

Presented by
[MyNAMS Insiders Club](#)



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Reading through these twenty-one ideas for filling your coaching programs should get your creative juices flowing – and help you come up with your own unique twists on them.

1. Consider consulting a coach.



One of the best ways to eliminate blind spots about your programs and fine-tune them to perfection lies in investing in coaching sessions for yourself.

A coach (as you know) lends you a trained eye and can help you past potential roadblocks. The money you invest in coaching will come back to you and more in increased client response – and conversions for your programs.

2. Make it easier to say “yes” than “no”.

Offer them incentives and programs that are so perfectly tailored to their current needs and demonstrate such a high value, your ideal clients will actually *hurt* if they don’t accept your offer.

You don’t have to make your programs and incentives free, either: You just have to make sure:

- ✓ Your programs and incentives are within your potential client’s budget
- ✓ Your incentive or program is packed with so many things they want to learn or advantages and exclusive resources that the value of these makes your fee seem small – even if it isn’t.

3. Consider offering payment plans.

This strategy isn’t for everyone – but it certainly is an option to consider if your program has a high-ticket price and you’re finding people are expressing all sorts of interest, and signing up for your warm-up, free incentive like crazy – but simply not converting.

Some coaches refuse to do payments because they only want to attract clients who won’t think twice about investing: Others find that payment plans do attract highly-motivated clients who are more than ready to take action. If you suspect it’s genuinely impossible for your average target client to shell

out \$797.00 for your Easy Techno Package, split it into four payments of \$199.99. (Offer this for a limited time; not only to inspire them to take action but so you can test out whether or not this model works for you.)

4. Offer a tiered program structure.

This works best when you have more than one demographic in your active audience; or people at different levels in the journey you are guiding.

You can have any combination of programs. For example:

- ✓ An inexpensive, regular subscription newsletter (packed with really juicy tips)
- ✓ A private forum with limited interaction from you
- ✓ An elite V.I.P forum with more of your time and custom resources for a higher price ticket
- ✓ One-on-one Skype or telephone coaching
- ✓ Semi-annual “retreats” at a luxurious physical location

And if you structure your tiered program correctly, your clients should “graduate” to each level. (Yes; it’s basically a sales funnel!)

5. Simplify your process.

If a program is not converting as well as it should, don’t automatically assume there’s something wrong with the program. Instead, check your analytics carefully and see where people are aborting in the process.

Split-test different headlines; then split-test different calls to action. If that doesn’t work, have someone go through the sign up or payment process and ask for feedback on whether or not something caused them to abort the process.

And above all, make sure you keep your focus clear and targeted with your purchase and download pages. You don’t want someone aborting because it suddenly looks as if the amazing one-time price you seemed to be offering for your “Techno Queen” program now suddenly seems to say the client is going to pay that whacking great sum every month.

6. Be flexible.



By all means set solid boundaries, but don't put clients off or intimidate them with too rigid a structure. Making them feel you are there to support them and be in their corner doesn't involve charging them for a weekly session they missed when sick or forcing them to commit to a five-year-contract.

7. Give them a "Try-and-buy" package.

If you don't want to be too flexible with clients (the risk being that certain clients may just put off the next session and put off the next session, leaving you in limbo) then Offer them a "try-and-buy" or "honeymoon package". Instead of making them commit for 6-12 months, give them a no-strings-attached option of bailing out after their initial consultation and three sessions. (This gives them time to implement suggestions and actually take action.)

If they back out, they were not the right clients or it wasn't the right time. Keep it friendly and direct, and simply ask them to recommend you to people they think would suit your services. (Suggest they become an affiliate!)

8. Stress security, confidentiality and customer service.

These are issues people really do worry about. Part of the trust-building process involves reassuring people before they ask that their business is in safe hands.

Let them know exactly how to contact you; and if you're not going to be available all the time, who your "stand-in" is; and how to reach them.

Set up an actual system for fast customer service. This can bring about your best referrals of all.

9. Create a successful team.

While it's true that it's you your clients want to spend time with, trying to take care of every aspect of your business yourself can be draining and take away from your real money-making time – the time you spend with your clients.

Hire or outsource to competent experts for all the behind-the-scenes stuff such as your:

- ✓ Project management
- ✓ Webinar set up, recording and transcription
- ✓ Autoresponder and email set up
- ✓ Social media strategy
- ✓ Advertising
- ✓ Affiliate management
- ✓ Bookkeeping

In short, whatever drains your energy, time and confidence and takes you away from your passion – helping clients – is best outsourced to people who are passionate about the very areas you dislike or find difficult.

