



TEXTBOOK

Profit from
FREE
Discovery Sessions

TEXTBOOK

Presented by
[MyNAMS Insiders Club](#)



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Step-by-Step Template: Profit from Free Discovery Sessions

Textbook

Do you believe in what you do?

Are you passionate about helping others to achieve their goals?

Are you tired of giving away your time to those who don't make full use of what you share?

You are brilliant at what you do, but you are not sure about making the money you deserve from it.

Do any of the things below this happen to you?

- ✓ Spend significant time creating and giving away free resources "to build your list"
- ✓ Spend more time than you should helping those who say they are desperate
- ✓ Those people disappear when it is time for them to invest

On occasion, one of these prospective clients will book a free coaching session with you, but it becomes clear that they are all over the place.

- ✓ You make a **suggestion**, they throw up **objections**
- ✓ You ask a **question**, they cannot **answer it**
- ✓ You set up an **action plan**, they **disappear**

You have invested time with them, yet nothing (or very little) to show for it.

HOW TO GET MORE NEW CLIENTS WITH FREE DISCOVERY SESSIONS: TEXTBOOK

You have that one client book a session, so you're on the right track. Right? Wrong. Make no mistake...

A client who pays \$1,500, then disappears without following through is **your worst advertisement**.

It's worse than not having landed that \$1,500 fee at all. There's no follow-up from them; no success story to share; no glowing recommendations. In fact, they're more likely to tell people they "*paid a fortune*" and you didn't deliver.

So what does that have to do with **free coaching sessions**? Haven't we just proved that giving away your time or products for free is counter-productive?

Not at all.

In this guide, you will learn to use free coaching sessions to avoid attracting the wrong client—and virtually guarantee you land the right ones.

Used correctly, free coaching sessions can be a powerful tool to increase your self-confidence, your perceived value—and finally get the quality, paying clients you deserve. Ones who act on your coaching and will be only too happy to talk about you with enthusiasm and gratitude. (And you'll build that list, too!)

All it takes is a slight shift in your perspective. **Are you ready?**

- ✓ Painlessly **weed out** those who can't afford you, won't do the work or just aren't the right match—before they even sign up
- ✓ **Attract and qualify** those who *can* pay, *will* pay—and will eagerly rush off to do the work to get results they can see, feel and enjoy

If your free coaching session offer fails to work as you have crafted it, it will be counter-productive.

As a coach, you do not *need* a huge list, just a high-converting one exclusively filled with loyal, high-end clients.

If you are planning to give away free sessions, it is vital to learn how to set them up so that they perform these two functions with razor-fine precision.

Understanding the Process

Make sure you create these 3 things for your free coaching session:

- ✓ **A goal**
- ✓ **A plan**
- ✓ **A system**

Once you have developed it, test it and it works, you can apply your simple formula over and over to bring in cash infusions and new clients—ones who will be delighted and stay with you.

And you won't be selling \$27 eBooks at the end of your free session: You will do it to promote high-end offers such as **V.I.P Days**, Exclusive Coaching Club memberships that should start no lower than \$497 per V.I.P. Day or \$397 for an annual or lifetime membership.

(Some successful coaches would consider this bargain-basement pricing, by the way. If you're comfortable with charging more as a new coach, consider charging between \$1,000--\$3000 for high-end services—and raise your rates as you create more clients who demonstrate proof of your coaching skills in their successes.)

If, as a new coach, you find yourself feeling doubtful or guilty about charging these prices, don't. If you set your free coaching sessions up correctly, you'll be clear about your purpose—and theirs; clear about the value they will receive; ready to deliver that high-end offer at the end of the session with confidence.

How do you make sure your free session isn't just attracting freebie-grabbers? And how do you make sure you are confident in the value you're about to provide?

Here's the simple, three-step formula to follow...

1. **Identify** your ideal client's biggest, most immediate:

- ✓ Problem
- ✓ Fear
- ✓ Worry
- ✓ Frustration
- ✓ Block

2. **Ask** a "Big Question" about that problem that rivets their attention

3. **Promise** a simple and complete solution to that specific conundrum

Think of it as helping someone do a jigsaw puzzle. You present them with the missing piece that they've been spending days looking for. They are able to complete that particular puzzle. That piece allows them to accomplish something to now help them with their next step.

