



WORKBOOK

Profit from  
**FREE**  
Discovery Sessions

W O R K B O O K

Presented by  
[MyNAMS Insiders Club](#)



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# PROFIT FROM FREE DISCOVERY SESSIONS

## WORKBOOK

*Use this workbook to set up the perfect free coaching session campaign to gain high-end clients who truly appreciate your service.*

Questions to Consider:	Your Responses
<b>Determine what type of client you no longer want.</b>	Who drains your energy?  Why?
<b>Determine what you can do disqualify this type of client in future so that no engagement even takes place.</b>	Write disqualifying statements that identify nightmare clients. Do this for each appropriate location: <ul style="list-style-type: none"><li>✓ Your landing page</li> <li>✓ Your home page</li> <li>✓ Your contact form</li> <li>✓ Your "Big Question" hook</li></ul>



HOW TO GET MORE NEW CLIENTS WITH FREE DISCOVERY SESSIONS:  
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	<p><b>Promised Result</b></p> <p>"And _____</p> <p>_____</p>
<p><b>Determine how much you will charge for your high-end offer</b></p>	
<p>Brainstorm for:</p> <ul style="list-style-type: none"> <li>✓ Free coaching sessions</li> <li>✓ A bonus</li> <li>✓ A high-end offer</li> </ul> <p>Your free coaching session(s) should immediately address her most pressing pain point.</p> <p>Once you have found a mix you like, check out cost versus ROI.</p> <p>Brainstorm ways to reduce:</p> <ul style="list-style-type: none"> <li>✓ Time expended</li> <li>✓ Cost of creation</li> </ul> <p>(Do this <i>without</i> compromising quality!)</p>	

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<p><b>Where will I find potential ideal clients?</b></p>	<ul style="list-style-type: none"><li><input type="checkbox"/> My closed Groups, clubs, forums</li><li>_____</li><li>_____</li><li>_____</li><li>_____</li><li><input type="checkbox"/> Past clients</li><li><input type="checkbox"/> Current clients</li><li><input type="checkbox"/> People I know</li><li><input type="checkbox"/> People I have worked with in the past</li></ul>
<p><b>What changes did I make last year that proved beneficial to my business?</b></p> <p>What one change could I make right now that will:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Save me time</li><li><input type="checkbox"/> Reduce stress</li><li><input type="checkbox"/> Move me closer to my big goal</li><li><input type="checkbox"/> Increase visibility</li><li><input type="checkbox"/> Other</li></ul>	

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<p><b>What style of free session will work best for you? For your ideal client?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Multiple sessions (course)</li> <li><input type="checkbox"/> Single session</li> <li><input type="checkbox"/> Live, one-on-one strategy session             <ul style="list-style-type: none"> <li><input type="radio"/> In person</li> <li><input type="radio"/> Telephone</li> <li><input type="radio"/> Skype</li> <li><input type="radio"/> Email</li> <li><input type="radio"/> Other _____</li> </ul> </li> <li><input type="checkbox"/> Pre-recorded</li> <li><input type="checkbox"/> Group live strategy session</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p><b>What do you need to outsource?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Bonus handout or gift</li> <li><input type="checkbox"/> High end offer</li> <li><input type="checkbox"/> Graphics</li> <li><input type="checkbox"/> Platform set up</li> <li><input type="checkbox"/> Promotion</li> <li><input type="checkbox"/> Social media</li> <li><input type="checkbox"/> Customer service</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p><b>Have you set a budget for this project?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outsourcing</li> <li><input type="checkbox"/> VA assistance</li> <li><input type="checkbox"/> Customer service</li> <li><input type="checkbox"/> Additional software or resources</li> <li><input type="checkbox"/> Advertising</li> </ul>