10. Put yourself out there.

Not just online or in social media, but in your local community.

Hold free workshops for community groups. Offer paid workshops or seminars to your local community college. Network at local business organizations and events, and put the word out that you are available for hire.



(One highly successful method, if you're new to public speaking: Have a presentation already rehearsed and ready whenever you go to a business event in your field – yes, it can be the same “signature” presentation, as long as it is suitable for the event audience. More often than you might think, featured guests cancel at the last minute or simply don't even turn up.

If you're the person who steps into the breach and saves the event with a brilliant and helpful, relevant presentation, you can at the very least call upon the organizers to provide you with a strong testimonial you can use.

And you will have made an impression on potential clients in the audience.

11. Create a Facebook Group

Yes, this can end up being an informal sort of coaching ground, if you're not doing it as part of an actual program. If you already have some authority in your niche and there's high interest in the topic, starting a Facebook Group after a free webinar or before you put out a program can often be ideal for building up your reputation. Then, when your promoted posts or product announcements or suggestions appear in members' feeds, they are far more likely to pay attention and check things out.

Facebook Groups have many advantages, when they are wisely moderated. They...

- ✓ Allow you to gauge your target audience and check out your assumptions and demographic information
- ✓ Let you hear your target audience's real concerns, complaints and questions
- ✓ Help you build trust and liking
- ✓ Create a tight community with loyal members
- ✓ Allow you to prove and provide informal customer service
- ✓ Gets your target audience in the habit of turning to you for answers

12. Take care of yourself.



If you are genuinely happy in your life – if you’re eating properly, exercising, creating rewards for yourself and allowing yourself to enjoy them – you’ll radiate a much more genuine and positive energy than if you’re focusing on work, work, work.

There’s nothing like a coach that glows with good health, joy and success for inspiring others!

13. Put yourself in your client’s shoes.

Have you really done this? Have you gone through your own sign up process? Purchased your own program? Really listened to her reservations? Studied what’s going on in his life? Thought about what other necessities she needs to spend her cash on (other than your amazing program)?

Also think of her goals: Where is she at now? What’s the next logical step for her to take? What will she need from you six months from now? A year from now?

The phrase “put yourself in [another’s] shoes” has literally become a cliché. But if you don’t really empathize with your client and understand exactly where he’s coming from, you won’t fill your coaching programs – there will be just too many small (and sometimes large) factors you’re missing.

14. Create “super-clients”.

Super-clients grow with you. They follow your program sales funnel with enthusiasm. These are the hard-core, super-committed ones that take action (and even surpass you).

Super-clients will promote you with passion – and you won’t even have to ask them to do so. They will step in and answer questions in your membership sites (and answer them as well as you do). They will become your best advocates and affiliates.

And making sure you allow for your coaching services and business to grow is the best way to make sure your super-clients grow with you.

15. Work within your list.

You've probably heard it said that it's much easier to sell to those you've already sold to than go out cold-calling, to find new customers.

Nowhere is it truer than in coaching.

Create programs specifically and strictly for your existing clients – ones that will really make them happy, and keep them excited about you. They already trust you and you may find they're only too eager to invest in a new level, new stage or new product.

16. Stop wasting time. Research instead.

Don't spend your energy on coaching models that are overused – ones which oversaturate your particular market. Instead, spend your time researching and find out what your potential clients really want from a coach – and how they want it delivered.

Have they switched from attending webinars to listening to podcasts while they jog? Do they really bother with your blog posts or are they constantly sharing inspiring videos with each other on social networks?

17. Measure your results.

The difference between coaches who keep filling more and more of their program seats and the ones who have hit-and-miss results often boils down to one thing: Hit-and-miss tracking.