You have identified their problem and given a simple solution in your free coaching session:

- ✓ **Show** your client what she needs to do next

That means you need to identify what your client is going to need *after* she completes that small jigsaw puzzle. Completing it (with the piece you handed her) should endow her with the confidence to go tackle something bigger—the high-end offer you present at the conclusion of the session.

Use your formula to take the next step of action to guide the client through the process.

Identify the problem:

Determine the obstacle/problem that is holding them back in their business. Consider what the next step your client right now. Personalize this to your client's specific pain point.

Is it a "*problem*" or is it a "*fear*"?

Is it...

- ✓ A block
- ✓ A hang-up
- ✓ A personality problem
- ✓ A financial frustration
- ✓ A missing piece of information

And is it something *you can actually help her solve*?

Notice how specific we are becoming, now we've slowed down, stopped and focused on defining exactly what this "problem" is for the client you can best help—the one who can afford your services?

Look for something that is **causing frustration**. What is preventing her from moving forward in one specific area?

Identify this frustration point, and you have your key. You can unlock the door for the client to step through.

When you have that "ah-hah!" moment, do not stop there. Write down the pain point you just identified and then apply these qualifying questions:

1. "If I show this client this missing piece, will she be able to afford the next step? Will she be eager to rush through that door?"
2. "What will solving this pain point set her up to do? Is it something she will not be able to resist, once this immediate frustration is solved?"

3. “Will helping her find the missing piece actually prove I am the right person to help her take the next step?”

If the answer to any of these three questions is “not really”—keep on going! **Brainstorm** other pain points—and zero in on the strongest. The one that will set your prospective client up perfectly to see you as her ultimate **solution**.

Determine if the potential client is attracted to your free coaching session for the right reasons. It is important to identify the right question to ask. Your question should not only be specific but memorable. It should resonate with your prospective client, stirring an emotional response.

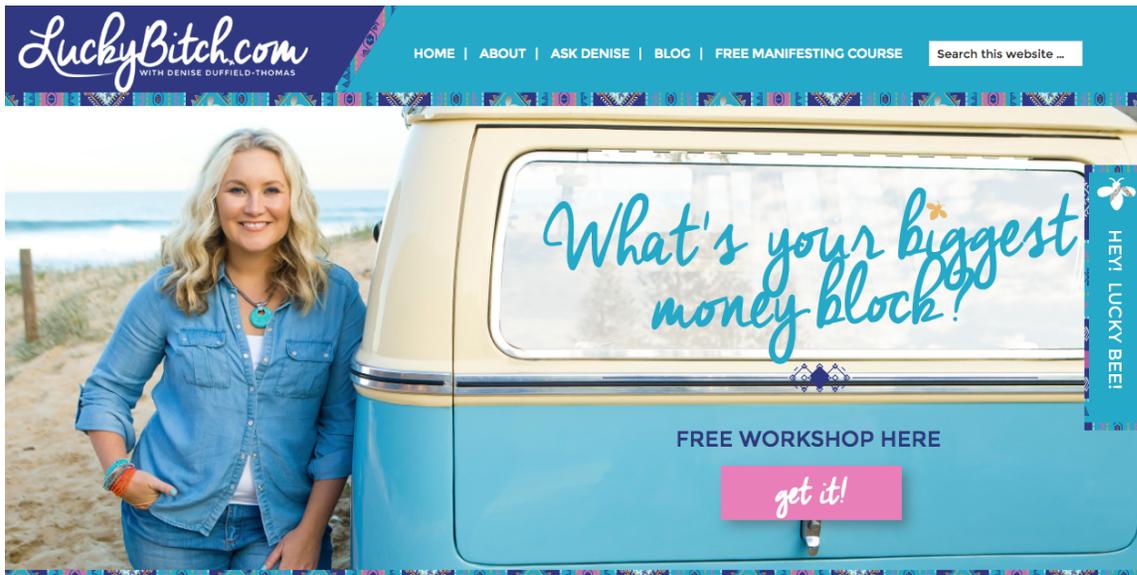
Asking the “Big Question”

Specific questions based on the following basics usually evoke the strongest response:

- “What one thing is holding you back?”
- “What do you need to change right now, in order to move forward?”
- “Why can’t you create the new habit you know you need to create?”
- “What is the most important action you need to take right now?”
- “What one action, tool or skill would move you forward right now?”
- “Are you stuck/ held back by...?”
- “How would your life change/be different a year from now if...?”

