



IDEA GENERATOR

Profit from  
**FREE**  
Discovery Sessions

IDEA GENERATOR

Presented by  
[MyNAMS Insiders Club](#)



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# Profit from Free Discovery Sessions

## Idea Generator

There are countless business niches out there and not one of them 'fit' the mindset that you can be everything for everyone.

As you use this guide to brainstorm, keep in mind the ideas you get for creating and delivering free discovery sessions to see which suggestions resonate most strongly with you.

### Coach via an Email Mini-Course

Offer a six-day mini-course to guide your client towards solving her “Big Question”—and add rich value by presenting an invitation to ask the one question and receive a personalized response at least twice within the course

### Coach via Video

Create an online video, talking to the camera as if it was your client, sharing with them how to do something or revealing a big solution. (These videos do double-duty: for example, provide them as part of your monthly resource section.)

### Break it Down into a Series

Using a larger piece of material can be well received as shorter, quick tips. Doing this via email or with downloadable PDF files or video lessons is an easy way to get good engagement AND improve your inbox deliverability in with your ISPs.

### Create a Pre-recorded Webinar

There are many tools available today that makes is easier than ever to create a webinar.

## Use an Assessment to Pre-Qualify Your Prospects

This is a pro tip. Use a questionnaire or assessment tool like Simple Quiz Engine to pre-qualify prospects. The NAMS Assessment process shown below asks 30 multiple-choice questions in 6 different areas to determine where prospects are in their business life.

The last of the six is commitment level. The answers to that section determine whether someone gets a free discovery session or not.

If a prospect is not committed to their business financially and emotionally, then no free discovery session will help them be successful. And by asking the other questions, we can have a very productive 15-minute session because we have a ton of background info already.

You'll find a link to the [NAMS Assessment here](#) and to the tool we use in the Resources Guide with this package.

Do it now and get personalized results immediately...

### Take the NAMS Assessment and Discover Exactly What YOU Need to Be Working on Today to Improve YOUR Business!



Watch this short introduction to the Assessment first!

- Uncover your strong skills
- Find out what to improve
- Get personalized results
- Simple multiple choice questions
- Quickly breeze through the quiz
- Create a clear blueprint for your business
- Get an unvarnished look at your business
- Discover the keys to moving forward now...

 **Start Now**

## Give Choices for Attending Your Webinar

Rather than offering a live, one time only access to your webinar, provide an alternate way that a person can still benefit from what you are sharing. Give a potential” client access to your webinar so that it gives an opportunity to see how it would be like working with you.

Doing this will make your pre-recorded coaching session feel more exclusive and flexible.

## Create a Contest for Live Coaching Sessions

Send emails and promotions geared towards your ideal client using a limited number of spots as well as providing prizes in a contest. Your contest can be as simple as asking your pre-session questions—and choosing the best potential client to fill the spots. See the example below:

*Admin's Blog / Win a Free Virtual Coaching Session with Danny*

### Win a Free Virtual Coaching Session with Danny

Posted by [Super Admin](#) on Wed Apr 2nd, 2014, [4 comments](#)



#### Win a Free Virtual Coaching Session with Danny

Virtual Coaching is a live, interactive session with Danny done on your computer and/or phone.

When you sign up for one of [Danny's 1-day workshops](#), you'll automatically be entered in a drawing to win a free, 30-minute Virtual Coaching session with Danny – a \$110 value. Danny will pull the winner's name from a hat the



[Visit the ChiWat](#)

## Delegate or Sub-Contract Live Coaching Sessions

**BIG TIP:** if you are an established coach with people working for you, consider certifying them to be qualified to work with your clients.

By doing this, you can keep your personal services as the big draw for your high-end paid offer at the end of the free live coaching session.

## Use Free Coaching Sessions as a Filter

Investing in a short, free session is a great way to filter out clients who won't work well with you for whatever reason... and attach the clients who will thrive with your coaching.

There is nothing wrong in saying the potential client is not a good 'fit'. Be kind and stick to your decision when turning away the unsuitable client.