18. Use feedback forms!

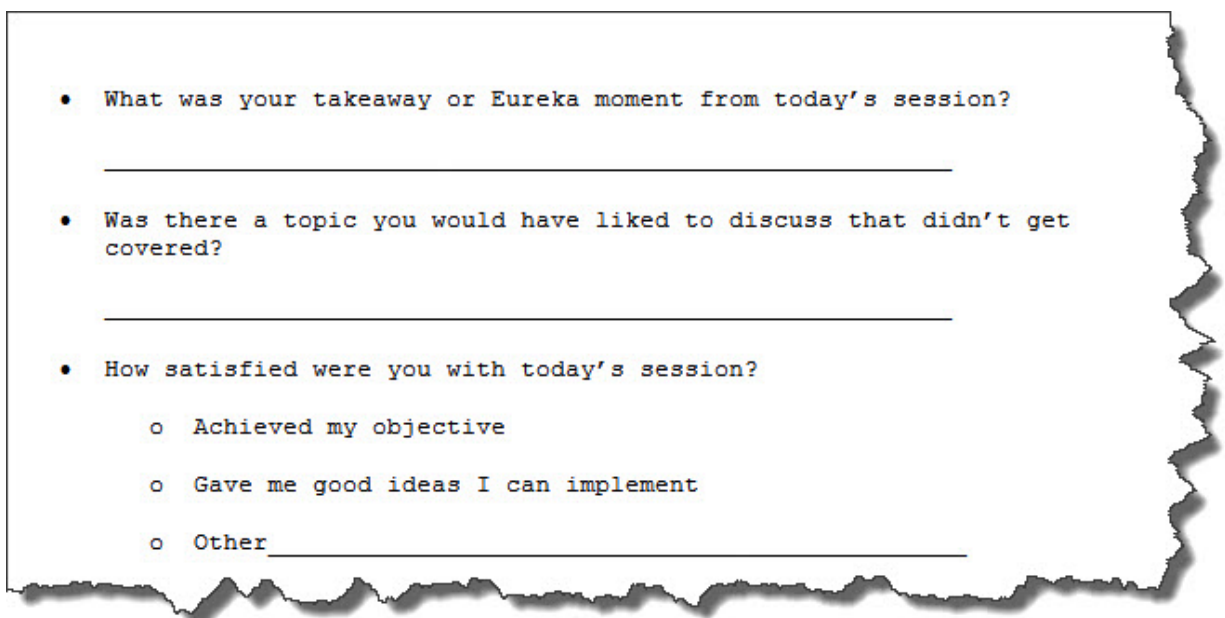
It doesn't matter whether or not you are coaching clients in person at a physical location or online; in a group session or one on one. Including a short feedback form prompting clients to evaluate each session can not only give you valuable information on how closely you are both meeting objectives, it can also help reassure the client.

Big companies often use feedback forms couched in positive language as a form of positive reinforcement; the theory being that if customers or clients see questions phrases positively, it subliminally "conditions" them to answer in the affirmative. By all means adopt this practice – to a point. "Positive" is

good – but make sure you leave at least one field or slot where they can express frustrations or point out they are the exception to your multiple-choice question (if you include one).

Then take action on any problems.

The feedback form shouldn't invite negative answers either, so be careful with your wording. And it's often a good idea to present the exact same feedback form at the end of every session (less work for you; and *the client knows what to expect* – something that numerous studies have shown that humans tend to like). But keep it short. Something like:



- What was your takeaway or Eureka moment from today's session?

- Was there a topic you would have liked to discuss that didn't get covered?

- How satisfied were you with today's session?
 - ☐ Achieved my objective
 - ☐ Gave me good ideas I can implement
 - ☐ Other _____

19. Include a sign-up field in your feedback forms.

If you're handing out feedback forms at a public workshop – especially one that introduces people to your coaching skills and style – be sure to include a sign-up call to action such as: "Would you like to hear about more of my workshops? Just write your name and email address or mobile number in the space below."

(Keep the questions simple. Don't make their brains ache.)

20. Join an exclusive group.

Do this either in conjunction with investing in some sessions with your own coach, or as a substitute for it.

Join a small focus group of coaches where you can share ideas, brainstorm challenges, and receive feedback and encouragement in your quest to fill your programs.

And if there isn't a group like this for your coaching niche – create one!

21. Be successful.

There is nothing like walking the walk to make potential clients want to hire you. “Just do it”. Be the one that always takes steps while others are still pondering the best way to do something.

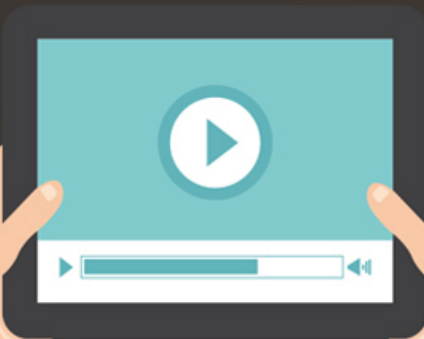
And when you've filled those coaching programs, your great content and information will help you keep those clients!

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