Once you have identified which question most concerns your potential ideal client, get specific and **personalize** it—as Denise Duffield-Thomas does below:

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She zeroes in on her ideal client's most pressing problem—money blocks.

Duffield-Thomas' specific question—"What's your biggest money block?" encompasses three of our "basic questions":

- "Are you stuck/held back by...?"
- "What one thing is holding you back?"
- "What do you need to change right now, in order to move forward?"

The Problem zooms in on the specific, SINGLE thing that the ideal client sees as her biggest problem (money block).

The Solution is offered as a call to action/command, and simply tells her ideal client WHAT TO DO NEXT (get the free workshop).

That is how specific you have to be—not just "sign up for your free one-hour session with me" beside a huge, above-the-fold photo of your charming face. The average visitor's reaction to the latter approach (which is seen all too often on coaching websites) is:

- ✓ "Who *are* you, and why should I care?"

Notice also that Denise did not have to list all her awards and credentials to tell visitors what she's all about: The photograph and the domain name do a

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great job of helping the visitor instantly decide whether or not what she is offering would be of interest. They know instantly she is not a personal trainer, a copywriting coach or a weight-loss coach.

You can call it a free class, discovery session, strategy session or whatever other type of session you want.

You can deliver it one-on-one, pre-recorded or as a workshop (live or pre-recorded). The important takeaway for you is that you decide on a format for your free session that:

- ✓ **Best suits your ideal client**
- ✓ **Best serves your goal**

Remember, you're not just giving away your free coaching session because you are a Nice Guy (which may have been the case in the past): You are helping your ideal client over the obstacle in the road that is draining their energy and riveting all their attention—so they can move forward, now able to see the light at the end of the tunnel.

And that light should include you and your high-end offer!

Where to Find Your Ideal Client

We are shifting slightly from basic marketing methodology. We are not casting a broad net within your niche, then narrowing it to a specific segment. We are doing our best to **identify the specific segment immediately**, then using a free coaching session to bring in only members of that specific segment who are **action takers**—and who **don't mind paying to achieve their dreams**.

First, however, you need to test your big idea.

You are no longer going to offer “free-for-all” coaching sessions, where the client asks anything she wants, and you have NO idea where the focus is going to go.

You will offer to help her with that one single, specific fear/problem/gap you have identified and she has jumped on—and keep the focus on that during

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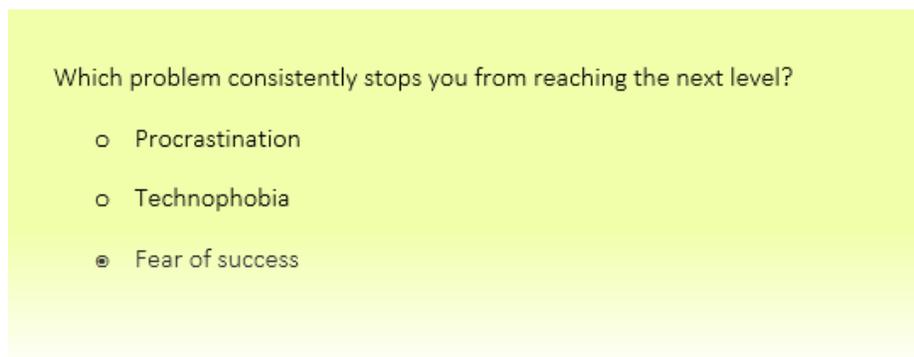
your session, so at the end, she feels she has the solution... but sees what step she needs to take next.

This research/brainstorming stage is a perfect time to start identifying your ideal recipient.

1. Talk to **current clients**.
2. Contact **past clients**.
3. **Ask your fellow coaches** what seems to be the biggest minor roadblock their clients/list members typically have trouble getting past.
4. **Ask in forums, membership sites or Facebook or LinkedIn groups** you belong to/run—ones that contain potential clients.

