to go. If you would like to use an automated webinar, video or Facebook Live to present your offer, that works too – and it's a leveraged use of your time, unlike strategy sessions.

Hint: if you use some form of video, it builds trust more effectively and makes it easier for subscribers to say yes to your offers. But selling on video is not required.

You can help them decide to say Yes by including elements in your offer such as scarcity, a deadline, an easy way to say Yes and social proof.

Schedule and Send Your Offers

7

In this step, you pull everything together from the previous steps to send irresistible offers via email to subscribers who trust you.

You will have built trust with your subscribers and now present them with an irresistible offer. These are the 2 essential steps to make any sale.

As Tony Robbins says, to achieve anything, take massive action. This is your massive action step.

Since you'll send your irresistible offers with email, nothing about this system requires you to get on the phone or dress up for a zoom call and do strategy sessions.

To simplify your marketing, create 3 program packages and offer one each month. This way, you'll offer each program once per quarter.

When you follow the steps in this *Super Easy Client Sign up Formula*, you'll almost effortlessly enjoy a steady stream of clients and prosperity in your business year after year.

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Hi! Nice to meet you!

Hi! My name is Linda Flynt, and I hope you put the *Super Easy Client Signup Formula* to good use.

There are people out there who need your help!

If you find it difficult sell products and services to your subscribers, you are not alone.

This 7 step system will help. Remember to do all 7 steps – and do them in order, to get best results.

My clients come to me intimidated and frustrated about getting clients. Most believe they have to do extroverted, salesy activities to get clients.

Successful selling requires authenticity. When you try to be something you are not, potential buyers can feel it. That's why it's a better idea to choose marketing strategies that you enjoy and feel natural to you.

Have questions about putting this formula to work in your business?

You're invited to ask your questions and get answers at our "No More Strategy Sessions" Hot Seat Coaching Group.

Click here for more info:

[3 months Hot Seat Coaching free \(no credit card required\).](#)