Examples:

- Gently point them towards your self-study course or workbook and tell them why this will not only save them money but be a better choice for them. They will respect you for it.
- Refer them to another coach where they can find someone who will work better for their goals, problems or level.
- Give them a qualifying task to perform that will either turn them into your ideal candidate—or they may reveal on their own after the qualifying task reveals a different solution.
- Have your coaching fees high enough to discourage those who are not focused enough; or at the correct level for your personal services. This makes it easier to disengage at this point.

## Treat Live Sessions as a Consultation

You are offering something of value to your prospective paying client, so it is important to keep in mind that this free session really IS a

consultation: Both of you are determining whether or not working with you is going to move your recipient forward. Do not let them lead you into topics that will take you off tangent or make them feel they were left up in the air. You control that part of the session.

Watch for red flags that instantly alert you to who is not ready.

## Let Them Know Exactly How it Works

If you are providing free consulting sessions with the goal of landing your recipient as a coaching client, save her awkwardness at the end of the free session (and yourself from wasting time on it) by letting her know what to expect, when it comes to the way you work—and your fee range—as well as what *you* are looking for. [See example below:](#)

I charge \$1997 for three one-hour sessions with telephone follow-up per month. You'll also have the chance to submit questions and feedback via my weekly email updates. At the end of your Coaching Intensive package, you should see measurable results in achieving your major goal.

Schedule a one-hour, no-obligation, complimentary consultation and strategy session with me to find out if we work well together and if coaching is what you need at this time.

It is better to let people know right away what fee range to expect up front –it will eliminate the uncomfortable position with them trying to haggle down your prices—or disappoint them.

## Help Nervous Prospects Commit

What about prospective clients who **would** be a good fit, but who still feels a little nervous at the thought of hiring a coaching.

If the potential client just needs a gentle nudge, there are two simple actions you can take:

- ✓ Promise them a “**no risk, no pressure**” guarantee for taking your free session.
- ✓ Offer to send them a “*What to Do Before Your Complimentary Strategy Session*” checklist or worksheet so they can assure themselves they truly are ready.

The “freebie seekers” will usually not bother to go to the trouble of requesting your worksheet or checklist—they just want to devour; not work—so you can do this without hesitating.

People serious about their will feel reassured. You will have built their confidence even before your first call—and that is something that creates a bond and trust.

## Use Disqualifying Statements

You may come across potential clients who can afford to pay, but who will drain the life out of you or who are just not ready for coaching or who will just waste your time and energy—and these are the ones who will badmouth you, as they also are not very good at taking responsibility for their actions (or inaction.)

Business coach Marcia Hoeck, does this in a straightforward, no-nonsense manner on her complimentary [Instant Insight Private Coaching Session](#) landing page. After listing criteria for clients who will get the most out of her coaching, she continues as follows with a second list:

**Who should not work with me?**

- I don't work well with people who complain, whine, argue, or make excuses.
- Those who are not willing to work **on** their business as well as **in** it, or commit the time necessary to do so, may not be ready for my coaching.
- Start-up businesses or business owners with less than one year in business may not yet be ready for my coaching.

## Decide on What You Want to Create before scheduling the Sessions

There is a delicate balance that must be clear with free coaching sessions—and there is no “one-size-fits-all” formula. The ideal, is to make sure your potential new client feels she received amazing value—and desires more.

You want her to feel that *you* are the only logical person to help her. At the end of the session, her feeling that she connected with you. Observe professional boundaries. For example, if she wants more of your coaching because you ran forty minutes over, she will want your coaching because she can get free extra time for you. That is not a good reason to gain a client! (She’ll wear you out every session, until you hate connecting with her.)

Create a healthy balance, no matter what outcome you want:

- ✓ Be yourself
- ✓ Be honest
- ✓ Stick to your session’s **single** goal and mission
- ✓ Do not run over. Bring the session cheerfully but firmly to a close, no matter what
- ✓ Leave something left to explore

Yes, you agreed to teach her how to identify the top ten time-wasters in her day, for example—but when you are finished doing that, while she’s delighted that you did, let her know there is more she can accomplish (e.g. via your “Business Builder” Mastermind Retreat).

## Coach Locally

Increase your confidence, perfect your public speaking and communication skills, and build your credentials by offer free local

coaching workshops. The Chamber of Commerce in your local area is a great place to start.

Local business organizations and libraries are always looking for local experts to provide workshops—especially *pro bono*—so go through your phone book and local newspaper, make a few calls or send a few emails. (Your local reference librarian will also be able to suggest a few more potential arenas.)