Make your research really simple- Ask **one specific question**—or give them a simple poll for that one question with maybe three choices for answers, so that all they have to do is click your poll radio button.

Your question should tap right into that one fear, frustration or block that is holding them up right now. Let's take life or business coaching as an example...



Which problem consistently stops you from reaching the next level?

- Procrastination
- Technophobia
- Fear of success

You should be offering three strong options for a free coaching session focus that you have identified as important to your group.

Giving a research group a choice of three options helps you avoid the trap of assumption. (For example, you are pretty sure that technophobia is the only

thing stopping your business client from succeeding—but to you the overwhelming choice from your respondents is: “Fear of success”.)

Make Email Your Friend

If you have a list, send your initial survey out via email is a great tactic. Be sure you give your email a strong subject line that focuses on the client—not on your needs.

For example, only ask for “help” in your subject line if you have a loyal, devoted list who all interact with you regularly in some arena (a forum, membership site or Facebook Group, for example).

Saying things like: “A Moment of your time, please?” or: “Will you help me?” can come off as irritating, needy or whiny to someone who doesn’t know you well.

A better idea:

Position your poll email Subject Line to focus on helping your subscriber.

- ✓ **Example:** “Which of these three problems has you stuck?”

Make it even more effective and targeted by including a qualifying word—a keyword—that narrows it down to those in your niche.

- ✓ **Example:** “Which of these three copy problems have you stuck?”

You can gauge how well you are hitting the target by the number of responses to each of your poll or survey choices.

Keep in mind, at every step of your process, from idea to the close to the free session itself—it is all about your client.

Make email an important part of your free session and high-end offer campaign. Use it to:

- ✓ Put out feelers and conduct research
- ✓ Create interest—and get a buzz going

- ✓ Promote your free coaching sessions pre-launch
- ✓ Follow up with people who didn't sign up on your closing high-end offer
- ✓ Follow up with those who became clients
- ✓ Stay in touch with your subscribers
- ✓ Ask and receive valuable feedback—and ideas for further high-end offers

Make sure your email efforts aren't hit-and-miss. Plan your email campaigns from Day One. Write your email series (or have an expert do it for you) before you launch your landing page—and know what the purpose is for each email and each email series.

Develop your Personal Marketing Formula

Now it's time to get to the meat of your free coaching session strategy: **Making an action plan!**

This should include:

- ✓ Set up your landing page and/or home page to focus on your "Big Question"
- ✓ Set up your email campaign—from pre-launch research to free session follow-up
- ✓ A plan for social media promotion
- ✓ A day-by-day launch calendar
- ✓ Advertising
- ✓ How you will deliver the session
- ✓ How you will set it up to make your high-end offer the obvious next step

- ✓ A cohesive plan for promoting your free sessions, with sign up to your high-end offers as the goal

It's up to you whether or not to add advertising into this mix. You need less than a dozen converting clients to make more money in a month than you probably did in your last year. It is important to focus on converting prospects who know you—such as your email subscribers, members or your Groups or forums, and your social media fans and followers.

Let's take these steps one at a time...

Your Free Coaching Session “Bait”

You've already set this up with your preliminary research, brainstorming the “Big Question” that is going to make your ideal client scramble to accept your offer to answer it. And you've decided on one single, high-value thing to teach or share.

Create your High-End Offer

The offer you are going to make at the end of your free coaching session needs to relate directly to taking the next step after solving the smaller problem within the free coaching session.

Notice where they are now: Your free-session client has just enjoyed your time and attention. She is inspired, excited—ready to take action!

What does she almost certainly want, right now?

More of your time.

- ✓ **Offer an online “V.I.P Day”.** You can start charging for these in the hundreds—and we will show you a simple formula so that the idea of running a V.I.P Days feels fun, exciting and easily do-able (rather than terrifying!)
- ✓ **Offer a “Coaching Package”.** Calculate how many sessions would be ideal for getting your new client to a satisfying level where she can operate alone for a while. (A common average: Six one-hour sessions, delivered by any means you prefer.)