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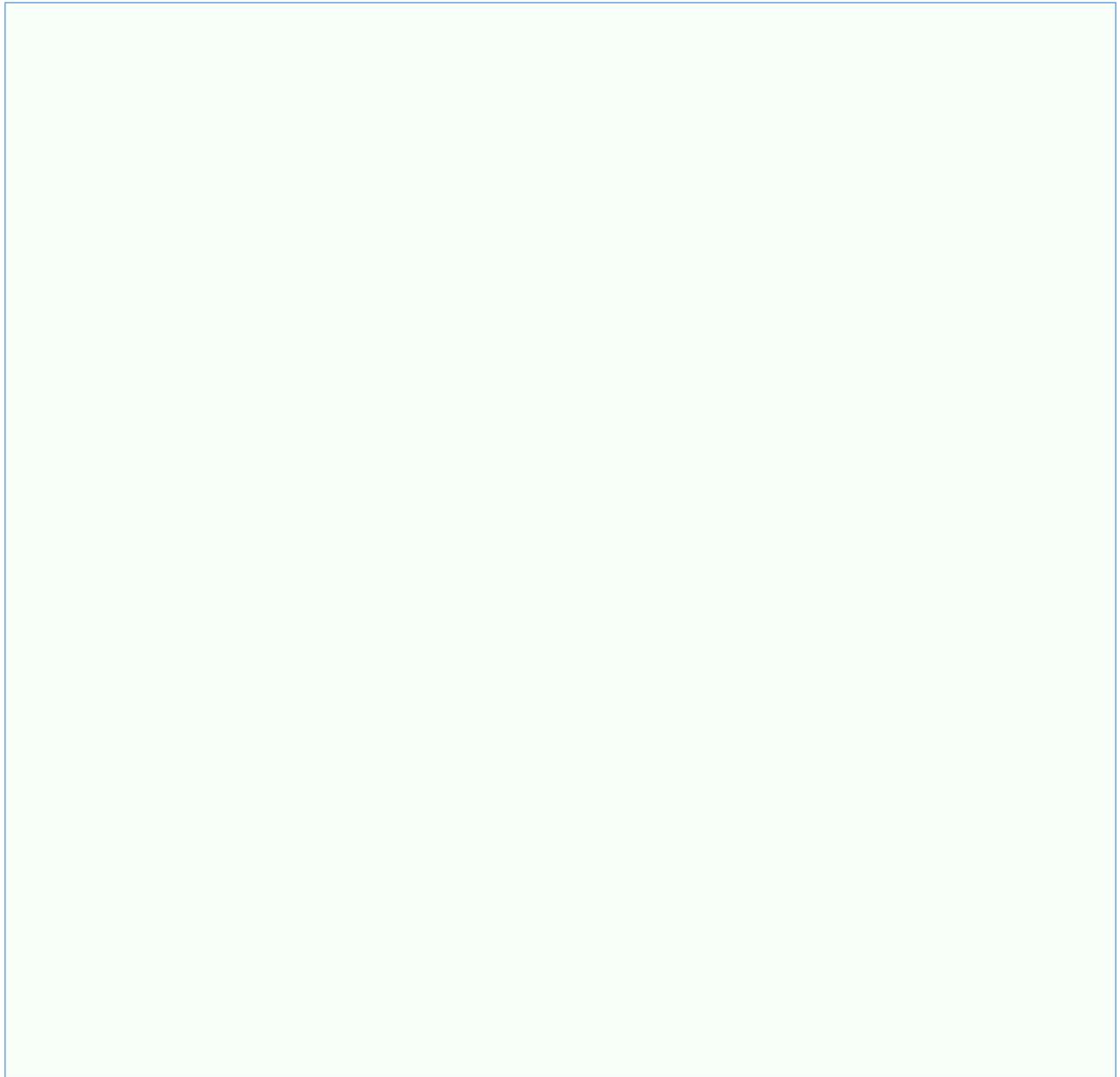
<p><b>How much income do you need to generate per month to achieve your personal income goal?</b></p>	<p>\$ _____</p>
<p><b>Price for your high-end offer?</b></p>  <p>Additional products?</p>	<p>\$ _____</p>  <p>\$ _____</p>
<p><b>What delivery system will you use?</b></p>  <p>Why?</p>	<p><input type="checkbox"/> Advantage to me</p>  <p><input type="checkbox"/> Advantage to my ideal client</p>
<p><b>Who will perform set up, uploads, et cetera?</b></p>	<p><input type="checkbox"/> Me</p> <p><input type="checkbox"/> My VA</p> <p><input type="checkbox"/> Outsource contractor</p>
<p><b>Who will write/handle email campaigns?</b></p>	
<p><b>Who will handle customer service? How will it be handled?</b></p>	

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<p><b>Who will handle free session scheduling? Will it be automated? Self-schedule? Scheduled individually via email or telephone?</b></p> <p><b>What platform will I use?</b></p>	
<p><b>Is my bonus handout/gift the absolute highest value I can deliver? Something that will surprise and delight my ideal client? Something she can really use—regularly?</b></p>	
<p><b>Have I set myself up so that I can easily stay focused on achieving what I promise in my free session offer, rather than accidentally slipping into coaching mode?</b></p>	
<p><b>Have I created necessary calls to action at appropriate points in my emails, posts, landing pages—and free sessions?</b></p>	
<p><b>Have I broken these steps down by month and put them in a schedule? On a calendar?</b></p>	
<p><b>What am I doing about accountability, to make sure I follow through on each step in a timely manner?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Set deadlines</li> <li><input type="checkbox"/> JV</li> <li><input type="checkbox"/> Get an accountability partner</li> </ul>

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	<input type="checkbox"/> Create a schedule and calendar
<b>Have I set up tracking and tweaking as an easy system that works for me?</b>	
<b>Have I created client follow up?</b>  Follow up emails/email campaigns?	
<b>Products or Programs to create or promote as upsells or exit strategies:</b>	
Bonus gift: _____ High-end offer: _____ Alternate products: _____	
<b>Follow up tasks:</b>	
<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	
<b>NOTES:</b>	



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