And in addition to these wonderful side-benefits, you will be creating a room full of potential clients. (**Remember to give a call-to-action** and tell them about your services, suggesting a package you've created just for them.)

## Use Local Workshops to Generate Free Coaching Ideas

You can often gain huge insights and ideas for the perfect free session (and paid product) from the actual conversations, questions, stories and feedback at your local workshop event. So never consider these a waste of time.

## Uplift Your Client

No matter what happens in your free coaching session, end it on a high note. Ask your free session recipient questions like: *“What will you take away from today’s session? What action are you planning to take, based on our discussion?”*

(Phrase your question so that it makes them feel good about the progress made or the trick learned. They will leave your session feeling satisfied—but also feeling like they are ready to go the next mile.

## Share it on a Coaching Platform

If you are offering pre-recorded sessions that can be claimed by unlimited numbers and you are trying to expand your visibility.

## Use the “Limited Spot” Approach.

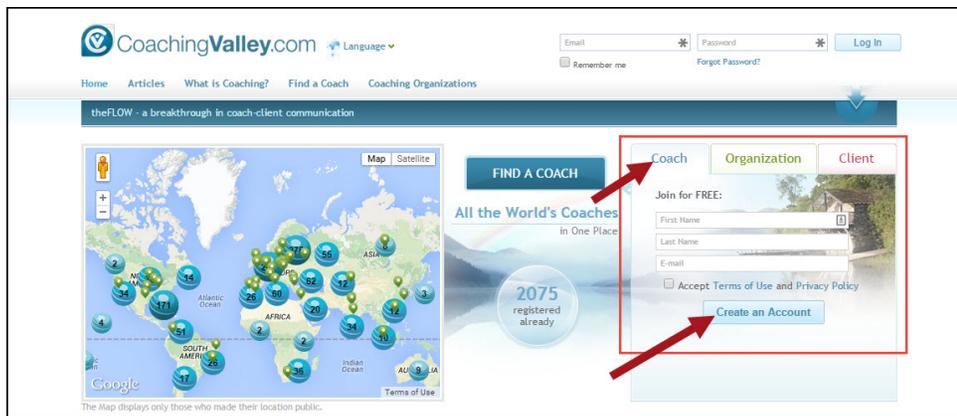
You can populate your website with a “*sign up for free session*” web form—but make people notice it and value it by:

- ✓ Setting a limit on the number of spots available
- ✓ Letting them know when free sessions are NOT available

Knowing that the spots are not always there for the taking

## Register with a Coaches Directory

If you’re trying to expand your reach, and using pre-recording coaching sessions to do so, consider registering with a coaching directory such as CoachingValley.com that displays listings and allows targeted searches.



## Make Them Invest

Aggressively selling your offer at the end of your free consultation session is not recommended yet think about it a time to weed out too many freebie-seekers by asking them to invest something in order to get your free session. This is a sound strategy.

**Investments can include:**

- ✓ A pre-session questionnaire that **MUST** be filled out and returned by a certain date
- ✓ A contest-entry short essay on why they need the session—and what they think they will get from it
- ✓ A checklist or worksheet to perform (not necessarily to be returned)

It doesn't matter what they invest—just as long as your landing page or email asks them to invest **something** that will make a connection and give your free session value.

## **Make the Most of Your Time and Resources**

Having trouble coming up with a higher-ticket offer to present at the end of your free session?

Put a package of services and/or resources you've already created, and present it as a high-value offer.

There is nothing wrong about doing this, if:

- a) You create a specific theme relevant to your free session focus and your clientele
- b) You have already done the work and you are proud of what it can help clients achieve

It is key to make this package of services, resources or products a success for the client. Make sure you don't include a single item that is slightly irrelevant. Resist the temptation to throw in your Handy-Dandy Favorite TV Show on an Excel spreadsheet if it is not relevant to your client's single focus and goal.

## Conclusion:

You are a coach. That means you are also a leader. These ideas have all been tested and tried successfully—but that doesn't mean every single strategy is written in stone.

Choose the **strategies that work best** for your purposes—and your client's.

Invent your own unique twist on creating and delivering your free consulting sessions.

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