- ✓ **Offer an Élite Coaching Group.** This should consist of a small number of people ready to commit themselves to an intensive project or coaching.

The advantage for you: You create loyal ambassadors, affiliates and future JV partners who enjoy being part of your “Inner Circle” and who naturally love to spread the word about your results.

The advantage for your members: Your personal attention, exclusive resources, networking opportunities with you and each other.

- ✓ **Offer a Mastermind Retreat.** If you know you can rope together at least six clients, consider renting space at a lodge or hotel where they will also provide you with a conference room or area. Make it a luxury deal, and charge well!

Consider having a JV partner or a couple of expert speakers.

Set a specific theme to your Mastermind Retreat.

Do not be afraid to set a limit on the number of clients you will accept. Exclusivity will increase both its value and its appeal.

Your Free Session Delivery System

Include in your planning the best delivery system for *you*. Don't make the mistake of setting up your free session in a format that overwhelms you.

- ✓ What takes the least time to set up and handle?
- ✓ Do you have/can you afford expert help in handling the technology?
- ✓ What are you most comfortable with (e.g. Telephone? Skype? Email coaching?)

You do have options for delivery. You can use a teleseminar provider to deliver the free coaching session as a pre-recorded unit, as long as you include some way for people to ask you questions afterwards.

You can hold a webinar with a limited number of attendees—a great idea if you are interested in building a small community of elite clients and especially if you want to make them interested in continuing this “insider”

circle by subscribing to a high-end event, mastermind retreat or membership club.

You can do a one-on-one telephone or Skype session; offer an email coaching session or invite a limited number of people to a Google Hangout.

Whatever delivery system you choose, consider the advantages (or disadvantages) of using that same delivery system for your high-end offer, since your client will become comfortable with it during your free session.

Your Promotional Plan

This should start with a Launch Calendar that helps you coordinate your efforts across:

- ✓ Your specific goal for your free sessions (E.g. "To use my free sessions to land six clients at \$1997 each for 5-hour V.I.P. days during the month of April, coaching them through successfully producing and launching a Kindle book.")
 - ✓ At least two of your best social media platforms
 - ✓ One or more email series (e.g. pre-launch; follow up)
 - ✓ Your ezine (or someone else's)
 - ✓ Your website or blog
 - ✓ Advertising (if desired)
 - ✓ Guest speaking and/or JV partnerships to promote your "Big Question" topic

Your Product Line

This is a great time to decide whether or not to support your free sessions and resulting high-end offer with additional products.

Things to take into consideration:

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- ✓ Will these products act as self-study vehicles for those who are serious but can't yet afford your personal coaching?
- ✓ Do you need them to satisfy sub-niche customers who are devoted followers but not really into coaching?
- ✓ Are you going to use them as additional resources to please your high-end clients?
- ✓ Will you increase the value of your paid, high-end memberships by including these paid products with your exclusive coaching groups or V.I.P. monthly clubs?
- ✓ Can you create a "signature" piece of software that no other similar coach has? One that will keep members coming back to you?
- ✓ Will the effort and expense of producing these products be cost-effective or drain time away from your high-end coaching?

You should put as much thought into your product line as you do into your high-end coaching. The advantage of creating a product line is once it has been completed and launched, it will be a source of passive income and give people a reason to send others to your site.

A product line is not ideal for some coaches—and it is a perfect complement for others!

Some find that a signature book that showcases their philosophy and area of exercise is all that seems to be required, depending on what is being coached.

The important thing is not which particular products you create—or decide not to create: It's whether or not...

- ✓ You know fully your reason for including a particular product - what it is supposed to do, what need or gap it fills—and how it sets up purchasers for becoming coaching clients
- ✓ How it fits into your plan
- ✓ It makes financial sense to include one or more products

Your Income Projection

How much do you want to make for the high-end offer your free session is promoting? In a month? Over how many clients?

How quickly do you want to make it?

How much difference is this going to make to your income? To the ease with which you generate income?

Realize that among the many benefits of using free sessions in a targeted, focused manner you will be able to make the leap from a free session to a seriously-big-ticket offer feel as natural as crossing a bridge rather than leaping over a chasm... for both you and your client!

Realize there is great leeway here. You can make as little or as much as you want to. And the more focused you are with your goals for your free offer (where it's leading, income-wise and where it will leave your client), the more spectacular your results.

Create your ideal marketing formula during the brainstorming stage for your free session and its resulting high-end offer.

Remember, you do not need to set every single thing in motion at this time: you need to know it fits within your plans, makes sense, and will ensure you increase your reputation while making an income you deserve and love.

Why You Should Offer Free Coaching Sessions

Writers might start out with the benefits and advantages of a strategy such as free coaching sessions.

We would rather include it here, after you've had time to consider what is involved—and what you can do with your free sessions.

You've heard it said: "**Success breeds success.**" This means that once you have achieved a success, it is much easier to:

The Psychology of Freebie Seekers:

Ask anyone who has been in the service or coaching business for a few years will tell you that the clients who consistently eat more time than any other type is the “freebie seeker.”

Sometimes this happens because they are people who go through life demanding everything they can get for the cheapest price.

Sometimes they are coming from a “you have everything, I have nothing” head space and background.

And sometimes they are just new entrepreneurs, without a clear idea of what to focus on and what they are looking for, desperately casting around for answers (easy or otherwise).

It doesn't matter what their motives are - you need to avoid people with a “do it for me” mentality. They will quickly drain your time, your energy and your self-confidence.

- ✓ Believe in yourself—and your ability to deliver
- ✓ Repeat the formula

If you give away free sessions to demanding, needy people who don't act, want more (without having to pay for it), don't seem to understand the purpose of coaching and who gobble up your time, *you will not breed success.*

In fact, the more of this type of client you attract to your free sessions, the less confident and more frustrated and miserable you'll feel!

That is what happens when there is no structure, forethought or focus to a free session. Usually a session given away just to show off your coaching

How to Craft Your Free Session

Do you have a strong idea of how you want your session to go?

Do you need to ensure it includes certain elements at key psychological points?

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Let your client know exactly what she will get; do this on your landing page, in your confirmation email and in the first part of your free coaching session.

- ✓ With your one-on-one session, jump straight away into making it all about your client.
- ✓ Write your session outline, review it and think of the most likely objections your attendee is going to voice (or think):
- ✓ Choose the right psychological moment (usually about a third of the way through) bring up the 'pain' point yourself, and deal with it in a straightforward, upbeat manner
- ✓ Structure your session as a **step-by-step** process that "walks them through" how to achieve something specific. This should be something important but simple, so that they are not overwhelmed with information.
- ✓ Give them real value: Something that will advance them or change their lives for the better. Be sure you leave them with a "bonus"—at least one handout, branded with your logo that they can use over and over.
- ✓ **Useful items for handouts are:**
 - ✓ Forms
 - ✓ Checklists
 - ✓ Worksheets
 - ✓ Templates
- ✓ Software (or another type of resource)
- ✓ If you have a great eBook that is highly relevant, consider this also as a bonus. You want them to access the tool you gave them.

Finally, there are three key points to note:

- **Do not coach** during the free session. Remember that you have offered to teach them *how to DO something specific* or get past one specific roadblock—don't get into their motives, feelings or anything else that can lead to tangents. Why?

You do not want them to feel *that the session was unfinished*—which is guaranteed to happen if you go into full “coaching” mode. No, it won't make them want to continue with a paid session: It will just leave them feeling “ripped off” or let down.

Concentrate instead on teaching your attendee that one valuable skill or trick **as promised**: Then lead into your offer.

- ✓ **Do send them questions to answer** before the session.

Let them know you will be emailing a short list of key questions.

- ✓ **Give them what you promised.**

No matter what else happens, they should feel you delivered on your promise—and more!

Remember - what you are doing this free session to achieve is a high-end offer to a client who can easily pay for it and appreciate it—by taking action.

Over delivering here is key.

Walk your client through an exercise, providing it leads to achieving the goal of a session. That is a natural way to showcase your coaching style.

When closing your offer, have the value they will receive will exceed the price of your high-end offer. They will receive a priceless pay-back—one that will make a real difference to their lives.

Create a strong but simple system for your free coaching sessions—and watch your business give back more income for less work—and more satisfaction for both you and your perfectly targeted clients.

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